



**THE CITY OF YOKOHAMA**  
**FRANKFURT REPRESENTATIVE OFFICE**  
**NEWSLETTER**

**SEPTEMBER 2011 ISSUE**



**MESSAGE FROM THE CHIEF REPRESENTATIVE:**

This summer, the fantastic victory of the Japanese women's soccer team "Nadeshiko" ultimately encouraged our nation. They seemed to be self-sufficient, well-harmonized and to have strong physical endurance. By analogy to the industrial field of the reconstruction phase from the catastrophe, we could be more harmonized with politicians, companies and citizens making greater efforts to find out optimal solutions of a sustainable energy mix, whether including atomic power or not. And self-sufficiency and endurance are important for the adjustment of the whole society, including investment, technology exchanges, deregulation, working and life style, and business customs.



During the last 4 months of 2011, we have some important business events coming up. We participate in 'BIO-Europe', a business matching held in Düsseldorf in late October. A business seminar for soliciting business establishment to Yokohama is organized in cooperation with the City of Frankfurt, JETRO and other entities on 4th November. We will join "Pollutec", an important trade fair for environmental technologies, as well. Together with an innovative company from Yokohama, we will inform about high technologies of Yokohama and give French companies best business opportunities with Yokohama companies.

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## ◆ UPCOMING EVENTS

### **05 October - 07 October < BioJapan 2011 >**

BioJapan, started in 1986, has now become the most influential event in Asia's biotechnology market. In 2011, BioJapan will have exhibitions on medicine, drug discovery, medical devices, nutritional supplements and cosmetics. Also, Kihara Memorial Yokohama Foundation for the Advancement of Life Sciences and City of Yokohama co-exhibit for supporting sales development of bio-related companies belong to its cluster alliance.

<http://expo.nikkeibp.co.jp/biojapan/2011/exhibitorsite/eng/>

### **24 October - 28 October < Smart City Week 2011 >**

After the Eastern Japan Earthquake, Japan must now implement a Smart City concept of safe and sustainable cities not only to conserve energy but to create an urban environment with building eco-cities focused on the demand for employment and quality of urban lifestyle.

We see a great opportunity for Japanese industry and government that the rebuilding of these Japanese cities will require a Smart City concept for a safe and sustainable urban performance. Urban planning, providing both a long-term growth strategy and a contribution to the world, is crucial.

The City of Yokohama will exhibit some projects related to smart grids demonstration.

Energy solutions include photovoltaic, smart-grid and micro-grid systems (distribution switchgear, electrical power supply and demand control systems), as well as smart meters, energy visualization devices, sensors, HEMS/BEMS, local and wide-area wireless devices. Electric vehicles (EVs) and EV infrastructure (quick-charge, charging stations) will also be exhibited, as well as power semiconductors and energy-conserving electronic devices.

FPD International 2011, the most established event of display panels, LCDs equipped with LED backlight, OEL displays, e-Papers, Touch Screen Panels, 3D displays and Flexible displays will be held. And LED Solution 2011, showcasing the latest lighting market trends, including LED devices, modules and materials will be held at the same time.

<http://expo.nikkeibp.co.jp/scw/2011/exhibitors/english/>

<http://expo.nikkeibp.co.jp/fpd/2011/exhibitors/english/>

<http://expo.nikkeibp.co.jp/leds/2011/exhibitors/english/>

## ◆ BUSINESS INFORMATION ON YOKOHAMA

### **< Joint Business seminar between Frankfurt and Yokohama >**

To tighten economic relations with the Frankfurt area, the City of Yokohama, in cooperation with the City of Frankfurt, Frankfurt Economic Development Corporation, JETRO and other entities, will hold a company-soliciting seminar on 4th November in the Hotel Hessischer Hof in Frankfurt am Main. German companies interested in business in Japan including biotech, electronics, energy, automotives and lasers are invited by the Representative Office.

[http://www.yokohama-city.de/download/Einladung\\_Symposium\\_Yokohama.pdf](http://www.yokohama-city.de/download/Einladung_Symposium_Yokohama.pdf)

### **< Kihara Foundation seeks business partners at BIO-Europe >**

"BIO-Europe", a business partnering conference for biotechnology companies, will be held in Düsseldorf from 31st October till 2nd November. Kihara Memorial Yokohama Foundation for the Advancement of Life Sciences organizes a delegation of five advanced technology companies.

ReproCell offers a whole range of stem cell technologies, such as culture reagents for human ES/iPS cells or the world's first commercial human iPS cell supportive kit for drug development.

System Biotics is a manufacturer developing their customized research support equipments, suitable for customer-made software, like easy-type automated ELIZA device for sensing aging human skins.

RIKEN GENESIS, having taken over the technological property from the Center for Genomic Medicine at RIKEN Institute, contributes to making personalized medicine, and is ready for pharma drug development with its proprietary genetic analysis system and reagent kits.

