



THE CITY OF YOKOHAMA

FRANKFURT REPRESENTATIVE OFFICE

NEWSLETTER

MAY 2012 ISSUE



MESSAGE FROM THE CHIEF REPRESENTATIVE:

As the new Chief Representative of Yokohama Frankfurt Representative Office, I appreciate the cooperation and support which you have consistently provided to the City of Yokohama. I look forward to a long and prosperous business relationship with you.

One year has passed since the Great East Japan Earthquake. This year, 2012, marks the "First year for the Rebirth of Japan." As a Smart City, the City of Yokohama would like to turn the energy shortage we are faced with into an advantage. The city can find solutions for difficulties and thereby make a contribution to the world. It is my strong conviction that the City of Yokohama is the best place to start business and find partners in Japan.

Cities play a major role in establishing a sustainable society. The City of Yokohama would like to promote inter-city cooperation, especially with European cities which are top runners for their environmental activities, and tackle global crucial issues together in a cooperative way.

In order to do so, it is important to promote cultural and sports exchanges and grow personal contacts among cities. The City of Yokohama would like to contribute to the citizens' networks as a step toward the future.



Naoki Mimuro
Chief Representative

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◆ UPCOMING EVENTS**23 – 25 May < 2012 Automotive Engineering Exposition >**

Japan's only large-scale automotive technological exhibition will be held at Pacifico Yokohama.

<http://expo.jsae.or.jp/>

06 – 08 June < Image Sensing Show >

Held in Pacifico Yokohama, this event exhibits image processing devices which configure machine vision systems all at once.

<http://www.adcom-media.co.jp/isseng/>

05 – 07 July < Wireless Technology Park 2012 >

This is Japan's leading event in the field wireless ICT and R&D in Pacifico Yokohama.

<http://www.wt-park.com/eng/index.html>

25 – 27 September < Inter Opto 2012 >

Held in Pacifico Yokohama, this event showcases the latest solutions for optical technologies, from precision equipment to semiconductor communication and measurement.

<http://www.optojapan.jp/interopto/>

10 – 12 October < BioJapan 2012 >

This event takes place in Pacifico Yokohama and exhibits in various zones under four major themes: "Life," encompassing medical and health care businesses, medical devices and equipment and cosmetics; "Green," including bio refineries, biomass plastics, and the environment; "Functional Foods and Nutraceuticals" and "Biotechnology Clusters and Ventures."

<http://www.ics-expo.jp/biojapan/en/index.html>

29 October – 02 November < Smart City Week >

Comprised of a conference and a trade fair, this event is the largest of its kind in Japan. It looks at every aspect of Smart Cities, like infrastructure, clean energy, energy management, equipment related to renewable energy, highly efficient energy utility systems, new mobility systems, etc. The Smart City Week is held in Pacifico Yokohama.

<http://expo.nikkeibp.co.jp/scw/2012/exhibitors/english/>

14 – 16 November < Embedded Technology 2012 >

This event at Pacifico Yokohama showcases microprocessor units, system LSI, Wireless Network and Interface Technology.

<http://www.jasa.or.jp/et/ET2011/english/index.html>

28 – 30 November < Microwave Workshops and Exhibition 2012 >

In Pacifico Yokohama, this event showcases more than 400 microwave technology related companies from all over the world.

http://apmc-mwe.org/mwe2011/en_outline.html

05 – 07 December < International Technical Exhibition on Image Technology and equipment Exhibition 2012 >

Held in Pacifico Yokohama, this event showcases the image processing technology widely applied to advanced security systems, advanced operation support systems and medical systems using smart phones.

<http://www.adcom-media.co.jp/ite/>

◆ BUSINESS INFORMATION ON YOKOHAMA

< Co-promotion with JFE Engineering at the London EV Infrastructure Conference >

The City of Yokohama co-exhibited with JFE Engineering, a Yokohama manufacturer of super rapid electric vehicle charging stands, at the International conference for EV charging Infrastructure on 18 and 19 January. JFE Engineering attracted many customers with their brand-new high-speed charging stand for electric vehicles. It takes only 8 minutes to charge 80% of battery capacity. Meanwhile the City of Yokohama presented local efforts: installation of viable EV charging infrastructure to increase users' efficiency, a proof experiment of micro mobility concept cars in cooperation with Nissan Motor in a famous shopping street, and a public campaign for energy saving driving competition.



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

< biologis of Frankfurt seeks business development in Japan >

Interview with Prof. Dr. med. Daniela Steinberger, CEO and Chief Medical Officer of bio.logis GmbH.



Q: What kind of products do you plan to launch on the Japanese market?

A: Together with our partners in Japan we are planning the launch of our Japanese online platform personal genomics services (PGS). With PGS, personal genetic information becomes available to everyone who is interested in his/her individual genetic information. This knowledge is useful for medical decision making. Users of PGS are able to check their gene variants concerning individual drug effects. Currently, PGS is available in German. In the near future, it will be offered in an international and Japanese version as well.

Q: Which segment do your main target customers belong to?

A: PGS is for everybody who is interested in their own biology: The information associated with our own gene variants is responsible for our reactions to environment or medication. It enables us to find out more about our genetic predispositions. Together with their doctors, the users of PGS can make decisions regarding necessary preventive measures. Furthermore, the genetic data provided by PGS supports users and their physicians in choice and dosage of medication.

