

## JAMA Update

### JAMA- CLEPA 7<sup>th</sup> Business Conference

**O**n 19-22 April, the Swedish city of Gothenburg will host the 7<sup>th</sup> JAMA-CLEPA business conference. The conference will provide another opportunity for European automotive suppliers to meet with Japanese car and truck manufacturers and do business together. JAMA attaches great importance to its cooperation with European automotive suppliers.



In the first six months of 2003, Japanese purchases of European automotive parts amounted to 4.7 billion Euros, which represented an increase of 117% compared to the same period of 2002. This percentage demonstrates the importance of European automotive suppliers for the Japanese motor vehicle industry.

The choice of the city of Gothenburg reflects the specific desire of facilitating the participation in the conference of Eastern European automotive suppliers. Previous JAMA-CLEPA conferences had been held in France, Germany, the UK and Netherlands. This year, the choice of Gothenburg represents, even from a geographical point of view, JAMA's and CLEPA's desire to send a message to the ten new European Members, in recognition of their growing importance.

The Conference will take place over 4 days. The first day will be dedicated to a discussion on business in Central and Eastern Europe and the following days will all provide an opportunity for suppliers and JAMA members to have face-to-face meetings to discuss business opportunities.

A large exhibition area will allow all suppliers to present and demonstrate their product ranges.

In terms of attendance, suppliers from 17 countries will be participating. The number of face-to-face meetings being organised is changing every day, but the total figure should be around 300.

For more information about the conference, please consult the following website: <http://www.clepa.be/htm/main/jama-clepa/online%20registration/index.html> ■

*Japanese purchases of European automotive parts increased by 117% in the first half of 2003.*

**Japan  
Automobile  
Manufacturers  
Association, Inc.**

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**NEWS FROM JAMA  
BY E-MAIL**

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Motor vehicles statistics for  
Japan are available at:  
[www.jama.or.jp/e\\_press/index.html](http://www.jama.or.jp/e_press/index.html)

**A Review  
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# News

## BRIEF

Dear Readers,

After more than 7 years spent in Brussels, I will be leaving JAMA Europe as of 1 April. Mr. Ota, whose profile and interview you can read in this newsletter, will be replacing me as of the same date.

I have really enjoyed working in Brussels over these years. It was a very challenging time, during which the European Union, and hence Brussels, became increasingly important for the Japanese automotive industry. The number of Regulations and Directives impacting, directly and indirectly, the automotive business increased year on year, and EU rules have often anticipated standards adopted later at international level.

## A farewell note by Shinji Kanno, outgoing JAMA Europe Director General

For JAMA these were very challenging years, which finally lead to the establishment of the Japanese automotive industry as an active and trusted stakeholder in Brussels.

My hope is that Europeans can increasingly recognise the important contribution the Japanese car industry makes to Europe, not only via the creation of more jobs and expertise in the European car sector but also in the development of a stronger sustainable European car industry.

I wish you all the best,



Shinji Kanno



## Topic

## News from JAMA goes online

The current edition of News from JAMA will be the last one in its current format. JAMA is delighted to announce that as of May 2004, News from JAMA will be replaced by a new web-based newsletter.

JAMA will launch a dedicated website which will bring together all news from Japan, Europe, the US, China and Singapore. This new webpage will give all readers the possibility to hear about what JAMA is doing in all the different world markets, at the click of a mouse!

We thank you for your interest and readership to date and we look forward to sharing the new format with you and continued contact. We would welcome your comments and reactions on this new format. ■



## News from JAMA interviews Hiroki Ota, new Director General of JAMA Europe

As of 1 April 2004, Mr. Hiroki Ota replaced Mr. Kanno as Director General of JAMA Europe.

Mr. Ota already served as Director, General Affairs JAMA Europe for five years, from 1992 to 1997. Mr. Ota has worked in JAMA's international department for over 20 years. Since 1997, he has been in charge of European Affairs, JAMA public relations activities and multilateral issues such as WTO matters.

News from JAMA interviews the new Director General as he takes up his new post discussing in particular with him his past experience in Brussels and his views on the future of the Japanese automotive industry in Europe.

**T**his appointment as Director General of JAMA Europe brings you back to Brussels after 7 years. How would you describe your experience in Brussels in the years 1992-1997?

The five years that I spent in Brussels were incredibly interesting, at the level of the European Union in general but also for the Japanese car industry.

I came to Brussels just months after the signature of the Maastricht Treaty, which established the European Union, and at the same time the European Commission was negotiating the so-called Elements of Consensus, the agreement which established the monitoring system for the import of Japanese cars in the EU.

Obviously these were very different times from the present: now the European Union is fully recognised and present at an international level and the industrial cooperation among carmakers and parts suppliers from EU and Japan is increasing rapidly.

In your previous positions in Tokyo, you also coordinated JAMA's Public

Relation activities in the US: how would you compare the EU and the US markets?

