

EU-JAPAN SUMMIT, 24 APRIL 2006 IN TOKYO

The 15th bilateral annual Summit EU-Japan, held in Tokyo on 24 April 2006, was an important opportunity to develop the strategic partnership between the EU and Japan.

On this occasion, the Commission expressed its will to strengthen the existing joint action plan for cooperation with Japan, which calls for bringing peoples and cultures closer together.

In this context, the Executive Training Programme in Japan, an initiative sponsored and financed by the European Commission, is one of several measures designed by the Commission to satisfy this objective.

EU EXTERNAL RELATIONS COMMISSIONER IN KOREA

On 19-20 April 2006, the EU External Relations Commissioner Benita Ferrero-Waldner made an official visit to the Republic of Korea. She held meetings with President Roh Moo-hyun, Foreign Minister Ban Ki-Moon and Unification Minister Lee Jong-seok. The Commissioner insisted on the need to build on the already strong EU-South Korea trading relationship to expand those contacts.

The EU is the number two destination for Korean exports and the largest foreign investor in the Republic of Korea. Korea is the 8th largest trading partner for the EU.

PROMOTING THE SUCCESS: THE ETP DAYS IN THE EU...

OVER THE PAST TWO MONTHS, THE NETWORK OF ETP CHAMBERS OF COMMERCE HAVE INVESTED SIGNIFICANT RESOURCES IN PROMOTION OF THE EXECUTIVE TRAINING PROGRAMME, THROUGHOUT ALL EU MEMBER STATES, JAPAN AND KOREA. ETP DAYS HIGHLIGHTED THE BENEFITS OF THE PROGRAMME FOR EU COMPANIES.

Some of these events were:

- The Federation of Belgian Chambers of Commerce and Industry & the Brussels CCI, in collaboration with the EU-Japan Center for Industrial Cooperation, organised two seminars on ETP Japan and Korea in March, with the active participation of 40 interested companies.
- The Paris Chamber of Commerce and Industry held a ETP promotional event in April 2006, which was attended by more than 30 potential candidates. The speakers included representatives of the European Commission, Sciences Po and four ETP alumni were present to share their experience of the programme. Strong interest has already been expressed by some of these companies to register for the 2006-2007 ETP training cycle.
- The Polish Chamber of Commerce hosted an ETP event in April, in its Warsaw headquarters, which was attended by European Commission representatives and interested companies.



ETP event in Belgium

... AND IN JAPAN!



The opportunities presented by the renovated Executive Training Programme for European companies in Japan was highlighted by an information luncheon held on 18 April at the Hotel Okura in Tokyo.

The event, organised by the European Business Council in Japan (EBC), attracted almost 200 guests who listened to a panel of 11 speakers, in which His Excellency, Ambassador Bernhard Zepter, Head of the Delegation of the European Commission in Japan and Professor Masataka Ota, Dean of the Graduate School of Commerce at Japan's prestigious Waseda University spoke of the benefits of the programme. ETP Alumni explained to those present how the ETP programme was one of the major factors that had influenced their career path to date.

ETP FACES: PORTRAIT OF FRANÇOIS BOUYER



Mr. Bouyer, could you first explain why you have chosen to join ETP?

The main reason for me to join ETP was of course a business reason.

My company asked me to go to Japan to develop their business over there. The reason why I enthusiastically accepted this challenge was that I saw that Japan, the second most important economic region in the world, was clearly a place where I could learn a lot as a businessman.

After ETP, you started working for Nina Ricci for almost ten years, could you explain how ETP influenced your career during this period?

I have to say that ETP was absolutely instrumental in making my career in Japan at Nina Ricci, without ETP I would not have been able to achieve what I have.

The total profit of the Japanese subsidiary was actually larger than the total profit of the worldwide consolidated company. So, you could say that we really managed to achieve a fundamental growth and development of this company over a period of about ten years. At the time of my departure, the Japanese company was responsible for two thirds of the world turnover of Nina Ricci.

Three years ago you decided to create a recruitment business simultaneously in Japan, Europe and the States? How would you rate the ETP impact on this part of your career?

I would say that the fact of understanding how to do business in Japan and to be at ease with Japanese business, made it possible for me to start the company simultaneously in Europe, Japan and the US, the three main markets of the fashion industry. Without ETP I would not have been comfortable enough to take such a risk; starting a company in Japan at the same time as in two of our other main markets.

ETP 2006: DEADLINE FOR APPLICATIONS IS 1ST OF JUNE!

From 1979, ETP, a programme funded and managed by the European Commission, has already supported 1000 EU business executives to better understand the Japanese and Korean markets, with a successful impact in the business of its companies.

If you wish to apply for the next ETP training cycle, and benefits from a unique and exciting professional development experience, please contact your local ETP chamber coordinator (www.etp.org) and apply online before the 1st of June.