



## EU Japan Economic Relations Lecture No.9

– The 1990s and a New Era in Japan–EU Relations (2) –

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## Review of Lecture No.8

- The European Constitution is the result of the work of the European Convention, but the process of ratification is not smooth.
- The Hague Declaration became the de facto point of departure for Japan–EU dialogue and the ‘Action Plan for EU–Japan Cooperation’ gave new impetus to EU–Japan relations.  
(Chapter 5, pp. 89–100)
- Toyota had foresight in its European policy, in terms of EU enlargement as well as environmental concerns by EU citizens.

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## Agenda for Lecture No.9

- EU–Japan economic relations in the 1990s  
(Chapter 5, pp. 100–120)
- EU–Japan Centre for Industrial Cooperation <http://www.eu-japan.com/>
- EU–Japan Business Dialogue Roundtable  
<http://www.eu-japan.com/europe/roundtable.html>
- Case study: Vodafone

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## EU–Japan economic relations in the 1990s (1)

- Industrial cooperation is an important area of bilateral economic dialogue that was promoted within the Hague Declaration. It started with a number of specific initiatives in 1991, including a joint pilot project in consumer electronics.
- Following the Hague Declaration, this field has been strengthened by an annual EU–Japan Industrial Policy and Industrial Cooperation Dialogue at director–general level ...  
(p.102)

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### EU-Japan economic relations in the 1990s (2)

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- Other arrangements include conferences ... and the EU-Japan Industrialists Roundtable . (p.102)
- The “EU-Japan Industrialists Round Table” held its first meeting in 1995.
- When that group merged in 1999 with the “EU-Japan Business Forum”, which shared mutual common objectives, it was re-named as the EU-Japan Business Dialogue Round Table (to be discussed below).

[http://www.eujapan.com/roundtable/mission\\_statement.pdf](http://www.eujapan.com/roundtable/mission_statement.pdf)

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### EU-Japan economic relations in the 1990s (3)

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Cooperation has resulted in

- Mutual Recognition Agreement (MRA)  
The MRA came into force in 2001  
Its aim is to reduce time-consuming testing and regulatory requirements, especially on industrial products which are required to conform as a matter of law to standards
- Trade Assessment Mechanism (TAM)  
Its aim is to provide a regular forum for analysis of trade issues, to compare trade performance and to make trade discussion reciprocal

(pp.102-103)

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### EU-Japan economic relations in the 1990s (4)

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- TAM uses two indicators of market performance: the first compares the performance of EU exports on the Japanese market with that of other comparable trading partners (US, Canada, Australia and New Zealand), while the other compares the EU's performance on the Japanese market with how the same products perform on the markets of the other four countries
- The launch of several high-profile campaigns to promote European industry within Japan  
Example: EXPROM since 1979 ... devises promotional campaigns such as 'Export to Japan' which began in 1990 and 'Gateway to Japan' (from 1994) which ran a second campaign from 1997 (p.103)

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### EU-Japan economic relations in the 1990s (5)

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- Deregulation and Macro-economic issues were also singled out as part of the Hague declaration and have been important to the European Commission in particular. (p.104)
- The EU has welcomed Japan's 'Big Bang' reform in the financial sector (p.104)
- Another area that was promoted by the Hague Declaration and which has been developed since its signature involves cooperation in the field of science and technology (p.105)

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### EU-Japan economic relations in the 1990s (6)

- (A)n official platform for cooperation in this field was only created in 1993 following the establishment of the Forum on Science and Technology ... (which) discusses and coordinates bilateral projects and explores opportunities for collaboration in areas such as seismic research (p.105)
- The European Commission runs a Science and Technology Fellowship Programme, designed to promote increased mobility among researchers (p.106)

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### EU-Japan economic relations in the 1990s (7)

- The mechanisms set up by the Hague Declaration are able to bring together these activities within the same infrastructure (p.106)

From pp.106-109

- Regular and ad-hoc exchanges were developed also in the fields of telecommunications, transport, environment, aid and humanitarian assistance.
- Cooperation in aid led both Japan and the EU to go beyond their respective 'traditional' regions of Asia and Africa respectively.

