



THE CITY OF YOKOHAMA

FRANKFURT REPRESENTATIVE OFFICE

NEWSLETTER

SEPTEMBER 2010 ISSUE



MESSAGE FROM THE CHIEF REPRESENTATIVE:

When the "Museumsuferfest" held near the art museums on the banks of the Main River in Frankfurt is over, it reminds me that summer has also come to an end. The business season of autumn has finally arrived, and activities to attract companies in 2010 have entered a crucial stage. The two industries of IT and biotechnology were concentrated in Yokohama to begin with, and in addition, we aim to invite automobile-related mechatronics and environment-related industries as new fields to Yokohama. Undoubtedly, the biggest topic this autumn is that a Yokohama company delegation will be talking business in Europe for the first time in years: the field is bio-medical treatment, and the delegation will participate in the BIO-Europe international conference to be held in Munich in mid-November. I have begun preparations for the delegation to attend the conference and discuss business with many companies. I would like to expand business opportunities between Europe and Yokohama as widely as possible.



For European enterprises, the greatest merit of being located in Yokohama is the construction of intimate business connections with Japanese companies. If the European companies use these relationships as a foothold, they can advance to the many remarkably prosperous cities in Asia, such as our sister cities Shanghai and Mumbai or our partnership city Ho Chi Minh, and benefit from a positive effect due to their relationship with Japanese companies.

If you want your company to be successful in Asia, we strongly advise you to choose Yokohama as a guaranteed entrance into the Japanese and Asian market.

CONTENTS:

◆ Upcoming Events	2
◆ Business Information on Yokohama	2
◆ Information from the City Government	5
◆ European Involvement in Yokohama	5
◆ Environmental Activities	6
◆ Operations of the Representative Office	7

◆ UPCOMING EVENTS

September 29 - October 1, 2010 < Bio Japan 2010 >

Bio Japan 2010 will be held from September 29 to October 1 in the Pacifico Yokohama convention centre. Biotechnology is the most important technical innovation, and bio-medical treatment now exceeds 10% of the world's medical supplies market and is continuing to grow quickly. In the environmental business field, companies which produce chemicals from bioethanol or biomass will prosper in the near future. Bio Japan will focus on four themes: health, environment, food, and bioclusters & bioventures. The City of Yokohama, in cooperation with entities such as Kanagawa Prefecture and the Kihara Memorial Yokohama Foundation for the Advancement of Life Sciences, has set up the 'Yokohama-Kanagawa Pavilion', which thirty-five companies exhibited at in 2009.

<http://expo.nikkeibp.co.jp/biojapan/eng/>

◆ BUSINESS INFORMATION ON YOKOHAMA

< Showa Precision to exhibit at Euro Mold in Frankfurt, Germany >

Showa Precision Co., Ltd. will be exhibiting at the Euro Mold trade fair of the metallic mold industry, taking place from December 1 to 4 in Frankfurt. Metallic molds (*kana-gata*) are tools



for manufacturing industrial commodity parts made from metal or resin by methods such as press molding or injection molding. Japanese mold-making companies, whose numbers are estimated at about 10,000, have supported the foundations of "craftsmanship" of the trading nation Japan with their outstanding technology over the past half-century. Showa Precision was elected as one of 300 "lively craftsmanship SMEs" in 2006, and is a top-class mold manufacturer even in Japan.

The company will be displaying its fly-eye lens fabrication metallic mold processed with its self-developed automatic polishing equipment, whose special feature is the specular surface which other companies cannot imitate. At the

Euro Mold exhibition, the company will introduce its high level of technical capabilities and aim at market development in Europe.

<http://www.showa-seiko.co.jp/en/>

<http://euromold.com/index.php?id=51&l=1>

< Dymco, Ltd. eyes European market with new innovation >

Dymco, Ltd. has been recognised as a Yokohama Value Group company for three consecutive years. The company was founded in Yokohama 25 years ago, but in order to overcome the recession in Japan, Dymco, Ltd. changed its direction five years ago from being a trading company to a technology company, and has since become a leader in technology management. The future vision of the company is to develop new products and technologies based on the customers' needs and wishes. This spirit is applied in the actual manufacturing process. The

company's core technology of manufacturing products and parts from thin metal plates or films has been recognised in research, and led to a two-year partnership with the University of Electro-Communications and collaborating companies under the auspices of the Ministry of Economy, Trade and Industry. This cooperation led to the development of a new product in January 2010.

