



THE CITY OF YOKOHAMA

FRANKFURT REPRESENTATIVE OFFICE

NEWSLETTER

MAY 2014 ISSUE



MESSAGE FROM THE CHIEF REPRESENTATIVE:

During his European tour, Prime Minister Shinzo Abe announced at the business seminar in London which I attended that Japan aims to double direct investment by foreign companies by 2020 as a pillar of the country's economic growth strategy. Also he discussed with German Chancellor Angela Merkel about important issues to strengthen economic ties between Germany and Japan. Japan will strengthen ties between Germany and Japan in the future and foster cooperation of Small and Medium sized Enterprises ("SMEs").

Under his initiative, Japan's economic policy, known as 'Abenomics', is based on fiscal stimulus, monetary easing, and structural reforms. Mr. Abe likes to refer to these three elements as "three arrows" that alone can be easily broken, while considered together they are very difficult to bend. Abenomics was introduced, and with the Tokyo Olympic 2020 boost, the number of business interests in Yokohama to my office from European companies has increased since the beginning of this year.

We launched the new website "Excellent Companies in Yokohama", which presents SMEs in Yokohama to people outside Japan, showing how products and technologies from Yokohama's SMEs can solve problems for businesses overseas. The companies listed in this directory have characteristic products and solid expertise in their respective fields. I hope this business directory will serve as a bridge between excellent companies in Yokohama and Europe.

By the way, the mayor of Yokohama, Ms. Fumiko Hayashi, visited Paris, Frankfurt, and Vienna in the beginning of April. During her visit in Frankfurt, she met and exchanged views with the mayor of Frankfurt, Mr. Peter Feldmann, members of Frankfurt city and Hessen state parliaments, as well as businesses and citizens involved in the business and cultural exchange between Frankfurt and Yokohama. It's also important to remember that the two mayors witnessed the signing of a Memorandum of Understanding between Frankfurt's ABG Holding, Frankfurt's housing and real estate company and Toshiba, one of the leading partners in the Yokohama Smart City Project.

I would like to take this time specially to thank you for all the encouragement, support and assistance we received for the Mayor's visit in Frankfurt from you, especially the City of Frankfurt, Bankhaus Metzler, International Women's Club Frankfurt, JFE Engineering, All Nippon Airways, ESI, ABG Holdings and Toshiba.

Naoki Mimuro
Chief Representative

THE CITY OF YOKOHAMA FRANKFURT REPRESENTATIVE OFFICE

The City of Yokohama Frankfurt Representative Office was established in 1997 to promote business relations between Yokohama and Europe. The Yokohama City government also maintains an office in Shanghai, China and a liaison Office in Mumbai, India.

Our mission is to:

- encourage economic cooperation, be it on the administrative level or between companies
- attract European investment and business interests to Yokohama
- support Yokohama businesses to become more active in the European market
- conduct information exchange between Yokohama and Europe

CONTENTS:

- ◆ Upcoming Events 2
- ◆ Business Information 3
- ◆ Information from the City Government 4
- ◆ Operations of the Representative Office 4

◆ **UPCOMING EVENTS****7 – 8 June < Yokohama Handmade Marché >**

Yokohama Handmade Marché is Japan's largest display of original handicraft and handmade food. Over 2,000 creators and artists from various fields exhibit crafts, accessories, interior, fashion, miscellaneous goods, illustrations, food, etc. You can enjoy exchanging, and purchasing directly from creators and artists.

<http://handmade-marche.jp> (Japanese only)

15 – 17 October < BioJapan 2014 >

BioJapan has played an important role in facilitating interaction between Japanese and global companies/organizations and in stimulating new business opportunities. The Japanese and global biotechnology industry's top business development and licensing professionals, alliance management professionals, R&D personnel and biotech company executives will gather at Pacifico Yokohama for the 16th BioJapan.

The EU-Japan Centre for Industrial Cooperation organizes a matchmaking mission for European biotechnology clusters. From Germany, several states offer joint booths and assistance to companies who are interested to attend for the first time.

BioJapan 2014 homepage: <http://www.ics-expo.jp/biojapan/>

Information from the EU-Japan Centre for Industrial Cooperation: <http://www.eu-japan.eu/detail-business-programmes/Bio-Japan-Cluster-Mission-2014>

Information for companies from Hessen: <http://www.htai.de/dynasite.cfm?dsamid=19459&newsid=13490>

Information for companies from Bavaria: <http://www.m4.de/der-cluster/datenbanken/veranstaltungen/messebeteiligung-auf-der-bio-japan-2014.html>

BioJapan 2014

World Business Forum

15 – 17 October < InterOpto 2014 >

InterOpto is a comprehensive international exhibition of advanced optical technology, concentrating on photonics products and technologies. Three other related events are held at the same time: BioOpto Japan is a professional exhibition of bio-medical field and lighting, LaserTech is focused on the edge of laser processing, and LED Japan is focused on high-brightness LED.

Visitors at this professional exhibition can get to know a wide variety of new developments, ranging from biotechnology and semiconductors precision equipment, to communication, to measurement applications with the latest optical technology. This event, as "All about Photonics", provides an information platform for the next generation optical technology, and business matching.

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

**19 – 21 October < FPD International 2014 >**

It is a growing trend to build in displays into all sorts of equipment and gear, no longer only as TVs and monitors. Manufacturers are working to improve user convenience by building displays into products such as automobiles and medical equipment.

For the automotive and medical equipment manufacturers, these displays are a vital method of communication with the user. Nikkei BP has launched this event to cover the entire industry from manufacturer to end user, bringing together the professionals who create or use these products.

Display technology is still evolving, and we hope you'll take advantage of the opportunity this event offers to help your firm evolve with it!

