

Invest Japan Symposium in Brussels  
Japan: Investment Market with Great Potential

Date: Wednesday 4 May, 2016

EGMONT PALACE, Place du Petit Sablon, 8 bis, B-1000 Brussels

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**About the event:**

2016 marks the 150<sup>th</sup> anniversary of the Belgium-Japan diplomatic relationship and is an extremely important year to enhance further economic ties between our two countries. At the occasion of the official visit to Japan of PM Michel in May 2015, a Belgium investment seminar was held by JETRO in Tokyo. It enabled Japanese companies to learn more about the Belgian business environment. Along with the support of the Belgian federal government and the Regions, JETRO is pleased to host this symposium as one of the events to celebrate this commemoration year.

**Highlights of the event:**

- Introduction of the investment climate in Japan and opportunities for Belgian companies.
- Presentations by successful Belgian companies in Japan from chemicals, life-science, and food sectors. They will share their experiences, allowing participants to gain insight about the Japanese business environment.
- Opportunity to hear positive points and attractiveness of the Japanese market in different regions and the latest industrial trends in Japan.
- The symposium will be followed by a networking reception and invites participants to connect with like-minded businesses and Japanese companies. Enjoy some sushi and Japanese local sake as well.

**Registration- Free of Charge**

To register, please visit: <https://www.jetro.go.jp/form5/pub/beb/investjapan2016>

Registration deadline: Monday 25 April \*Seats are limited. First come, first served basis.

**Program:** \*Subject to change.

**8:30-9:30 Registration**

**9:30-10:30 Session 1**

**Greetings and Keynote Speech**

Opening by Mr. Haruhiko Okada, Director General, JETRO Brussels

Greetings by High-ranking Belgian government official (TBD)

Greetings by High-ranking Japanese government official (TBD)



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Keynote Speech: Mr. Hiroyuki Ishige, Chairman, JETRO

**Experience-sharing by Belgian companies**

Presentation by Mr. Mohamed Elsarky, CEO, Godiva

Presentation by Mr. Mark McDade, Chief Operating Officer, UCB

**10:30- 10:45 Coffee Break (Tapestry Room)**

**10:45-12:00 Session 2**

**Experience-sharing by Belgian companies (continued)**

Presentation by Mr. Denis Goffaux, Chief Technology Officer, Umicore

**Attractive regions and industries in Japan**

Presentation by Mr. Kizo Hisamoto, Mayor of Kobe City

Presentation by Mr. Kenichi Ichihara, Mayor of Tsukuba City

Presentation by Mr. Ryoji Chubachi, President, National Institute of Advanced Industrial Science and Technology

**Q&A**

**Closing**

**12:00-13:30 Networking Reception (Tapestry Room)**

**Language:** English/Japanese with simultaneous interpretation

**Attention:**

**Only registered visitors will be allowed to enter.**

**Security check will be required to all visitors.**

**Please avoid from bringing large bags or suitcases to the venue.**



**Contact:**

For further information, please contact JETRO Brussels.

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Co-organizer:



Supported by:



KINGDOM OF BELGIUM  
Federal Public Service  
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