TagCyx Biotechnologies, based on its unique unnatural base pair systems, enables incorporation of nucleotide analogs into DNA and RNA and contributes to development of new drugs and diagnostic products.

GenoDive Pharma, which detects disease-related genes effectively and with high accuracy by their original gene analysis methods, develops antibody drugs effective against multidrug-resistant gram-negative bacteria, drugs for lifestyle-related diseases and others.

<http://www.yokohama-city.de/download/BioEurope2011.pdf>

## < German company BECKHOFF opens new business office in Yokohama >

Interview with Mr. Toshimitsu Kawano, Managing Director, Beckhoff Automation K.K.

*Q1: What products do you intend to sell in Japan?*

A: Industrial PC, Embedded PC, I/O, Motion technology, and TwinCAT, a software that turns PCs into automation controllers, are the products we are intending to sell in Japan.

*Q2: By what merits did you decide to establish your office in Yokohama?*

A: Location. It is very convenient in serving customers across the country. It is close to the airport, highways, bullet-train station, and regular train stations. It is just 20 min away from central Tokyo area but with a great price value. A strong support from the city of Yokohama is also a decision making factor. Legal, regulation, office rental support together with JETRO, and a money grant program to open a business in Yokohama were invaluable.

*Q3: What aspects is your company competitive in?*

A: Beckhoff's strength resides on its technology. One of the unique technologies that differentiates us from other suppliers is EtherCAT, which is a unique field bus technology that is extremely fast with precise synchronization, and open to the industry. Software/ PC based control architecture is something that the Japanese market is highly interested in, in comparison to traditional PLC solutions.

*Q4: How have you encountered difficult situations after the catastrophe in Japan?*



A: The day of the opening of the office in Yokohama was the very same day of the earthquake, 3/11. We had to shut down the office for the first week, started with shortened hours for the following weeks, in order to save energy, and it took us until the Golden Week is over in order to be up and running in a regular pace. What we have initially focused is to help and support the people and businesses that suffered from the tragedy. Beckhoff Automation GmbH made an immediate donation to the red cross, encouraged its employees to contribute to small donations, and paid an extra mile effort to support troubled customers. Whenever Beckhoff Automation Japan received a phone call

from a customer who needs assistance to get its production back online, Beckhoff tried whatever it takes to support those specific customers. My personal experience to get highly appreciated by sending a small part to those customers by UPS, was something that I will not forget for the rest of my life. Beckhoff Automation Japan gave its birth along with the reconstruction of Japan and is committed to continue its efforts in the long run.

<http://www.beckhoff.co.jp>

## < Ryosho Europe opens their office in Frankfurt in the same building as Yokohama Representative Office >

Interview with Mr. Norihiko Yamamoto, Managing Director, Ryosho Europe GmbH.

*Q: In which fields of business will you develop in Europe?*

A: Ryosho Europe GmbH is a trading company of the Mitsubishi Electric Group, with its handling focus on semiconductors and other electronics devices. Our sales activities currently target customers in the automotive industry segment. For the future, we wish to extend customer fields to those of other industrial segments and consumer products and offer new technologies and solutions with value-added ideas.



*Q: Which countries are you expecting to find your customers in?*

A: Ryosho Europe GmbH has been established in Frankfurt, Germany and started its business transactions since July this year. We currently have transactions with business partners not only in Germany, but also in Central Europe (e.g., Czech Republic), and Southern Europe (e.g., Spain). Our aim is to extend our customer fields to the whole of Europe and offer comprehensive yet precise support to our customers.

*Q: Why did you decide to establish your office in Frankfurt?*

A: For allowing the business activities of Ryosho Europe GmbH to focus on speed, it was essential to establish our first European office in Frankfurt which boasts high accessibility in both physical and human logistics in the heart of Europe. As mentioned above, we believe that business opportunities for us are to be discovered not only in Germany but also in neighbouring countries. We will continue to strengthen our Frankfurt base, while frequently reaching out our services to other areas of Europe.

*Q: What aspects is your company competitive in?*

A: Our mother company, Ryoden Trading Co., Ltd. has had long experience in the electronics industry since its foundation in 1947. Thanks to the company's long-term accumulation of know-how, it has become to excel at its technical proposals to customers. In the meanwhile, Ryosho Group has expanded its foreign operations to 12 offices, mainly in Asia, but also in the US and Europe and is now offering worldwide support. As a group, our strongest point is the business operation that closely covers and assists customers. Also, we regard discovery of new products as an important corporate mission as well as one of our original

### ◆ INFORMATION FROM THE CITY GOVERNMENT

#### < Presentation of culture as a location factor in Global Business Week symposium >

The annual Global Business Week is an opportunity for exchanging good practices among partner cities of Frankfurt. On 18th May, the Representative Office, on behalf of Mayor Hayashi, presented about Yokohama's solicitation for foreign visitors to strengthen the Japanese economy by cultural power including "Yokohama Triennale 2011". From the City of Frankfurt's side, the deputy mayor in charge of culture, Prof. Dr. Felix Semmelroth joined the symposium, as well as other presenters from Frankfurt's partner cities Tel Aviv-Yafo and Krakow.