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### EU-Japan economic relations in the 1990s (8)

- At the level of political relations, various meetings now take place between Japan and the EU, and include a Japan-EU **Troika** ministerial meeting involving the Japanese foreign minister, EU foreign ministers (as part of the Troika) and the Commission member responsible for external affairs ... (p.109)
- The "**Troika**" represents the European Union in external relations that fall within the scope of the common foreign and security policy (CFSP).  
[http://europa.eu/scadplus/glossary/troika\\_en.htm](http://europa.eu/scadplus/glossary/troika_en.htm)

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### EU-Japan economic relations in the 1990s (9)

- Since the Treaty of Amsterdam, the **Troika** has brought together:
  - \* the Foreign Affairs Minister of the Member State holding the Presidency of the Council of the European Union;
  - \* the Secretary-General/High Representative for the common foreign and security policy;
  - \* the European Commissioner in charge of external relations and European neighbourhood policy.
- The Presidency can also be assisted, where necessary, by the representatives of the future Presidency (Article 18 of the Treaty on European Union).

[http://europa.eu/scadplus/glossary/troika\\_en.htm](http://europa.eu/scadplus/glossary/troika_en.htm)

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### EU-Japan economic relations in the 1990s (10)

- Other areas which were mentioned in earlier documents and are codified in the Hague Declaration involves issues such as social affairs and culture and education. (p.110)
- (T)he 1990s witnessed a number of developments in the process of deepening internal regulation within the European Union, focusing in particular on the drive towards a single currency and the process of enlargement. (T)he move towards a single currency in 1999 has highlighted the international role of Europe in the global economy. (p.112)
- The creation of the WTO, particularly its settlement mechanism, was welcomed by both sides.

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### EU-Japan economic relations in the 1990s (11)

- Relations with Japan have been defined since the Hague Declaration by three important EU documents ... (p.114)
- '*A Consistent and global approach*' of 1992 noted that relations with Japan had changed
- '*Toward a New Asia Strategy*' in 1994 provided the way for the ASEM process.
- '*EU and Japan: the Next Steps*' in 1995 provided the way for more cooperation in topics such as disarmament and nuclear issues. (p.115)

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### EU-Japan economic relations in the 1990s (12)

- The Japanese government issued 'Basic Thinking on the Policy of the Japanese Government to the EC' in June 1992... It noted in this document that it was satisfied with the 'positive cooperation' that developed between Japan and the EC as a result of the Hague Declaration. (p.116)
- The broadening of the bilateral dialogue to embrace non-economic issues was noted in Japan, where not only did national television show President (of the Commission at that time) Santer explaining the nature of European integration (in September 1996), but the MFA (Ministry of Foreign Affairs) also produced a glossy brochure to detail EU economic and political history, as well as bilateral relations between Japan and the EU. (p.117)

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### EU-Japan economic relations in the 1990s (13)

- This brochure ... Even dedicates a page to the contemporary state of political dialogue, as well as assessing Japanese and EU participation in multilateral forums. (p.118)
- Japan also recognizes the growing political weight which obtains from the EC's economic success, and its representatives follow closely both processes of 'deepening' (principally in terms of the single currency) and 'widening' (with regard to Eastern expansion). (p.118)
- Japan studied the project and process of Economic and Monetary Union (EMU) carefully, and was earlier than the USA in understanding that the euro would indeed be introduced.

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## More Recent Agreements

- EU and Japan Competition Agreement (2003)
- Agreement for Cooperation in the Peaceful Uses of Nuclear Energy (2006) --- Providing the new framework of the cooperation for peaceful use of atomic power between EURATOM and Japan
- EU and Japan Customs Cooperation Agreement (ongoing, 2006) --- Exchanging information for preventing the breach for customs related regulations and the cooperations in the Customs area for the smooth operation of trade
- EU and Japan Science and Technology Agreement (ongoing, 2006) --- Providing the framework of the cooperation for research and development between EU and Japan

[http://www.meti.go.jp/policy/trade\\_policy/europe/eu/data/060901EUgaiyou.pdf](http://www.meti.go.jp/policy/trade_policy/europe/eu/data/060901EUgaiyou.pdf)  
(our translation using information available from the text and  
[http://jpn.cec.eu.int/relation/showpage\\_en\\_relations.chronology.php](http://jpn.cec.eu.int/relation/showpage_en_relations.chronology.php))

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## Chronology (1)

