



THE CITY OF YOKOHAMA
FRANKFURT REPRESENTATIVE OFFICE
NEWSLETTER

DECEMBER 2011 ISSUE



MESSAGE FROM THE CHIEF REPRESENTATIVE:

2011 is unforgettable as the year of the 150th anniversary of German-Japanese friendship, and most the important event for us was that Yokohama and Frankfurt became partner cities. This new relationship also paved the way for financial support amounting to 250 thousand Euros from Frankfurt to the city of Sendai, which was heavily damaged in the tsunami catastrophe. It was a fortunate timing that "Japanweek", the largest Japanese cultural event in Europe, was held in Frankfurt this November, so that both Mayor Dr. h.c. Petra Roth and Mayor Ms. Fumiko Hayashi could share and celebrate this wonderful moment with many citizens of both countries. With this strong relationship we can implement measures of clean energy, smart grid and e-mobility which link a sustainable economic growth with the recovery from the catastrophe of the Great East Japan Earthquake. Without doubt, cultural and sports exchanges between citizens are also indispensably important.



The upcoming year 2012 is not just the year after the wonderful festivities. Rather, I will concentrate on actions like a cooperation in the area of climate change between three cities, adding Lyon who is a long-standing sister city of both Frankfurt and Yokohama. Also I hope to organise joint business seminars with the city of Frankfurt and the Hessian State governments, and expand sales routes for companies from Yokohama in relevant cities of central and eastern Europe.

CONTENTS:

◆ Upcoming Events	2
◆ Business Information on Yokohama	2
◆ Information from the City Government	4
◆ European Involvement in Yokohama	4
◆ Environmental Activities	5
◆ Operations of the Representative Office	5

◆ UPCOMING EVENTS

19 January < EV Charging Infrastructure & Grid Integration 2012 >

The City of Yokohama will do a presentation at this symposium for viable infrastructure for charging electric vehicles in London. We will show our projects, Yokohama mobility project zero and Yokohama smart city project to make a low carbon city feasible. We also solicit sales activities in Yokohama to innovative manufacturers.

<http://www.ev-charging-infrastructure-2012.com/>

01 - 03 February < Technical Show Yokohama 2012 >

Technical Show Yokohama 2012, with its theme "New technology pioneering into the future" categorizes the four sectors "Business solution", "Production", "Environment/Energy/Welfare" and "Industrial-Academia-Political cooperation network". Approximately 380 companies, who are innovative, develop new products and pioneer in new markets, will show their latest products, technologies and research achievements.

<http://www.tech-yokohama.jp/tech2012/>

21 - 22 February < Global Energy Basel 2012 >

The City of Yokohama will present our project, Yokohama smart city project to make a low carbon city feasible, at this sustainable infrastructure finance summit in Basel. We also solicit sales activities in Yokohama to innovative manufacturers.

<http://globalenergybasel.com/>

21 March < EV Charging Forum 2012 >

The City of Yokohama will present at this symposium for e-mobility performance in Barcelona, showing our projects Yokohama mobility project zero and Yokohama smart city project to make a low carbon city feasible. We also solicit sales activities in Yokohama to innovative manufacturers.

<http://www.evbatteryforum.com/>

◆ BUSINESS INFORMATION ON YOKOHAMA

< Business symposium in Frankfurt to attract companies to Yokohama >

Mayor Hayashi did a presentation at our company-soliciting symposium on 4th November in the Hotel Hessischer Hof in Frankfurt am Main. The event was jointly organized with the City of Frankfurt, Frankfurt Economic Development Corporation, JETRO and other entities. The intention was to explain about the investing environment of Yokohama directly to the companies of this area, in order to increase the number of companies entering the Japanese market from Germany, which decreased slightly after the catastrophe. Yokohama and Frankfurt have agreed on a partner cities relationship with exchange in numerous fields, including climate protection, creative city and cultural activities, and economic promotion. Germany and Japan have advantages in developing cutting-edge technologies together, and Frankfurt Rhein Main Area shares some similar industries with Yokohama, like pharmaceutical, automotive and semiconductors. Frankfurt is attractive because of its location at the geographical centre of Europe, and also as a centre for transport, logistics and finance. Yokohama has been benefiting from this attractiveness since 1997 when it first opened its representative office here, and has strengthened economic ties further in this year because of the 150th anniversary of German-Japanese friendship.

