



# THE CITY OF YOKOHAMA

## FRANKFURT REPRESENTATIVE OFFICE

### NEWSLETTER

## APRIL 2011 ISSUE



### MESSAGE FROM THE CHIEF REPRESENTATIVE:

I would like to hereby express my sincere gratitude for the continual warm condolences from our European friends, as well as pray for the souls of the many victims in the tragic earthquake last month.

2011 is an important year for this office, and indeed should be called the 'year of the hare', as we must successfully organise many projects in rapid succession. Of course, biotechnology venture companies from Yokohama will once again be participating in "Bio-Europe", which is held in Düsseldorf in late October. "Pollutec", which will be held in Paris this year, is also an important trade fair in which Yokohama can showcase its environmental technologies, including waterworks.

Regarding technical fields such as electronics, automotives and information technology, I plan on visiting and speaking to companies at many trade fairs to promote business opportunities with Yokohama.

Another important theme is the 150th anniversary of German-Japanese friendship. The City of Frankfurt and the City of Yokohama will utilise this perfect opportunity to aim to further strengthen their relations. We are considering holding a seminar on Yokohama's business opportunities, and will participate in Germany's largest Japanese cultural event, "Japan Week", here in Frankfurt. Moreover, we will take part in several 150th anniversary commemorative events, such as the "Nippon Connection" Film Festival in April and the Japan-German Society's "Japantag" in a historical Japanese garden in September.

In the midst of efforts towards resolution of the situation at the nuclear power plant, I will continue to seek out and try even the smallest of chances which may lead to the recovery of Japanese trade and business with European companies. I ask you, our European friends, to be calm and gain an accurate recognition of the situation in Japan.



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## ◆ UPCOMING EVENTS

### 18 May - 20 May < Automotive Engineering Exposition 2011 >

This technology exhibition is the largest in Japan, gathering the latest technologies and products from all over the world at the Pacifico Yokohama convention centre.

[http://www.jsae.or.jp/expo/index\\_e.php](http://www.jsae.or.jp/expo/index_e.php)

### 05 July - 06 July < Wireless Technology Park 2011 >

This event focuses particularly on technology or research and development for wireless communication such as LTE, XGP, WiMAX, iBurst, HSDPA, Wi-Fi, Bluetooth, RFID, and MEMS.

<http://www.wt-park.com/eng/exhibit.html>

### 28 September - 30 September < InterOpto 2011 >

Together with "BioOpto Japan", InterOpto focuses on optical technology in the bio/medical industries, and "LEDJapan" focuses on high brightness LEDs and lighting. This year, a new show "LaserTech" for advanced laser material processing will be jointly held as well.

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

### 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, bio-oil refining, biomass plastics, environment and food will be themes of BioJapan.

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

### 12 October - 14 October < Clean Energy & Smart Grid Fair 2011 >

The Yokohama area will be investing over 6 billion Euros in technological projects and standardisation of societal infrastructure. Major relevant companies planning other projects will attend this exhibition.

<http://www.cs-f.jp/e/guide.html>

## ◆ BUSINESS INFORMATION ON YOKOHAMA

### < Business seminar between Frankfurt and Yokohama >

To tighten economic relations with the Frankfurt area, the City of Yokohama will consider holding a business seminar in November. German companies interested in business with Japanese companies in technologies such as biotech, electronics, information communication, automotives and lasers, will likely receive invitations from the Representative Office.



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

"Bio-Europe", a business partnering conference for biotechnology companies, will be held in Düsseldorf in the autumn. Following last year, five companies from the Kihara Foundation that possess technologies such as antibodies, ES/iPS cells, glycan structure profiling, recombinant proteins and RNA analysis will participate in this conference.

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

Interview with Mr. Torsten Nagel, Vice President and Japan Representative of LPKF Laser & Electronics AG.