- 1974 Establishment of the Delegation of the European Communities in Tokyo
- 1984 1st EC-Japan Ministerial Meeting
- 1987 The EC-Japan Centre for Industrial Cooperation is established in Tokyo
- 18 Jul 1991 The Joint Declaration on relations between the EC and its Member States and Japan is signed in The Hague. (1st EC-Japan Summit)
- 4 July 1992 2nd EC-Japan Summit in London
- 1993 The High-level Forum on Science and Technology is set up
- 6 Jul 1993 3rd EC-Japan Summit in Tokyo
- 1994 Launch of deregulation dialogue
- 19 Jun 1995 4th EU-Japan Summit in Paris
- 1996 The EU-Japan Centre for Industrial Cooperation is established in Brussels, Vulcanus programme is installed.

[http://jpn.cec.eu.int/relation/showpage\\_en\\_relations.chronology.php](http://jpn.cec.eu.int/relation/showpage_en_relations.chronology.php)

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## Chronology (2)

- March 1996 EU and Japan participate in the first Asia Europe Meeting (ASEM) Summit in Bangkok.
- 29 April 1996 EU-Japan Ministerial Meeting
- 30 Sept 1996 5th EU-Japan Summit in Tokyo
- 23 April 1997 High-Level Consultations in Brussels
- 25 June 1997 6th EU-Japan Summit in The Hague
- 12 January 1998 7th EU-Japan Summit in Tokyo
- 3 to 4 April 1998 2nd Asia-Europe Meeting (ASEM) Summit takes place in London
- 4 to 5 June 1998 High-Level Consultations in Tokyo
- 12 October 1998 EU-Japan Ministerial Meeting in Tokyo, 3rd visit of European businessmen to Tokyo with EC Vice President Sir Leon Brittan
- 2 to 3 Nov 1998 High-Level Meeting on Deregulation in Tokyo

[http://jpn.cec.eu.int/relation/showpage\\_en\\_relations.chronology.php](http://jpn.cec.eu.int/relation/showpage_en_relations.chronology.php)

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## Chronology (3)

- 1 January 1999 The launch of the euro
- 22 February 1999 High-Level Meeting on Deregulation in Tokyo
- 22 to 23 Apr 1999 High-Level Consultations in Brussels
- 20 June 1999 8th EU-Japan Summit in Bonn
- 7 to 8 Oct 1999 1st EU-Japan Business Dialogue Roundtable
- 24 Nov 1999 High-Level Meeting on Regulatory Reform in Tokyo
- 11 January 2000 EU-Japan Ministerial Meeting in Brussels
- 13 January 2000 Then Japanese Foreign Minister Yohei Kono makes a speech in Paris calling for 'A Decade of Japan-Europe Cooperation'
- 22 February 2000 High-Level Meeting on Regulatory Reform in Tokyo
- 29 Feb-2 Mar 2000 High Level Meeting on Regulatory Reform in Brussels
- 17 to 18 July 2000 2nd EU-Japan Business Dialogue Roundtable in Tokyo
- 19 July 2000 9th EU-Japan Summit in Tokyo

[http://jpn.cec.eu.int/relation/showpage\\_en\\_relations.chronology.php](http://jpn.cec.eu.int/relation/showpage_en_relations.chronology.php)

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## Chronology (4)

- 20 to 21 Oct 2000 3rd Asia-Europe Meeting (ASEM) Summit takes place in Seoul
- 9 February 2001 High Level Meeting on Regulatory Reform in Tokyo
- 4 April 2001 EU & Japan sign Mutual Recognition Agreement (MRA)
- 9-10 July 2001 3rd EU-Japan Business Dialogue Roundtable in Brussels
- 23 October 2001 High Level Meeting on Regulatory Reform in Tokyo
- 8 December 2001 10th EU-Japan Summit in Brussels
- 25-26 Jan 2002 2nd EU-UNU Global Forum held in Tokyo
- 25-27 Apr 2002 Official Working Visit of Commission President Romano Prodi, Prodi becomes the first President of the European Commission to address the Japanese Diet
- 7-9 July 2002 4th EU-Japan Business Dialogue Roundtable in Tokyo
- 8 July 2002 11th EU-Japan Summit in Tokyo

[http://jpn.cec.eu.int/relation/showpage\\_en\\_relations.chronology.php](http://jpn.cec.eu.int/relation/showpage_en_relations.chronology.php)

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## Chronology (5)