The EU market is much more complex than the US, it is therefore very difficult to compare them. The enlargement to 10 new Member States will make things even more complex and interesting.

In the US, Japanese automakers became members of the national automotive associations already in the 1990s. Because of our manufacturing presence there, we were soon recognised as a fully integrated part of the national US automotive industry.

In Europe things went differently: in early 1980's, Japanese automakers were almost exclusively exporting cars from Japan into Europe and this was not well perceived by European states and consumers. But when Japanese automakers began to increase their direct investment in Europe (from 130 thousands units produced in Europe in 1988 to more than 1 million in 2002), the perception about 'us' also changed in Europe and it has now reached a very satisfactory level.

**What do you think is the reason behind the success of Japanese brands in Europe over the past few years?**

The Japanese car industry is still learning how to satisfy the European demands and how to meet European tastes. What a Japanese average customer finds attractive in a car, both from a design and a performance point of view, is not necessarily attractive to a European customer.

And things are further complicated by the fact that very often European tastes varies from one EU country to another. Different Japanese automakers have integrated this complexity into their planning and production processes and are now providing tailor-made products for their European customers. Japanese automakers have set up twelve Research and Development Centres in Europe in order to be closer to the various parts of the EU market and its trends.



**Talking of the US, European and Japanese car industry, do you think there should be a more coordinated approach at global level to tackle certain industrial issues?**

Yes, I firmly believe that the US, the European and the Japanese car industry should coordinate a certain number of issues at global level. In many cases, we are facing similar types of problems. Take technical and environment issues for example: technical harmonisation and global warming problems faced by the Japanese, the European and the US industry are the same.

Cooperation among all the different automotive companies is one objective that I will try and work for in the next few years, as I firmly believe that there should be more discussions on a global level.

In Europe, JAMA has an excellent relationship with ACEA, and we work closely with the group both in Brussels and Tokyo. We have annual meetings at CEO and at Secretariat level. My hope and desire is for this cooperation to increase and widen.

**Speaking of priorities for the next few years, what issues do you think are going to demand most of your attention?**

The issues we have to face are numerous. However, on the top of our list is

the reduction of CO<sub>2</sub> emissions. It is our top priority to fulfil our commitments in this regard. Still on emissions, we will be paying extreme attention to the definition of new vehicle emissions standards, these Euro5 norms that the European Commission should propose by 2005.

Trade issues, including World Trade Organisation (WTO) related matters, are going to be a priority in particular with new adhesions to WTO and one possible re-launch of multilateral negotiations.

On the technical side there are a number of issues, the most important of which remains pedestrian protection.

And of course we will be looking carefully at the institutional changes that the EU will be going through in the next few months, with enlargement, the election of a new European Parliament, the appointment of a new college of Commissioners and the possible signing of a new EU Constitution. ■

## Essay

by Peter Nunn

# The Art of Technology

In Japan, one of the world's most hi-tech nations, you can now buy a car so smart that will back itself into a parking slot on your command.

In Japan, you can go on the internet and via various clicks of the mouse create your own virtual car and then arrange to have it Built-to-Order (BTO). In Japan,

are probably not too surprised to hear that it is Honda, builder of some of Japan's most inventive power units.

But this is just the tip of the iceberg. Toyota now offers infra-red Night View to show images of pedestrians, obstacles and the road that would not normally be picked up by the headlights. Nissan's

modes, including electric power up to an unprecedented 80 km/h, are in the wings.

And looking to fuel cells? Yes, Japan is well represented in that debate too, thanks mainly to Toyota and Honda which are now leasing prototypes both in Japan and the US.

In the end, there is of course no end to the technology race. The next step may well be cars that can "think" and "act" for themselves. Guess what, folks, Japan Inc. is already working on that one... ■



you can drive a car whose V6 engine is so smooth, so sophisticated that when it switches between three and six cylinders to save fuel, you can barely tell the difference.

When it comes to the art of technology, it is no question that Japan has a long and rich history of surprise and delight. The automated parking idea is in fact one option on the new Toyota Prius, otherwise known as one of the world's top eco-friendly hybrids.

It is Mazda that thought up the Webtune BTO factory idea which in the case of the MX-5 sports car offers a staggering 12 million combinations. And the maker of the ingenious i-VTEC 'Variable Cylinder Management' V6-engine? You

Adaptive Cruise Control (ACC) uses radar data to control throttle and brakes to automatically maintain a pre-set distance from the car in front. Unusually, ACC can also work below 40 km/h.

In the Mitsubishi camp, the company's "i" concept is an innovative small three cylinder city car. But already the 'i' has earned its spurs, becoming the first car to be awarded 5 stars in both the emissions testing and fuel consumption categories of the ADAC/FIA EcoTest in Germany.

In Japan, you can buy an array of petrol-electric hybrids off the showroom floor right now from Toyota, Honda and Suzuki. Others like Subaru's SSHEV, a hybrid system that runs in a variety of

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