#### < Presentation at Smart Grid Paris 2011 >

The Representative Office presented the Yokohama Smart City Project jointly with TOSHIBA Systemes France at Smart Grid Paris 2011 on 26th May. This collaboration was realized via a special offer of Mr. Alain Kergoat, Director of TOSHIBA. TOSHIBA is one of the main project leaders of Yokohama's Smart City Project.

A possibility of further deregulation of the Japanese power supply market and some interests came out from the floor audience.

### < Yokohama Triennale 2011 >

The Yokohama Triennale 2011 is entitled "OUR MAGIC HOUR". The exhibition will include works that respond to and reflect on the thematic question, "How much of the world can we know?", and allude to the magical and mysterious powers in our daily lives and the world, as well as those that refer to mythology and legend. The Triennale promises to be a vibrant exhibition that will showcase the works of dynamic contemporary Japanese and international artists. We invite you to join us in Yokohama, one of the first cities that opened its doors to the outside world, on this exploration of previously unknown worlds - a voyage into a realm of new, uncharted knowledge.

### < Two Yokohama high school students in Summer Overseas Education in Frankfurt >

Goethe Institut Frankfurt, a German cultural promotion institution, holds a "Summer Overseas Education Program in Frankfurt" every year. High school students from partner cities of Frankfurt in the world are invited to learn German and experience local culture during their stay in Frankfurt.

For the first time, two high school students from Yokohama, Mr. Kenji Morio and Ms. Hazuki Sakama joined because the City of Yokohama and City of Frankfurt will tie their partner-city relationship in this autumn. The students were welcomed at a reception hosted by the City of Frankfurt in "Kaisersaal" on 8th August.

## ◆ EUROPEAN ENGAGEMENT IN YOKOHAMA



### < Visit by the President of German-Japan Federation >

Shortly after the catastrophe, the president of the Federation of German-Japanese Associations, Dr. Ruprecht Vondran, visited Yokohama and met with Mayor Hayashi, giving courage from German people. Mayor Hayashi expressed her gratitude and hoped for further friendship of both countries. The Mayor also presented to Dr. Vondran a book about Louis Kniffler, the first German trader who came 150 years ago to Yokohama.

## ◆ ENVIRONMENTAL ACTIVITIES

### < Yokohama Smart City Project Propulsion Consociation >

The City of Yokohama is promoting the "Yokohama Smart City Project", aiming to build a stable electricity supplying social system, coping with huge amounts of new energy adoption and new demands such as next generation vehicles. As an engine of these efforts, the "Yokohama Smart City Project Propulsion Consociation" was founded, and on 15th July the "Yokohama Smart City Project Forum" was held, transmitting information of specific experimental proof. In the forum, TOSHIBA explained the experimental proof of the community energy management system (CEMS), the home energy management system (HEMS) and the building energy management system (BEMS). In CEMS, they test a control system for the utilization of photovoltaic surplus, and electricity demand restraint includes demand side response. They also work with a supervisory control and data acquisition (SCADA) battery system controlling a supply-demand adjusting battery for the grid's stability and a virtual conglomerate of individual batteries. In HEMS,

in a house equipped with solar panel, battery, electric vehicle charger, heat pump etc., they test not only visualization of energy consumption, but also promotion of energy efficiency, and control these facilities based on the demand-response data from CEMS. Smart BEMS verifies an advanced energy management system for air conditioner and lighting facilities, which achieves both secured conformability and energy saving. This system optimizes the energy consumption of the heat source, the pump and the fan in an air-conditioner. The system also controls office lighting, sensing workers' numbers, positions and movement via video cameras. Also, the integrated BEMS manages some buildings together as a group. They serve the function of allocating demand response orders depending on the adjustable capacity of each building. And they provide the function of BEMS via cloud computing services to small and medium sized buildings, which cannot be equipped with BEMS themselves. TOSHIBA explained they distribute demand responses in accordance with the changing level to fit each building's demand adjustable capacity reserved.

MEIDEN, who also test Smart BEMS, explained about loading shifts via stationary large-scale lithium-ion batteries, virtual battery systematization of multiple electric vehicles, and their advanced BEMS effort that embeds an inter-building linkage controller or else at the same site buildings and optimises energy supply for a whole factory, responding to demand responses from CEMS automatically.