- 23-24 Sept 2002 4th Asia-Europe Meeting (ASEM) Summit takes place in Copenhagen
- 25 Nov 2002 High Level Meeting on Regulatory Reform in Tokyo
- 5 March 2003 High Level Meeting on Regulatory Reform in Brussels
- 1-2 May 2003 12th EU-Japan Summit in Athens
- 27-28 May 2003 5th EU-Japan Business Dialogue Roundtable in Brussels
- 10 July 2003 EU and Japan sign Competition Agreement
- 25 Sept 2003 EC-Japan Mutual Recognition Agreement (MRA) Third Joint Committee
- 13-14 Nov 2003 High Level Meeting on Regulatory Reform in Tokyo
- 5 February 2004 4th EU-UNU Global Forum held in Tokyo
- 10 February 2004 10th EU-Japan Symposium on Labour: Industrial Relations and Change in Japan and the EU (Tokyo)

[http://jpn.cec.eu.int/relation/showpage\\_en\\_relations.chronology.php](http://jpn.cec.eu.int/relation/showpage_en_relations.chronology.php)

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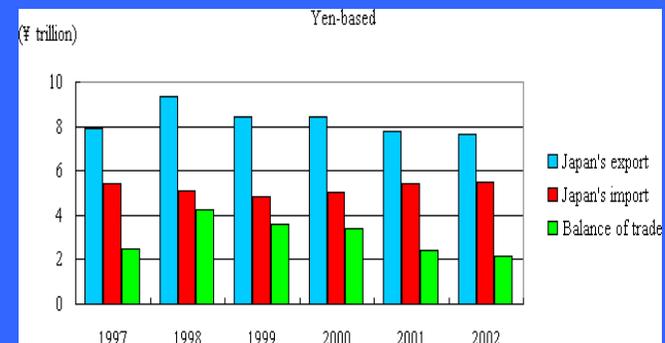
## Chronology (6)

- 20-21 June 2004 6th EU-Japan Business Dialogue Roundtable in Tokyo
- 22 June 2004 13th EU-Japan Summit in Tokyo
- 7-9 Oct 2004 5th Asia-Europe Meeting (ASEM) Summit in Hanoi
- 2 May 2005 14th EU-Japan Summit in Luxembourg
- 7-8 July 2005 EU-Japan Business Dialogue Roundtable in Brussels
- 24-25 Nov 2005 EU-Japan Regulatory Reform Dialogue in Tokyo
- 2 February 2006 EU and Japan sign an Agreement for Cooperation in the Peaceful Uses of Nuclear Energy
- 20-21 Mar 2006 EU-Japan Regulatory Reform Dialogue in Brussels
- 24 April 2006 15th EU-Japan Summit in Tokyo
- 29 Nov -1 Dec 2006 EU-Japan Regulatory Reform Dialogue in Tokyo

[http://jpn.cec.eu.int/relation/showpage\\_en\\_relations.chronology.php](http://jpn.cec.eu.int/relation/showpage_en_relations.chronology.php)

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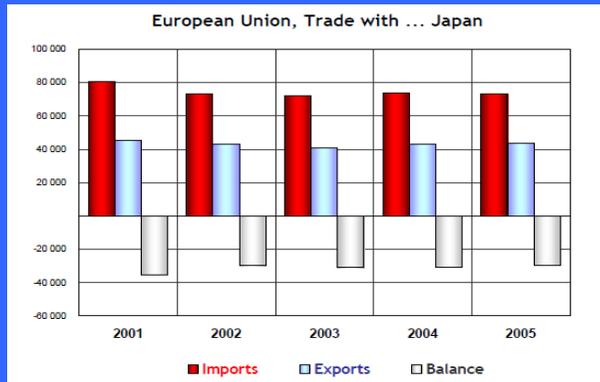
## Some background data (1)



[http://www.mofa.go.jp/region/europe/eu/overview/econo\\_trade.html](http://www.mofa.go.jp/region/europe/eu/overview/econo_trade.html)

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## Some background data (2)



Million euros

[http://trade.ec.europa.eu/doclib/docs/2006/september/tradoc\\_113403.pdf](http://trade.ec.europa.eu/doclib/docs/2006/september/tradoc_113403.pdf)

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## Some background data (3)