This product is shown in the photo – the world's first super-thin-walled stainless steel flexible roll and seamless belt. The stainless steel product in the photo is a thin-walled roll broad belt with a wall thickness of 0.2mm, a diameter of 500mm, and a length of 1.5m. This drum-shaped seamless roll is demanded by manufacturers of flat-screen TVs, also showing an overall increase in demand for Japan's home technology thin high-tech films. Its diameter can be manufactured to 1m and its length can be lengthened to about 2m.



Conventional production methods of flat screens also use thin-walled metal rolls; however, the new epoch-making manufacturing process improvement called a "roll to roll system" is the foundation of a design of high precision, high speed, and added value. The unprecedented performance is only just beginning to be evaluated by its cooling conveyance and functional grant of resin film fabrication on a specular surface metallic mold, against the conventional process of line contact of pressure welding of metal or rubber rolls. Great expectations are set towards this manufacturing method, as it contributes especially to the form stabilisation by the speedy fabrication and cooling in the manufacturing process of a precise optical system film.

Dymco, Ltd. has an independent capital subsidiary in Shanghai, China, and also plans further expansion to Western and global markets. European multinationals have shown great interest in Dymco, Ltd.'s products, so the company is currently building a network of European and global distribution partners.

<http://www.steelbelt.jp/index.php>



< Bio business companies' delegation for acquisition of sales route in Europe >

The Kihara Memorial Yokohama Foundation for the Advancement of Life Sciences, Kanagawa Prefecture and other related organisations in the prefecture jointly support bio business companies for the acquisition of a sales route in Europe using the Ministry of Economy, Industry and Trade's subsidy for the support of foreign business expansion of regional industrial clusters. A delegation is scheduled to visit in November 2010, and attendance in the exhibition is scheduled for February 2011.

<http://www.yokohama-city.de/BioEuropeFlyer.pdf>

< IDEC promotes Industrial-Academia Cooperation >

The Yokohama Industrial Development Corporation (IDEC) holds seminars and exchange programs on topics such as urban-oriented agro-industrial cooperation and next-generation sensing technology in order to raise the product development power and technical capabilities of companies in Yokohama. In the craftsmanship field, IDEC is aiming for the establishment

of 3-D precision processing technology for titanium, for which demand varies over a wide spectrum from airplanes to artificial joints.

Through next-generation sensing technology using magnetism, light, radiation, chemistry, and biotechnology, IDEC provides support all the way to commercial production in fields such as human sensing and security field sensing, MEMS sensors, biometrics technology, sensor networks, living body information measurement, tele-hapto, RFID, GPS, LED applications, sensitivity sensing, interfaces, ultrasonic applications, optical fiber applications, image processing, 3-D, mechatronics, manipulators, wireless communications, laser metrology applications, touch panels, electronic paper, and more.

In urban-oriented agro-industrial cooperation, discontinued factories and warehouses in industrial regions are utilised for vegetable planting and production. IDEC aims to develop house equipment, which can control the amount of insolation, nourishment liquid cultivation, as well as quality stabilisation technology. The cultivation of nourishment liquid involves LED lamp development, air-conditioning technology for passing air uniformly, and water-conservative technology through the reuse of cultivation liquid. Technological development to increase ingredients in vegetables as functional foods is expected to be the centre of agro-industrial cooperation.

In environmental technology, IDEC performs research activities about a hybrid system which combines alternative energy, such as photovoltaics, geothermal energy, heat pumps, and other alternative forms of energy, as well as HEMS (home energy management systems) and smart grids.

< **Shin-Yokohama IT Cluster Exchange Meeting** >

The 30th Shin-Yokohama IT Cluster Exchange Meeting was held on July 15, and a lecture was given on the topic of the possibility of semiconductors in the environmental energy field.

< **2nd Medical-Engineering Collaboration Seminar** >

The 2nd seminar on the development of new technology through medical-engineering collaboration was held on July 6, and a lecture was delivered about the strategy and business expansion of Paramount Bed Co., Ltd. regarding technical development of beds as a welfare apparatus.

< **Bio-Business Partnering** >

A partnering exchange with major overseas pharmaceutical company Roche took place, and several business introductions were given on participating companies, including Nanodex, Inc., in the Yokohama biotechnology company delegation. The Yokohama biotechnology company delegation will be having business talks in Munich's "Bio-Europe" in November.