Regarding the efforts of the next generation vehicles, Nissan explained they test storage and supply system of their charge-discharge electric vehicles (EVs) at detached houses, complex housings, office buildings and solar charging stands. And home electric power supply system via charge-discharge EV has already been developed and publicized. The system is planned to be launched soon, expecting effectiveness such as peak-cut and peak-shift of electricity consumption, back-up power supply for emergency, reduction of grid operating power consumption in connection to solar power system, and etc. Also in the Yokohama Smart City Project demonstration experiment, demand responses are linked up with CEMS by distributing supply and demand information of electricity to EV users. As for charging stands, Nissan also develop a dispatch control system for sharing of EV car and charging electricity from solar panels.

The German electronics company dSPACE explained about Yokohama's smart community, a wider consortium of industry and academia for natural energy utilization. The consortium implements a development of power offering system via wind turbines, solar panels and solar heating, including controlling, management and storage in detached houses. Many business seeds are expected within the Yokohama Smart City Project Propulsion Consociation.

## ◆ OPERATIONS OF THE REPRESENTATIVE OFFICE

The Representative Office visited several German companies in July. First contact was made at exhibitions or business seminars where the office solicited for business in Japan, and later the companies invited the Chief Representative to their premises.

One of these companies is Hübner GmbH, who has its headquarters in Gießen, 40 minutes by train to the north of Frankfurt, and manufactures encoders for industrial motors. Through a sequence of characteristic power bands and efficiency of motors, they are recently concentrating on the emerging energy department including wind turbine motors. A remarkable new product is the 'Energy Container', methodically containing solar panels, 15 meters high wind turbine, a backup diesel generator and fuel, all contained in a 20 feet reinforced container. This miniature power plant has marvelous potential and can supply hot water and meals to 4000 persons during a month. The company had recently donated one unit to 'Technisches Hilfswerk', the federal governmental rescue organization and hopes to sell the 'Energy Container' to Japanese local governments or other entities, for disaster-prevention stockpiling.

Another company the Chief Representative visited is situated in Mannheim, 40 minutes by ICE high-speed train to the south of Frankfurt. The company PowerPlusCommunications supplies broadband communication infrastructure and technology by utilizing mid-voltage power lines. A joint research delegation with JETRO Düsseldorf and Ryosho Europe, the Chief Representative witnessed its marvelous data communication and smart metering technology, selecting of optimal routes for data transmission via the existing power network web with additional medium voltage modems. The technology can be used in areas where optical cables are available, and in case of unavailability of optical cables, you can alternatively use power line itself. Therefore you do not need large



investments on infrastructure and wait for optical cables to be installed; instead you can go immediately broadband via plug and play from plug outlet. In their hometown Mannheim, 100,000 households adopted this technology. Associated with a local utility company, PPC is currently running experiments for smart grid feasibility in a study funded by the German federal government. PPC also distributes its technology to China or Thailand, and may also be possible in Japan. Now Ryosho Europe casts a spotlight on German grid related technologies.

Coinciding with these visits to the German companies, in Yokohama the 'Yokohama Smart City Project' forum was held on 15th July. At the forum projects concerning energy management for housing, buildings, electric vehicles and community were presented by Toshiba, Nissan and Meiden. Moreover the 'Yokohama Smart Community' was introduced, as a project cooperating with local SMEs. Into this diversified and prismatic next generation grid power supply experimental proof, maximum scale in Japan but enabled in an unparalleled way in Yokohama, the office hopes to adopt European products and technology. This might definitely accelerate the mission of JETRO and City of Yokohama, soliciting European companies to open their business points in Japan.

On 17th July, at the special tent facilitated by Frankfurt Tourism and Congress GmbH for public viewing on the bank of Main River, Japanese and German celebrated together the moment of victory of "Nadeshiko JAPAN" at Women's Soccer World Cup in Frankfurt. Frankfurt became the holy site which made the legend for Japanese.

From 1st to 3rd September, the representative office joined the "217th Foundation Festivity of Odessa", which is 46 year long sister city of Yokohama. A letter of gratitude from Mayor Fumiko Hayashi was handed to Mayor Oleksii Kostusiev, for the enormous warm support from citizens of Odessa and him, for the East Japan Great Earthquake. (Photo right)



On 8th September the representative office joined a conference organised by the Junior Chamber Frankfurt in "World Cafe" dialogue style, the theme of which was the management of advanced countries under the post growth economic conditions.



From 16th to 18th September, the representative office joined the German-Japanese Association Frankfurt's annual "Japan Day", which was this year held in Wolfsgarten park near Frankfurt. The office promoted tourism to Yokohama via the Yokohama Triennale modern art exhibition and Studio Ghibli's brand-new film featuring the landscape of 1960s Yokohama. (Photo left)



## Imprint

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