### Japan's export partners

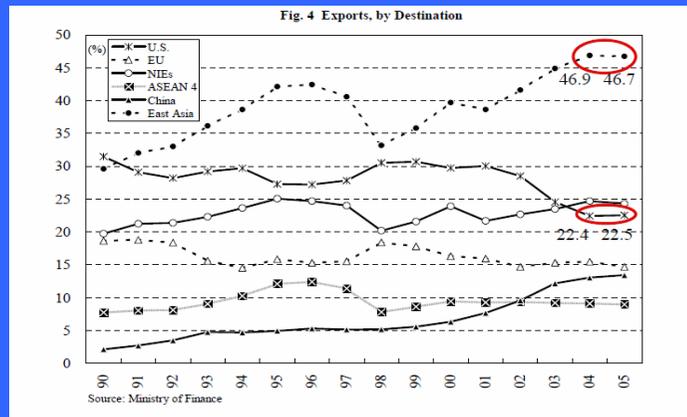
	構成比 (%) Share			
	2002	2003	2004	2005
世界 Total	100.0	100.0	100.0	100.0
北米 North America	30.3	26.1	23.8	24.0
米国 U.S.A.	28.5	24.6	22.5	22.6
カナダ Canada	1.8	1.6	1.4	1.5
EU25	15.3	16.0	15.7	14.7
東アジア East Asia	41.6	44.9	46.9	46.7
アジアNIEs Asian NIEs	22.7	23.5	24.7	24.3
韓国 Republic of Korea	6.9	7.4	7.8	7.8
ASEAN4	9.3	9.2	9.1	9.0
中国 P.R. China	9.6	12.2	13.1	13.4

<http://www.jetro.go.jp/jpn/stats/data/pdf/trade2005.pdf>

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## Some background data (4)

### Japan's export by destination



<http://www.jetro.go.jp/jpn/stats/data/pdf/trade2005.pdf>

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## Some background data (5)

### Japan's import partners

	構成比 (%) Share			
	2002	2003	2004	2005
世界 Total	100.0	100.0	100.0	100.0
北米 North America	19.2	17.4	15.6	14.2
米国 U.S.A.	17.1	15.4	13.7	12.4
カナダ Canada	2.1	2.0	1.9	1.7
EU25	13.3	13.0	12.7	11.4
東アジア East Asia	41.4	42.4	43.1	42.3
アジアNIEs Asian NIEs	10.5	10.2	10.3	9.8
韓国 Republic of Korea	4.6	4.7	4.8	4.7
ASEAN4	12.6	12.5	12.1	11.4
中国 P.R. China	18.3	19.7	20.7	21.0

<http://www.jetro.go.jp/jpn/stats/data/pdf/trade2005.pdf>

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## (6) Japan's Trade Partners in 2005

The major import partners			The major export partners			The major trade partners		
Partners	Mio euro	%	Partners	Mio euro	%	Partners	Mio euro	%
World	399 610	100.0	World	442 998	100.0	World	842 608	100.0
1 China	87 163	21.8	1 USA	109 318	24.7	1 USA	161 923	19.2
2 USA	52 606	13.2	2 EU	69 790	15.8	2 China	151 470	18.0
3 EU	47 225	11.8	3 China	64 307	14.5	3 EU	117 015	13.9
4 Saudi Arabia	22 969	5.7	4 Korea	37 520	8.5	4 Korea	57 131	6.8
5 United Arab Emir.	20 236	5.1	5 Hong Kong	28 952	6.5	5 Thailand	30 654	3.6
6 Australia	19 618	4.9	6 Thailand	18 136	4.1	6 Hong Kong	30 215	3.6
7 Korea	19 611	4.9	7 Singapore	14 893	3.4	7 Australia	29 675	3.5
8 Indonesia	16 693	4.2	8 Malaysia	10 147	2.3	8 Saudi Arabia	26 319	3.1
9 Thailand	12 519	3.1	9 Australia	10 058	2.3	9 Indonesia	24 194	2.9
10 Malaysia	11 805	3.0	10 Indonesia	7 501	1.7	10 United Arab Emir.	24 128	2.9
11 Qatar	8 543	2.1	11 Philippines	7 358	1.7	11 Malaysia	21 952	2.6
12 Iran	8 277	2.1	12 Canada	7 161	1.6	12 Singapore	20 277	2.4
13 Canada	7 157	1.8	13 Panama	5 542	1.3	13 Canada	14 319	1.7
14 Philippines	6 203	1.6	14 Mexico	5 531	1.2	14 Philippines	13 561	1.6
15 Kuwait	6 131	1.5	15 United Arab Emir.	3 892	0.9	15 Iran	9 355	1.1
16 Singapore	5 383	1.3	16 Russia	3 584	0.8	16 Qatar	9 338	1.1
17 Russia	4 956	1.2	17 Saudi Arabia	3 351	0.8	17 Russia	8 540	1.0
18 South Africa	4 447	1.1	18 Vietnam	2 886	0.7	18 Mexico	7 574	0.9
19 Switzerland	4 048	1.0	19 India	2 832	0.6	19 South Africa	7 081	0.8
20 Chile	4 009	1.0	20 South Africa	2 634	0.6	20 Kuwait	7 078	0.8

