



# **EU-Japan cooperation in the field of training businesspeople and students**

**Julien Guerrier**  
**EU-Japan Centre for Industrial Cooperation**

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the Future of Employment in Europe and Japan  
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# EU-Japan Centre - Mission

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- Promote all forms of industrial, trade and investment cooperation between the EU and Japan
- Contribute to, and facilitate industrial cooperation between Japan and the EU
- Strengthen the technological capabilities and the competitiveness of the European industrial system

# Our Activities

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## 1 - Policy Recommendations

- **Policy analysis and advice**
  - Energy, Environment, Climate change
  - Trade and Investment
  - Industrial Policy
- **EU-Japan Business Round Table**

## 2 - Services to Business

- **Training programmes**
- **Innovation** (info service, cluster support, S&T human resources)
- **Information service** (policy seminars, inquiry helpdesk)

# Why training is important for EU-Japan industrial cooperation

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- Japan remains the world leader for industrial competitiveness, and learning from Japanese business practices contributes to the improvement of EU competitiveness
- The EU's FDI stock in Japan is around €75 billion out of EU's total FDI of almost €3 trillion. This represents 2.8% of all EU FDI. The Japanese market represents enormous potential for European companies
- However, given the differences in business cultures training is absolutely necessary.
- In 1995 at the "EU-Japan Business Round Table", European and Japanese industries identified a skills mismatch as major obstacle to entering the Japanese market.
- Student training will create a pool of knowledgeable and skilled workers with the ability to effectively conduct business with Japanese companies

# For **Business Managers**

5 – week training on **how to succeed in Japan**  
for executives from EU SMEs

Japanese lesson



Thematic lectures on Japan



Company visits



Joint Study w/ JP managers



# For Exporters

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5-day training course on  
**“Distribution and Business Practices”** in Japan  
for European business  
wishing to expand sales in the Japanese market



## Features:

- Lectures and discussion with experts
- Site visits to key distribution channels in Japan (e.g. General Trading House, Supermarkets, Convenient stores)



# For Production Managers

5-day course on challenges towards  
“**World Class Manufacturing**”  
for EU production managers



## Features:

- Hands-on lectures at Japanese manufacturing companies (e.g. Toyota, Ricoh)
- Lecture by WCM experts
- Group dynamics and mutual learning

# For Young Engineers & Scientists

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## “Vulcanus” programme

**Company internship** opportunities in Japan/Europe for European/Japanese university **students in the fields of engineering, science and architecture.**

### 4 – month

Language lesson &  
Cultural study

#### Skill Acquisition

- Study advanced technologies in a highly advanced economy
- Learn a language- important facet of business communication

### 8 – month

Internship  
in industrial R&D laboratories

#### Success factors

- Matching of students & host companies
- Support from supervisor / mentor
- Initiative by students




# **Results** of our training courses

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- Combined businesspeople/student courses have served over 2,000 people.
- This represents a large number of European companies in Japan.
- Vulcanus - more than 500 participants in 12 years.
- Recognition among companies of the value of the Vulcanus programme.
- Likely to impact employment directly and indirectly.

# Success Stories from **managerial trainings**

Understanding of  
Japanese market, key channels, success factors,  
business manners, communication style



## **New clients & deals in Japan**

### Recent cases:

- A Czech manufacturer of "train control and monitoring system" made a new contract with a Japanese railway company as a result of effective communication with Japanese clients as learned during the training in Japan.
- A Belgian ice-cream company made a deal with a large Japanese restaurant chain as a result of the contact made during the 5-week course in Japan.

## **New business establishment in Japan**

### Recent cases:

- A Czech participant in energy-control solutions business established a joint venture in Hyogo prefecture with Japanese partners found as a result of the 5-week training in Japan.
- An Italian stationery distributor expanded sales in Japan as a result of contacts made with key Japanese retailers during the training in Japan. She later established her own business in Japan.

# Results – an Exporter

Ms. Margaritha Grasshoff

Export Manager

Grands Vins de Gironde Holding France (GVG)

Attended: 5-day course on “Distribution & Business Practice”

*“The professional lectures and contacts provided by the course gave me the confidence to pursue new distribution methods, which in turn has generated very positive results for our company.”*

**Several months later, “our business picked up so well that we are now selling old as well as new brands of classified wines via even larger distribution channels”.**

# Results – a Business Manager

Mr Didier Landaud

Director

EMIX

Attended: 4-week “Human Resources Training Programme”

*“This course allowed me to reinforce relationships with the university of Nagoya and **we initiated a collaboration for a possible establishment in Japan...***

*This specific experience is now used in my daily work and it has also been transferred to the whole company's staff. This has involved a reorganization of the net sale on the Japanese market with the introduction of new managing models, the identification and the choice of the suitable people and their correct training”*

# Success Stories from **Vulcanus** (internship)

Trainees & Host Companies

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graph TD; A[Trainees & Host Companies] --> B[Ideas & Knowledge]; A --> C[R&D Outputs]; A --> D[Human Resources];
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## Ideas & Knowledge

Trainees brought **new ideas and knowledge** with **commercial application**:

- Dai Nippon Printing (creation of a new software)
- NKS Architect (new idea for housing design)
- Akebono Brake (unique idea for cost-efficient product design)
- Toyo Ito Architects (project team for a high-level competition)

## R&D Outputs

Trainees contributed to **patent creation** at:

- Fuji Xerox (Software engineering)
- Canon (Applied Math)
- Kawasaki Steel (Material engineering)
- Hitachi (Chemical engineering)

## Human Resources

**Some 60 European students came back to Japan** (out of 280) after traineeship

- Employed at host companies
- Found jobs at other Japanese companies
- Continued study at Japanese universities

# Conclusion

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- In a fast developing world, training/upskilling is essential to help people adapt to new needs.
- This is particularly the case in international trade and business, where different cultures and work environments represent a major challenge, Japan being the most striking case.
- Skills mismatches need to be addressed, and for this, sustained public policies are necessary and can prove successful.





**Contact:**

**EU-Japan Centre for Industrial Cooperation**

**Brussels Office**

**Tel: 02-282-0040**

**URL: [www.eu-japan.eu](http://www.eu-japan.eu)**