

International conference on  
**“Better Regulation”**  
**Why Japanese companies should get involved**

Co-Organized by  
**JAPANESE-GERMAN CENTER BERLIN [JDZB]**  
and  
**EU-Japan Centre for Industrial Cooperation**

With its policy program “Better Regulation”, the European Commission committed itself to reduce unnecessary regulatory costs and restrictions by evaluating existing and pending regulation and by assessing new policy initiatives. Such an ambitious program requires an ongoing consultation with stakeholders, including private business. In fact “Better regulation” invites private business to actively contribute to improving the regulatory environment in the EU. For companies, such participation is not only to be seen as a corporate social responsibility, it must also be considered as part of an effective governmental relations strategy allowing companies to build up trust relationships with policy makers. In this respect, “Better Regulation” should prove especially attractive to Japanese companies, as they tend to be less well connected with EU institutions when compared with their European competitors.

The conference will look at how Japanese can contribute to and benefit from “Better Regulation”. The first part will present Japanese views on EU regulation. What challenges do Japanese companies face? How can they represent their interests in EU lawmaking processes? Where are they disadvantaged? In the second part, Vice President Verheugen, will explain what “Better Regulation” wants to achieve and what role Japanese companies can play. During the panel discussion representatives from business, from the Commission and from the Parliament will share their views on why and how corporations should take an active role in the “Better Regulation” program.

For further information on the “Better regulation” programme:

[http://ec.europa.eu/governance/better\\_regulation/index\\_en.htm](http://ec.europa.eu/governance/better_regulation/index_en.htm)

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1. **Date:** Monday, 19 November 2007
  2. **Venue:** Hotel Metropole, Brussels  
31, Place De Brouckere, 1000 Brussels, Belgium  
Map: <http://www.eujapan.com/japan/locationMap.pdf>
  3. **Fee:** Free of charge
  4. **Language:** English
  5. **Supported by:** European Commission, JBCE and JETRO Brussels
  6. **How to register:** Please complete and send the registration form below to us by fax or E-mail by 12 November 2007.

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**Registration Form**

(Fax: +32-(0)2-282-0045, E-mail: [seminar@eujapan.com](mailto:seminar@eujapan.com))

Mr./Ms.

Company :

Title:

Tel/

Fax

E-mail

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International conference on  
**"Better Regulation" – Why Japanese Companies Should Get Involved**  
Monday, November 19, 2007 at the Hôtel Métropole, Brussels



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**Programme**

14:30 **Registration**

15:00 **Welcome and Opening Remarks**

Takekazu KAWAMURA (Ambassador of the Mission of Japan to the EU)  
Friederike BOSSE (Secretary General, JDZB)

**Part I: Japanese Perspective on EU-Regulation**

15:10 **Introduction to the topic**

Franz WALDENBERGER (Professor, Japan Center, Munich University)

15:20 **European Regulation – Toyota's View**

Graham SMITH (Senior Vice President, Toyota Motor Europe NV/SA)

15:40 **European Regulation – Fujitsu's View**

Shigekatsu NAKAO (Managing Director, EMEA Regional Office, FUJITSU EMEA PLC)

16:00 **Japanese Industry's View of European Regulation**

Nobuyuki HIRATSUKA (Secretary General, Japan Business Council in Europe)

16:20 **Discussion**

16:40 **Coffee Break**

**Part II: Better Regulation - What Role Japan Can Play?**

17:00 **Better Regulation – What Role Japan Can Play**

Günter VERHEUGEN (Vice-President of the European Commission)

17:20 **Discussion**

17:40 **Panel Discussion**

Chair: Franz WALDENBERGER (Professor, Japan Center, Munich University)

Jorgo CHATZIMARKAKIS (Member, European Parliament)

Stéphane DUCABLE (Director, EU Corporate Affairs, Microsoft Europe/EICTA)

John FARNELL (Director, Coordination for Competitiveness, European Commission)

Arthur FORBES (Vice-Chairman, Better Regulation Working Group, BUSINESSEUROPE)

Nobuyuki HIRATSUKA (Secretary General, Japan Business Council in Europe)

18:40 **Closing Remarks**

Wolfgang PAPE (General Manager, EU-Japan Centre for Industrial Cooperation)

18:45 **Reception**

**Event supported by**



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