[http://trade.ec.europa.eu/doclib/docs/2006/september/tradoc\\_113403.pdf](http://trade.ec.europa.eu/doclib/docs/2006/september/tradoc_113403.pdf)

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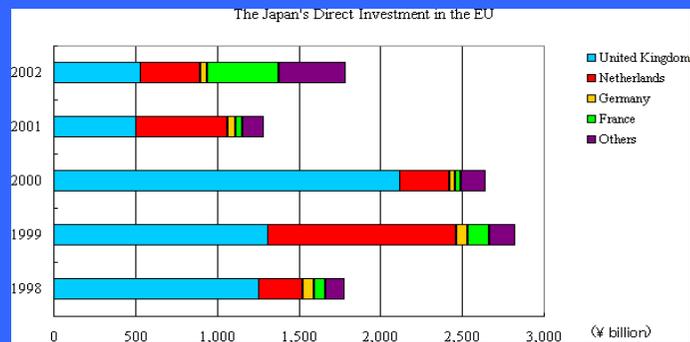
## (7) EU25 Trade Partners in 2005

The major imports partners			The major export partners			The major trade partners		
Partners	Mio euro	%	Partners	Mio euro	%	Partners	Mio euro	%
World	1 176 055	100.0	World	1 061 836	100.0	World	2 237 891	100.0
1 USA	163 057	13.9	1 USA	251 657	23.7	1 USA	414 714	18.5
2 China	158 098	13.4	2 Switzerland	81 980	7.7	2 China	209 894	9.4
3 Russia	106 766	9.1	3 Russia	56 445	5.3	3 Russia	163 211	7.3
4 Japan	73 243	6.2	4 China	51 796	4.9	4 Switzerland	148 334	6.6
5 Norway	67 474	5.7	5 Japan	43 663	4.1	5 Japan	116 906	5.2
6 Switzerland	66 354	5.6	6 Turkey	41 849	3.9	6 Norway	101 261	4.5
7 Turkey	33 492	2.8	7 Norway	33 787	3.2	7 Turkey	75 341	3.4
8 Korea	33 326	2.8	8 United Arab Emir.	25 288	2.4	8 Korea	53 456	2.4
9 Taiwan	23 835	2.0	9 Canada	23 681	2.2	9 Canada	40 855	1.8
10 Brazil	23 300	2.0	10 Romania	21 825	2.1	10 India	40 021	1.8
11 Saudi Arabia	22 092	1.9	11 India	21 110	2.0	11 Brazil	39 287	1.8
12 Algeria	20 735	1.8	12 Australia	20 710	2.0	12 Saudi Arabia	37 535	1.7
13 Libya	19 473	1.7	13 Hong Kong	20 434	1.9	13 Romania	37 130	1.7
14 India	18 911	1.6	14 Korea	20 130	1.9	14 Taiwan	36 653	1.6
15 Singapore	18 219	1.5	15 South Africa	18 077	1.7	15 Singapore	35 447	1.6
16 Canada	17 174	1.5	16 Singapore	17 227	1.6	16 United Arab Emir.	35 087	1.6
17 South Africa	16 731	1.4	17 Mexico	16 762	1.6	17 South Africa	34 808	1.6
18 Malaysia	15 905	1.4	18 Brazil	15 987	1.5	18 Algeria	31 150	1.4
19 Romania	15 305	1.3	19 Saudi Arabia	15 443	1.5	19 Hong Kong	31 109	1.4
20 WA_AO	13 761	1.2	20 WA_AO	13 484	1.3	20 Australia	30 182	1.3
ASIAN ASEM COUNTRIES	334 518	28.4	ASIAN ASEM COUNTRIES	160 308	15.1	ASIAN ASEM COUNTRIES	494 826	22.1