< **Rapid Manufacture and Functional Evaluation of a Three-Dimensional Micro System** >

Yokohama National University, the Yokohama City Hall, and companies in Yokohama cooperate with the Ministry of Education, Culture, Sports, Science and Technology's (MEXT) technological promotion to model resin solidification using laser light. The function of the experimentally-made micro-flow meter is evaluated, and the functional capabilities of the micromachines are raised by implementing metal into the modeling technology. High-speed measurements of the characteristics are carried out optically.

< **Yokohama City University (Research Group of Professor Mizuki, et al.) discovers that a gene is involved in the onset of Behcet's disease** >

A research group of Professor Nobuhisa Mizuki et al. of the Yokohama City University Graduate School of Medicine announced on July 14 that they discovered that a gene is involved in the onset of Behcet's disease. According to their research, IL10 works to restrain cell immunity, and IL23R is deeply involved in the onset of a deeper inflammatory disorder. By controlling the substance generated and emitted in the cell that recognises the antigen and adjusts immuno-reaction, the possibility of the development of new therapeutic medication has increased drastically.

< **Yokohama National University (International Strategy)** >

Yokohama National University, which has grown in the international city of Yokohama, recently formulated its "international strategy" based on its fundamental policies, such as efficiently employing its historical background and geographical characteristics in carrying out international exchange.

According to the strategy, the university strives to attract highly capable foreign students, offer them strong support, develop international joint research, expand international industry-university cooperation, and further develop strategic and substantial exchange between universities.

<http://www.ynu.ac.jp/english/international/plan/ynu.html>

◆ **INFORMATION FROM THE CITY GOVERNMENT**

< **Asia Pacific Economic Cooperation 2010 in Yokohama** >



The 2010 APEC Economic Leaders' Meeting will be held in Yokohama on November 13 and 14. The heads of 21 economies in the Asia-Pacific region will meet and discuss topics such as economic issues. In addition, representatives of business communities will meet at the ABAC Conference held from November 8 to 10 to discuss and propose policies on subjects including trade and investment. The APEC CEO Summit, which will see the attendance of both political leaders and representatives of business communities, will provide an opportunity for an exchange of opinions on November 12 and 13.

<http://apec2010yokohama.com/english/>

<http://www.apec.org/>

◆ **EUROPEAN ENGAGEMENT IN YOKOHAMA**

< **The Globetrotters meet Mayor Hayashi** >

The globetrotters of the soccer team "Olympique Lyonnais" from Yokohama's sister city Lyon, France met with Mayor Fumiko Hayashi on June 7. The globetrotter team was on a global tour to promote philanthropy through sports, such as assistance for disabled individuals, and

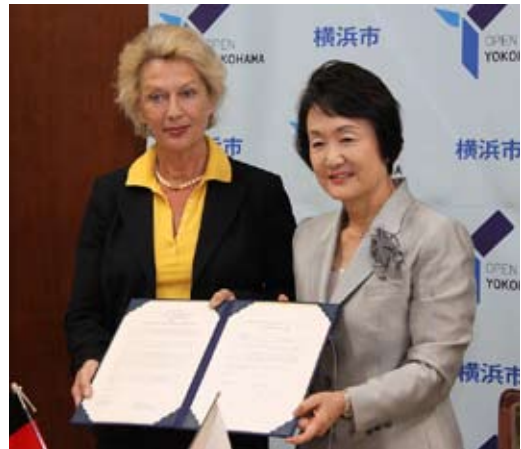
raising funds for donations. In Japan, a fund-raising campaign was carried out in cooperation with the Yokohama F Marinos during a soccer game with the Urawa Reds.

< Mayor of Frankfurt am Main visits Yokohama >

(Photo right) Mayor Petra Roth of Frankfurt visited the Yokohama City Hall on September 9. Both cities agreed to strengthen mutual relations towards the 150th anniversary year of Japanese-German friendship in 2011.

The German Festival commemorating the 150th anniversary of German-Japan exchange will be held at the Osanbashi Pier in Yokohama on October 2 and 3, 2011. The City of Yokohama hopes to welcome a delegation from Frankfurt again on that occasion.

<http://www.yokohama-city.de/FAZ2010-09-10.pdf>



< German-Japanese Friendship >

The German cruise ship "Hanseatic" will be coming to the Port of Yokohama on September 29 as one of the 150th anniversary events of German-Japan exchange. The 150th anniversary opening festival of German-Japan exchange will be held in Yokohama at the German School of Tokyo Yokohama on October 16.