*Q: Which products do you intend to sell in Japan?*

A: LPKF Laser & Electronics K.K. is going to support our local distributors with more customized solutions and faster reactions to our customers' needs.



In addition we are mainly focusing on supporting the market with the leading technology of LPKF LDS process (3D MID) – three-dimensional printed circuit boards (PCB) where the layout of the PCB can be direct on the device (for example Antenna for smart phones, automotive and medical applications).

On the other hand we will focus on solar thin film scribing technology in the medium term and on plastic welding especially for automotive applications in the short term.

We support our distributors in the fields of Rapid PCB prototyping, metal mask (stencil) cutting systems for producing thin metal sheets for electronic applications and the cutting of flexible Printed Circuit Boards.

*Q: By which merits you decided to set your business point at Yokohama?*

A: During our first three months in Japan, when we could enjoy the good support of JETRO in Tokyo, we had the chance to compare the advantages of Yokohama with locations in Tokyo as well as the region.

Yokohama convinced us with a very good infrastructure and competitive prices for office space and living cost.

*Q: In which aspects is your company competitive?*

A: German laser technology is worldwide renowned, and LPKF has almost 20 years experience in terms of laser technology for electronic applications. We are using the laser as a tool in combination with high accurate positioning systems. The laser, the positioning technology, as well as software and machine design are in one hand – based on long term experience LPKF can design, develop and produce all components by ourselves. This opens up opportunities for customized solutions.

We are specialized in responding to our customers' requests when it comes to electronic applications which require highly accurate positioning and fine laser processing.

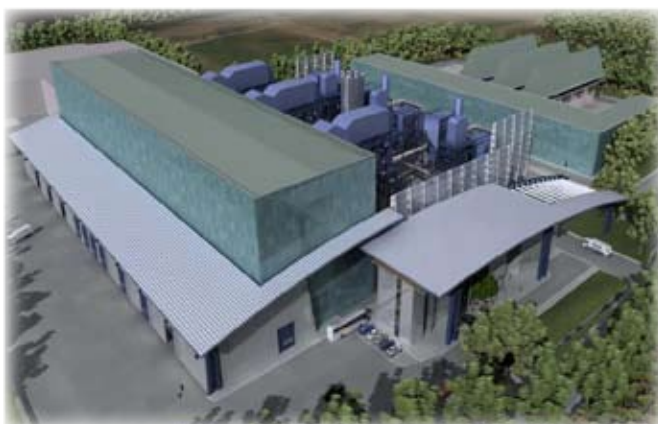
But it is not only our product spectrum which fits our customers' needs well; in LPKF we rely very much on the customer consulting and after sales process. This is also one of our key points for having an office here in Yokohama, we want to be closer to our customers to learn about and support their needs for a better and most environmentally friendly production.

(LPKF keep their business strategically flexible for operation after the disaster.)

<http://www.lpkf.de>

## < JFE Engineering from Yokohama opens their office in Frankfurt >

Interview with Mr. Hideaki Morinaka, General Manager of JFE Engineering Corporation Frankfurt Office.



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

A: We would like to introduce technologies and products that are beneficial towards realising a low-carbon society. Specifically, we develop technologies such as electricity generation from waste or exhaust heat recovery that create energy from discarded or unused items, as well as mechanical bicycle parking technology "Cycle Tree", which help to promote the transfer from automobiles to bicycles.

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

*A: We are focusing on the entire European region. As each country has its own circumstances in terms of waste management, energy and finance, we would like to introduce technologies and products fitting each region.*

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

*A: As we focus on the entire European region, Frankfurt is tremendously attractive because it is located in the center of Europe, providing easy access everywhere within Europe, and regular direct flights from Japan are also available.*

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

*A: Based on technologies accumulated in the steel and shipbuilding technologies, we can offer various fields of plant technologies such as energy, recycling, urban environment and industrial systems, in addition to a broad range of services limited not only to supplying facilities or machines themselves, but also including engineering, control systems, maintenance and development of materials. We have many practical achievements in such fields.*