To the over 70 participants from 32 local companies and several other entities who attended to the seminar, the General Director of JETRO Düsseldorf Mr. Ueda first presented recent case studies of foreign

companies which came to Japan. Mayor Hayashi spoke about the charm of her city, and mentioned that Yokohama is home to a large number of biotechnology and IT companies, as well as large multinationals. She also spoke in detail about Yokohama's attractiveness as a business location due to its easy accessibility to the Japanese market, excellent transport opportunities both domestically and internationally, and good support for the establishment of businesses in Yokohama. In addition, companies deeply linked with Yokohama also did presentations; Hitachi introduced their operations in Europe and the Frankfurt headquartered Continental AG told about their business success in Yokohama.

< Co-exhibition with AMCON at Pollutec 2011 in Paris >

The City of Yokohama co-exhibited with AMCON, a pump manufacturer for water purification from Yokohama, at the largest trade fair for environmental technologies Pollutec in Paris from 29 November to 02 December. There AMCON attracted many customers with their brand-new smallest dewatering pump while Yokohama recommended local advanced technologies like e-mobility, smart grid and solar power generation, as well as its lucrative business environment.

AMCON recently established their European factory in the Czech Republic, focusing on increasing sales in Western and Eastern Europe. Consequently they are able to minimize the price and distribution time and enhance customer service.



< AMCON Europe opens their factory in the Czech Republic >

Interview with Mr. Takaaki Yamamoto, CEO, AMCON Europe s.r.o.

Q: In which fields of business will you develop in Europe?

A: AMCON is a Yokohama headquartered manufacturer of sludge dewatering presses for wastewater treatment systems. Since 2004 we began to sell our products in Europe, exhibiting regularly at environmental product trade fairs like Pollutec and IFAT. Our products efficiently work for sludge dewatering in the process of wastewater treatment plants. They are especially fitting for communities and villages of five hundred to ten thousand inhabitants because they are compact, light weight, and have a high dewatering performance and extremely low running cost.

Q: Which countries are you expecting to find your customers in?

A: In France alone for example there are 17000 small communities which have their own independent wastewater treatment plants, and in summary there might be up to a hundred thousand in total when adding Eastern Europe. We also have customers in food processing, paper, chemical and automobile maintenance industries. AMCON Europe focuses on every country we have potential customers in.

Q: Why did you decide to establish your office in the Czech Republic?

A: We had to minimize the initial investment within our limited budget, and we had to find a good location for distribution, connective factory space at a low cost, to find highly qualified manufacturing parts suppliers and a well trained, low cost workforce. Fortunately, CzechInvest, the governmental investment agency of the Czech Republic, had their office also in Yokohama and we could discuss many times to make our plan feasible. When we researched in the Czech Republic, the former representative of the Yokohama office affirmably supported us to find a factory location and to sort up possible suppliers by taking us wherever we needed to go with an interpreter free of charge! Now we realized the advantages, since we became more competitive in terms of price and shorter distribution time. For customer service we can now easily visit customers in Europe within a day after receiving an immediate request call. This advantage greatly contributes to customer satisfaction.

Q: What aspects is your company competitive in?

A: AMCON has more than 15 years experience manufacturing small and large dewatering presses for small to medium-scale wastewater treatment plants. Our products are simple, and especially within the range of

small models of our product lineup there are few competitors in this segment with our unique technologies. Our customer oriented flexibility also leads to ultimate satisfaction of users.

<http://www.amcon.co.jp/english/>

< Yokohama Hostel Village Annex opened, aiming for social impact >

Mr. Tomohiko Okabe, the social entrepreneur who runs Yokohama Hostel Village, a hostel providing cheap stay for homeless people as well as for backpackers from overseas, has recently opened its annex, called "HANARE" in Japanese. This apartment was refurbished by resident artists in a cool and comfortable way, and rehabilitates people from a life on the street. Mr. Okabe considers the operation of this facility as developing a kind of "social impact bond" scheme which reduces public spending by issuing private investment bonds. This idea is adapted from by Volans, a London based social enterprise who seeks social innovation as a business.