< French Chamber of Commerce in Japan promotes business opportunities with Mayor of Yokohama >

The French Chamber of Commerce in Japan and Invest in France Agency of the French Embassy will co-organise a top-executive seminar with the City of Yokohama on September 21. Mayor Hayashi will give a presentation on the charms of the investing environment of Yokohama

◆ ENVIRONMENTAL ACTIVITIES

< Yokohama Smart City Project >

The Yokohama Smart City Project is a project centred around "smart grid" technology, and aims for the effective use of energy in buildings and transportation. Tokyo Gas and Tokyo Electric Power participate in the project, and Accenture, Toshiba, Nissan Motor, Panasonic, and Meidensha will be undertaking the main enterprises. Over the 5 year-term from 2010 to 2014, this project will install smart-meters in 4 thousand households and business buildings to gather data on their energy consumption, and introduce the use of 2 thousand electric vehicles in the planned area. This will result in a decrease of 64 thousand tons of carbon dioxide, which is 24% lower than the 2005 level. Since this is a large-scale project even among Japan's demonstration experiments, Yokohama will first examine its compatibility with the initial participating companies, and then gradually expand the number of participating companies in the future.

< Renewable Energy 2010 International Conference >

The Renewable Energy 2010 International Conference was held starting on June 27 in Pacifico Yokohama, and Yokohama introduced the measures that companies in Yokohama are

taking. The city invited Professor Takao Kashiwagi of the Solution Research Organisation of the the Tokyo Institute of Technology, head of the conference's organisation committee, and held a forum on June 28.

◆ OPERATIONS OF THE REPRESENTATIVE OFFICE

A delegation of Yokohama City Council members visited the smart grid area in Amsterdam on April 9, and attended a lecture about the project from Accenture. The delegation then viewed a charging stand for vessels, and studied the operations of the Climate Street.

A Yokohama City Council member visited Belgrade, Serbia on May 18, and met with city officials, the municipal assembly vice-chairperson, the Deputy Prime Minister of the Republic of Serbia, and other dignitaries. They exchanged opinions regarding the deepening of friendship between both cities in the future.



(Photo left) Mayor Fumiko Hayashi attended the Urban Roundtable for Mayors and Ministers on Cities and Green Growth of the Organization for Economic Cooperation and Development (OECD), held in Paris on May 25, as a representative of Japan's local governments. The Mayor presented Yokohama's measures and achievements in the battle against global warming, and exchanged opinions about green growth with the participants from other countries.

The Chief Representative of the Yokohama Frankfurt office gave a lecture at a Japanese business seminar held in Sophia Antipolis (France) on May 28. He presented on the various charms of Yokohama as an entrance into the Japanese market.

(Photo right) Representatives from the City of Yokohama attended the climate change conference held on June 11 in Frankfurt as part of the commemorative events of the partnership anniversary of Frankfurt and its sister cities, and presented Yokohama's climate change policies. A joint declaration was issued by



Frankfurt, 14 sister cities, and Yokohama regarding climate change.



(Photo left) The City of Yokohama Frankfurt Representative Office promoted Yokohama as a tourist destination at the "Visit Japan Campaign" of the Munich Japanese Festival, organised by the Japanese Consulate-General in Munich on July 18.

Many cosplayers came to get cute character promotion goods of the City of Yokohama, and also enjoyed taking photos wearing a Yokohama "happi" coat.

A delegation from the Yokohama City Council visited Heidelberg on August 25-26 and attended a lecture about the environmental policies of the city. The delegation also visited and learned about a waste water and sludge treatment facility and compost processing.



(Photo left) Members of the Yokohama Odessa Friendship Committee, accompanied by Chief Representative Hiroiyuki Okamoto, visited Odessa in September to celebrate the 45th anniversary of the partnership of the two cities.

(Photo right) On September 26, the English speaking community's largest annual event "Newcomers Festival" was held in Frankfurt's historic city hall. The Representative office promoted the recent progress of the partnership between Frankfurt and Yokohama, which is accelerated by Mayor Dr. h.c. Petra Roth's visit to Yokohama, to people living in Frankfurt. Visitors and Deputy Mayor Mr. Uwe Becker also appreciated a traditional Japanese Kabuki Dance performance.



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