[http://trade.ec.europa.eu/doclib/docs/2006/september/tradoc\\_113472.pdf](http://trade.ec.europa.eu/doclib/docs/2006/september/tradoc_113472.pdf)

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## Some background data (8)

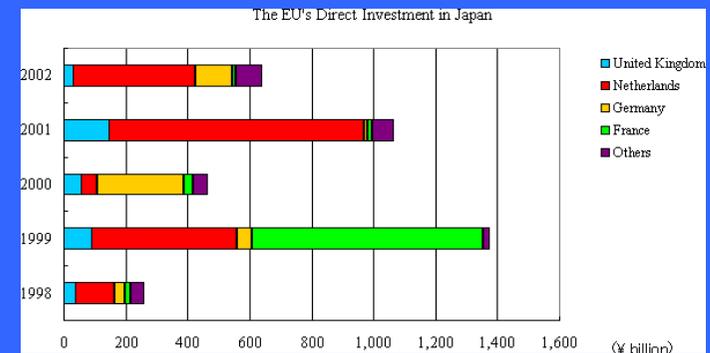


Source: Ministry of Finance

[http://www.mofa.go.jp/region/europe/eu/overview/econo\\_invest.html](http://www.mofa.go.jp/region/europe/eu/overview/econo_invest.html)

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## Some background data (9)



Source: Ministry of Finance

[http://www.mofa.go.jp/region/europe/eu/overview/econo\\_invest.html](http://www.mofa.go.jp/region/europe/eu/overview/econo_invest.html)

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### Some background data (10)

- Direct investment from Japan to the EU greatly exceeds that in the reverse direction from the EU to Japan.  
Japan --> EU:  
finance and insurance, real estate, commerce, electric appliances etc.
  - EU --> Japan:  
finance and insurance, machinery, chemicals, services, trade and commercial matters etc.
- [http://www.mofa.go.jp/region/europe/eu/overview/econo\\_invest.html](http://www.mofa.go.jp/region/europe/eu/overview/econo_invest.html)

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### EU-Japan Centre for Industrial Cooperation (1)

- The EU-Japan Centre for Industrial Cooperation is a venture between the European Commission (Directorate-General for Enterprise & Industry) and the Japanese Ministry of Economy, Trade and Industry (METI).
  - The Centre has been established as a core non-profit organisation for fostering the cooperation envisaged by the two authorities. Its main objective is to promote industrial cooperation between European and Japanese companies.
- <http://www.eu-japan.com/>

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### EU-Japan Centre for Industrial Cooperation (2)

- Since its establishment in 1987, the Centre has been serving its objective and the needs of business people in both the EU and Japan through management training programmes (Japan Industry Insight, Topical Missions), student in-company traineeships (Vulcanus), business information dissemination services like EU Policy seminars, and support for the annual EU-Japan Business Dialogue Round Table.
- It also manages the Alternative Energy Programme and is the coordinator in Europe for the Global Venture Forum.

<http://www.eu-japan.com/>

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### EU-Japan Centre for Industrial Cooperation (3)

- More than 1,500 alumni have participated in the training programmes
- The Centre and its activities are funded by the Directorate-General for Enterprise & Industry of the European Commission and the Ministry of Economy, Trade and Industry of Japan, as well as generous donations from private corporations.
- There is one office in Tokyo and one office in Brussels.

<http://www.eu-japan.com/>

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### EU-Japan Business Dialogue Roundtable (1)

- The EU-Japan Business Dialogue Round Table was created in 1995
- Since then, the chief executives of more than 50 leading EU and Japanese enterprises meet every year for 'roundtable' discussions to review the factors affecting all aspects of business cooperation between the EU and Japan, and to make policy recommendations to the European Commission and the Japanese Government
- Link to its website is found at the website for the EU-Japan Centre for Industrial Cooperation  
<http://www.eu-japan.com/roundtable/background.html>

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### EU-Japan Business Dialogue Roundtable (2)