<http://www.jfe-eng.co.jp/en/index.html>

## ◆ INFORMATION FROM THE CITY GOVERNMENT

### < Mayor of Yokohama visit for aid of Sendai City >

Ms. Fumiko Hayashi, Mayor of Yokohama, visited Sendai City on 3 April, which was devastated by the Great East Japan Earthquake. She handed 5 million yen in donations to Ms. Emiko Okuyama, Mayor of Sendai, and promised emergency aid as well as longer-term cooperation in reconstructing Sendai's infrastructure using the City of Yokohama's advanced know how and technology.



### < Yokohama supports the disaster areas >

986 city employees (407 fire-fighters, 256 office workers, 130 sanitation workers and 102 waterworks staff) have been dispatched to the disaster sites. 11,500 blankets, 80,000 portable toilets, 4,000 cases of bottled water and other supplies for evacuee life have been sent, and 168 million JPY (1.6 million Euros) has been contributed to the relief efforts.

### < Discharge of water for cooling the nuclear power plant >

67 fire-fighters from Yokohama arrived at the Fukushima Nuclear Power Plant and discharged water to cool the spent nuclear fuel rods.

### < Presentation about relations with Frankfurt at the Japanese Embassy in Berlin >

The Embassy of Japan held a 150th anniversary of German-Japan Friendship commemorative symposium on sister cities in February. The City of Yokohama Frankfurt Representative Office did a presentation about Yokohama's cooperative relations with the City of Frankfurt am Main, focusing on the good collaboration between German and Japan human resources.

### < Yokohama Film Festival >

The 32nd Yokohama Film Festival was held in February, and Best Movie was awarded to "13 Assassins", directed by Mr. Takashi Miike. This festival has continued successfully for 30 years by passionate film lovers who organise the festival and select awards. Also, the festival is organised independently from sponsors and is famous for its unique viewpoint which enables it to pick up on new talent, quite different from other film festivals.

## ◆ EUROPEAN ENGAGEMENT IN YOKOHAMA

### < Visit by the Vice Mayor of Frankfurt >

Frankfurt and Yokohama are continuing to strengthen relations. Dr. Felix Semmelroth, Vice Mayor of Frankfurt am Main in charge of arts and culture, visited the Deputy Mayor of Yokohama, Mr. Takashi Komatsuzaki, on 3 March 2011. They discussed cooperation in the fields of urban creativity and culture.



## ◆ ENVIRONMENTAL ACTIVITIES

### < Yokohama Green Power Project >

The City of Yokohama is promoting the "Yokohama Smart City Project" to build a next-generation city by utilising smart grid-related technology. As a part of these efforts, the "Yokohama Green Power Project" has begun. This project will develop a cost-efficient business model for photovoltaic panels and Home Energy Management Systems (HEMS) by utilising the private sector's know-how. By package contracting with the City and joint ventures (including panel producer and distributing agents) for the purchase, construction and maintenance of a certain area, citizens will be able to introduce PV and HEMS at an affordable price. Citizens would then be able to enjoy a comfortable, energy-conserving lifestyle while also providing energy usage data for YSCP.

## ◆ OPERATIONS OF THE REPRESENTATIVE OFFICE

### < Study tour on social enterprise activities >



The Representative Office participated in a study tour organised by the British Council on social enterprise activities in the U.K. Many informative cases were presented from 16 to 21 March, including Volans, UnLtd, The People's Supermarket, Venturesome, Serco, Transport for London, Impetus Trust, Department of Health & Social Investment Business, London Borough of Sutton, BioRegional, The Hub-KingsCross, Solarcentury, Department for Communities and Local Government, Spark Challenge, Department for Business, Innovation & Skills, Business in the Community, Social Enterprise London, Forum for the Future, Sofa Project Bristol, Young Foundation, Renaisi and Shell Foundation.



### Imprint

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