<http://expo.nikkeibp.co.jp/fpd/2014/exhibitors/english/>

29 – 31 October < Smart City Week >

The objective of Smart City Week 2014 is to create a vision of what is needed in urban development – in light of current social issues – at the present time, and to consider specific methods to achieve this.

This week-long event will be attended by representatives of national and local governments of Japan and other countries faced with the issues at hand, as well as corporations with numerous ideas on how to resolve these issues, who interact with each other through various conference and networking opportunities.

<http://expo.nikkeibp.co.jp/social/english/smartcity/>

**19 – 21 November < Embedded Technology 2014 >**

Embedded Technology show is Japan's high-level technical trade show combined with superior conference programs for embedded system designers and managers. ET2014 will mark ET's 28th anniversary, and it is one of the world's largest trade shows exclusively focused on embedded technologies.

This event, is organized by the Japan Embedded System Technology Association

(JASA) with the participation of industry leaders in Japan, provides benefits from many years of collaboration with academic institutions and industry consortiums.

<http://www1.jasa.or.jp/et/ET2014/english/index.html>

◆ BUSINESS INFORMATION**< Visit of Mayor Fumiko Hayashi to Frankfurt >**

The mayor of Yokohama, Ms. Fumiko Hayashi, visited Frankfurt on 4 and 5 April 2014. She met with the mayor of Frankfurt, Mr. Peter Feldmann, and witnessed the signing of a Memorandum of Understanding between Frankfurt's ABG Holding, Frankfurt's housing and real estate company and the German and European leader in the implementing the passive house standard, and Toshiba, one of the leading partners in the Yokohama Smart City Project. (photo right)



At a round table meeting, Mayor Hayashi and Frankfurt's vice mayor Mr. Jan Schneider discussed with German and Japanese companies how the economic relations between the two partner cities can be intensified. (photo left)

Mayor Hayashi further exchanged views with members of Frankfurt city and Hessen state parliaments, as well as Frankfurt citizens involved in the cultural exchange between Frankfurt and Yokohama.

< New Website to Promote SMEs from Yokohama >

The new website Excellent Companies in Yokohama was unveiled on 25 April. It presents Small and Medium sized Enterprises ("SMEs") in Yokohama to people outside Japan, showing how products and technologies from Yokohama's SMEs can solve



problems for businesses overseas. The companies listed in this directory have characteristic products and solid expertise in their respective fields. We hope this business directory will serve as a bridge between excellent companies in Yokohama and customers outside Japan.

<http://yokohama.excellentcompanies.jp/>

◆ **INFORMATION FROM THE CITY GOVERNMENT**

27 May – 1 June < Nippon Connection Japanese Film Festival in Frankfurt >

The Japanese film festival "Nippon Connection", which is being held for the 14th time in Frankfurt, picks up on the city partnership between Frankfurt and Yokohama, and will show films related to Yokohama on Thursday 29 May (public holiday in Germany).

**Nippon
Connection**



The City of Yokohama Frankfurt Representative Office also supports the cultural programme of Nippon Connection. Ms. Maria Deutsch, in charge of City Promotion at the Representative Office, will hold a workshop about Kimono and Yukata. (Photo from 2013)

<http://nipponconnection.com/>

Kimono workshop: 28 May 2014, from 18:30 at Mousonturm (Waldschmidtstraße 4, 60316 Frankfurt am Main)

◆ **OPERATIONS OF THE REPRESENTATIVE OFFICE**

< **Business** >

17 April 2014 - *Junior Chamber International (JCI)*

Mr. Naoki Mimuro, Chief Representative of the City of Yokohama Frankfurt Representative Office, participated as a speaker in a meeting of Junior Chamber International (JCI) meeting in Frankfurt and spoke about business in Yokohama, Future City Initiative and Yokohama Smart City Project. (Photo right)



< **City Cooperation** >

November 2013 - *Apple Tree Planting Ceremony*



At the initiative of the citizen exchange groups, the Yokohama Frankfurt Friendship Committee in Yokohama, and the Frankfurt-Yokohama Citizens Network in Frankfurt, an apple tree planting project was launched, to promote the friendship between the citizens of Yokohama and Frankfurt while contributing to the protection of the natural environment. A total of 16 trees were planted on November 2013 in Frankfurt, with the contribution of citizens, businesses and politicians from both Frankfurt and Yokohama. (Photo left)

A video of the ceremony can be seen at: <http://www.youtube.com/watch?v=oFnVsXV7-LA>

April 2014 - Citizens' Trip from Frankfurt to Yokohama

The City of Frankfurt organized a Citizens' Trip to Yokohama for the first time. In April 2014, eleven citizens and one staff member from Frankfurt's International Affairs Office visited Yokohama, got to know the sights of our city and exchanged with Yokohama's citizens. Mayor Fumiko Hayashi, who had visited Frankfurt shortly before, welcomed the group at the City Hall. (photo right)



April 2014 - Essay contest of the German-Japanese Association Frankfurt and the Japanese-German Association Yokohama

Two students from Yokohama visited Frankfurt the end of March as the winners of the essay contest of the Japanese-German Association of Yokohama. The German-Japanese Association Frankfurt had organized a program for them, which included visits to cultural sights in and near Frankfurt, as well as a visit to a school (photo left). Also, two students from Frankfurt visited Yokohama in April as the winners of the essay contest of the German-Japanese Association of Frankfurt, and enjoyed a similar cultural program there.



< City Promotion >

February 2014 - Tourismusmesse St. Gallen

The Representative Office promoted Yokohama for the first time at a tourism fair in Switzerland, the Tourismusmesse St. Gallen. Several thousand visitors stopped by the Japan booth, which was organized by the Japan National Tourism Organization JNTO, during the three days of the fair. (Photo right, courtesy of JNTO 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