- WORKING PARTY CREATING AN OPEN ENVIRONMENT FOR TRADE AND INVESTMENT  
[http://www.eu-japan.com/roundtable/wp1\\_recommendations\\_joint\\_2006.pdf](http://www.eu-japan.com/roundtable/wp1_recommendations_joint_2006.pdf)  
[http://www.eu-japan.com/roundtable/presentation\\_wp1\\_recommendations\\_joint\\_2006.pdf](http://www.eu-japan.com/roundtable/presentation_wp1_recommendations_joint_2006.pdf)
- WORKING PARTY ACCOUNTING AND TAX ISSUES
- WORKING PARTY INFORMATION & COMMUNICATION TECHNOLOGIES
- WORKING PARTY WORLD TRADE ORGANIZATION
- WORKING PARTY LIFE SCIENCES AND BIOTECHNOLOGY
- WORKING PARTY SUSTAINABLE DEVELOPMENT
- OTHER TOPICS OF INTEREST  
<http://www.eu-japan.com/roundtable/workinggroup.htm>

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### EU-Japan Business Dialogue Roundtable (3)

- At the beginning, the forum allowed European and Japanese business leaders to understand each other and to inform each side's partners and public Authorities of the difficulties encountered.
- The initial phase indeed coincided with a period during which contentious issues dominated relations between Japan and the EU.

[http://www.eu-japan.com/roundtable/mission\\_statement.pdf](http://www.eu-japan.com/roundtable/mission_statement.pdf)

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### EU-Japan Business Dialogue Roundtable (4)

- Over the years a completely different atmosphere of cooperation has come to prevail.
- The frank and open nature of the discussions which now characterises the Round Table's work is so special and even unique, that its importance in establishing truly active cooperation with the Authorities cannot be underestimated.

[http://www.eu-japan.com/roundtable/mission\\_statement.pdf](http://www.eu-japan.com/roundtable/mission_statement.pdf)

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## EU-Japan Business Dialogue Roundtable (5)

- In 2001, by adopting the 10-year “Action Plan for EU-Japan Cooperation” (which refers on 3 occasions to the EU-Japan Business Dialogue Round Table), the Japanese and European Authorities agreed on their willingness “to create an open environment for trade and investment, through working on a forward-looking agenda, taking into account the recommendations made by the EU-Japan Business Dialogue Round Table.

[http://www.eu-japan.com/roundtable/mission\\_statement.pdf](http://www.eu-japan.com/roundtable/mission_statement.pdf)

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## Case Study: Vodafone (1)

- Vodafone is the world's largest mobile company with subsidiaries in 26 countries
- Established in 1984 in the UK with more than 10 million users in the UK, Germany, United States, Italy and Turkey
- Started service in 1994 in Japan, merged with J-PHONE in 2001
- But sales, profit and number of contracts decreased in Japan due to the unpopular overseas terminal and the severe competition in the 3G market
- <http://www.vodafone.com/home/>

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## Case Study: Vodafone (2)

- In March 2006, Vodafone decided to sell Vodafone to Softbank group. After the merger in April, the company name changed to Softbank Mobile in October
- Softbank's strategy is to get the synergy effect from combination of the Broadband infrastructure, e-commerce business and mobile business
- After the introduction of MNP in October, au has become the winner, NTT Docomo the loser, and Softbank Mobile is in the middle, in terms of relative popularity

■ <http://www.softbankmobile.co.jp/corporate/en>

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## Conclusions

- After the Hague Declaration was signed, ad-hoc meetings between the EU and Japan developed in the 1990s. Various frameworks also developed for comprehensive discussion, including the trade conflict issue.
- As trade volume and attention shifted to China and the rest of Asia in both Japan and the EU, and Japan became more economically open in the worst post-war recession, the EU-Japan dialogue increasingly extended beyond economic issues.
- Vodafone's global strategy was not successful in the Japanese market. Softbank merged with Vodafone Japan, aiming to get the synergy effect with its existing business.

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## ASSIGNMENT

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Please choose one of three topics.

- (1) Discuss the reasons why both Asia and Europe had an interest in starting the ASEM process.
- (2) How has ASEM developed over the years?
- (3) What are the differences between the strategies of Japanese and South Korean firms in Europe?

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## Agenda for Lecture No.10

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- Cooperation in Regional Forums  
(Chapter 5, pp. 121-146)
- Asia-Europe Meeting (ASEM)
- Case study: Hyundai Motors

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