Q3: What kind of service from a municipal economic organization would help you gain market acceptance in Japan?

A3: It would be great to work together with professional partners from the health care and life science sectors. These partners could be physicians and scientists as well as experts in business development or other professionals from these fields.

<https://www.bio.logis.de/>

< JFE Engineering sells super rapid EV charging stand in Europe >

Interview with Mr. Kotaro Fukuzawa, Managing Director of JFE Europe GmbH.

Q: What are the advantages of your charging column for electric vehicles (EVs) compared to other products?

A: JFE Engineering Corporation's rapid charger for electric vehicles "RAPIDAS" is equipped with a battery which makes it possible to utilize less expensive night-time electricity and supply the stored power during the day-time, and contributes to power load levelling. People can use the stored power also in case of power outage and other emergencies. This feature also has the advantage that users do not need additional equipment because large capacity power supply is not necessary.

"RAPIDAS" is currently the only battery equipped rapid charger certified by CHAdeMO, the Japanese standard for EV rapid charging. JFE Engineering Corp. also launched the newly developed "Super RAPIDAS" that needs only 8 minutes, instead of over 30 minutes, for 80% charging.



Q: How is JFE Engineering's marketing strategy of this product in the European market? Do you think this market is difficult for EV related products made in Japan?

A: "RAPIDAS" is fabricated in Japan according to the CHAdeMO standard. This model should also satisfy the CE standard for the European market. We need to cooperate with European partner companies for fabrication and adaptation to the European market. The popularisation of EVs is considered to take more time. One of the issues to be overcome is developing an infrastructure for EVs, and cost cutting of chargers as well as installation is necessary. JFE's "RAPIDAS" can accept small capacity power supply (<20KW), so that it can cut the cost for equipment and basis rate regarding large capacity power reception.

Q: Do you have any special target projects or countries in Europe?

A: Although we do not have a specific strategy, our target countries are those which begin to install CHAdeMO chargers. We start from establishing cooperative relationships with European partners as a first step.

◆ INFORMATION FROM THE CITY GOVERNMENT



< New direct flight service from Frankfurt to Haneda Airport >

On 20 January 2012 All Nippon Airways (ANA) started a new direct service between Haneda Airport, the airport closest to Yokohama, and Frankfurt. Haneda Airport is less than 30 minutes away from the city centre of Yokohama. In the light on the partnership relations, ANA teamed up with the City of Yokohama to promote the new route, and the destinations Yokohama and Frankfurt. Culinary specialties from Yokohama were served on the first flights.

< TPAM, an international platform for performing arts >

From 13 to 19 February, Tokyo Performing Arts Meeting (TPAM) was held at many venues in Yokohama: Yokohama Creativecity Center (YCC), BankART Studio NYK, Yokohama Red Brick Warehouse Number 1, Kanagawa Arts Theatre, Yokohama Museum of Art Lecture Hall, Noge Schale (Yokohama Nigiwai-za), ZOU-NO-HANA Terrace, ST Spot and others. The event was about improving and developing activities in the performing arts sector through networking among professionals and discovering works that are responsive to the contemporary reality. The event was held in cooperation with many organizations; BankART1929,

Koganecho Area Management Center, Steep Slope Studio, ZOU-NO-HANA Terrace, Nevula Extra Support Inc. (Next), NPO ST Spot Yokohama, ITCA (Mitsumoto Coffee Group), Café Vacation, Shichoshitsu ver.2, nitehi works and e+ (Entertainment Plus Inc.).

◆ ENVIRONMENTAL ACTIVITIES

< Partnering exchange in Barcelona with climate protection >

The City of Yokohama co-presented with the City of Barcelona at the Electric Vehicle Charging Forum, which was held in Barcelona on 21 March. As this session, which compared the E-mobility performance of the two cities, Yokohama introduced the Yokohama Mobility Project Zero and the Yokohama Smart City Project to make a low carbon city feasible. Our implementation of renewable energy increase as well as public involvement for energy saving was highly applauded by the audience. We also solicited sales activities in Yokohama to innovative manufacturers.

[http:// www.evbatteryforum.com/](http://www.evbatteryforum.com/)

◆ OPERATIONS OF THE REPRESENTATIVE OFFICE

This winter, the Representative Office exhibited PR booths at several tourism trade fairs in Europe.

From 14 to 22 January, the Representative Office promoted tourism at CMT, a camping and tourism trade fair in Stuttgart.

From 18 to 19 February, the Representative office exhibited at BIT, a tourism trade fair in Milan (photo right).

On 8 March, the representative office promoted Yokohama's charm as an entrance gate to Japan for Germans, travelling via the new direct flight services between Frankfurt and Haneda, at ITB, the large tourism trade fair in Berlin.



On 9 March, at the reception commemorating the anniversary of the Great East Japan Earthquake, the representative office promoted direct flight services between Frankfurt and Haneda, making mutual visits for partner city exchanges easier.

The Representative Office also promoted Yokohama with a booth and a workshop at Nippon Connection Japanese Film Festival in Frankfurt on 5 and 6 May 2012 (photo left).



Imprint

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