◆ INFORMATION FROM THE CITY GOVERNMENT

< Mayor Hayashi at the Opening Ceremony of Japanweek in Frankfurt >

The opening ceremony of Japanweek, the largest Japanese cultural event in Europe, took place on 5 November at Hauptwache, the city centre square of Frankfurt, and in the Kaisersaal hall of Frankfurt's City Hall (photo). Mayor Hayashi of Yokohama, invited by Mayor Roth of Frankfurt, gave a speech to celebrate the start of this major event with participation of 1200 entertainers and performers from Japan.



< School exchanges with Mayor Hayashi >

On 4 November Mayor Hayashi visited the Schule am Ried in Frankfurt, enjoying an exchange with students learning Japanese.

◆ EUROPEAN ENGAGEMENT IN YOKOHAMA

< Visit by board member of German-Japanese Society Frankfurt >

Mr. Klaus Kasper, a board member of the German-Japanese Society Frankfurt, visited and discussed with officials of the International Policy Office of the City Hall about possibilities of further cooperation.

◆ ENVIRONMENTAL ACTIVITIES

< Yokohama awarded smart city award in Barcelona >

The City of Yokohama was awarded a prize in the city division of "World Smart City Award" at the Smart City Expo International Conference 2011 held in Barcelona, Spain. Yokohama's efforts for the realization of a low carbon city, such as the Yokohama Smart City project, were highly appraised by the organizer. (photo courtesy of Nikke BP Cleantech Institute)



< Partner city exchanges in climate protection >

The City of Yokohama co-exhibited with the City of Frankfurt at the EnergieEffizienz Messe in Frankfurt (photo bottom right). At the same time both cities also jointly promoted their policies on climate protection at the Smart City Week 2011 trade fair in Yokohama. Our implementation of increased renewable energy use as well as public involvement for energy saving was demonstrated to the citizens of both cities.



◆ OPERATIONS OF THE REPRESENTATIVE OFFICE

This Autumn, the representative office exhibited PR booths at several events here in Frankfurt.



On 15 and 16 October, the representative office promoted tourism to one thousand so-called costume players at the famous Frankfurt Book Fair.

On 29 October, the representative office exhibited at "Kulinart", a gastronomy fair where we served a Frankfurt-Yokohama Fusion Cuisine recipe, "Shumai-dumpling with Frankfurt Green Sauce". Many Frankfurters were surprised and enjoyed this brand-new combination of their long beloved Green Sauce with this characteristic dish of Yokohama. (Photo left)



Europe. (Photos left and right)

From 5 to 12 November, the representative office exhibited a promotion booth at "Japanweek", the largest Japanese cultural event, for which more than a thousand Japanese entertainers and performers came to



On 6th November, a Japanese film premiere show was organized as a part of "Japanweek" events by Nippon Connection e.V., the association who runs the world's largest Japanese film festival in Frankfurt every year. The representative office sponsored the filmmaker of the movie "Panorama", Mr. Ryo Yoshikawa of the Tokyo University of Arts Graduate School of Film and New Media, which is located in Yokohama.

The representative office exchanged with citizens of Frankfurt at the Christmas tree illumination light-up ceremony on 23 November. We also promoted Yokohama's touristic charm at the Christmas



market booth. (Photo right)



In December the representative office promoted Yokohama's charm as a tourist destination at receptions on the occasion of Emperor's birthday on 5 December in Munich, on 8 December in Warsaw and on 9 December in Frankfurt.



Imprint

The City of Yokohama Frankfurt Representative Office
Mainzer Landstr. 46, 60325 Frankfurt am Main, Germany
Tel.: +49-(0)69-2423110 Fax.: +49-(0)69-24231115
URL: www.yokohama-city.de E-Mail: info@yokohama-city.de