A special feature produced by: Synergy Media Specialists

# The Netherlands

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## Japan and the Netherlands — A deep-rooted friendship

In 1609, the Dutch and Japanese established their first official trade relations. As the relationship flourished, Dutch traders were granted Dejima Island as a trading post in 1641 and were the only Europeans permitted on Japanese territory.

The Dutch not only traded with their Japanese counterparts, but also exchanged scientific and technological knowledge garnered from the industrial advances being made across Europe. This rangaku movement or "Dutch learning" fueled Japan's radical technological advancement and modernization.

At the end of the Edo Period in 1868, Japan had begun trading with foreign powers and shifting away from the country's isolationist sakoku (closed country) foreign policy. Diplomatic relations with the Kingdom of the Netherlands were established and as the two countries enter their 160th year of bilateral relations, their ties remain just as strong today.

"This long-term and flourishing partnership shows no signs of slowing down," said Hiroshi Inomata, Japanese ambassador to the Netherlands. "Today, the Netherlands is second only to the United Kingdom in terms of Japanese foreign investment in Europe."

With the United Kingdom's Brexit on the horizon, the Netherlands could become the No. 1 destination for Japanese investment on the continent.

"This long-term and flourishing partnership shows no signs of slowing down."

HIROSHI INOMATA
*Japanese Ambassador to the Netherlands*

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"We are seeing movement from several United Kingdom-based companies as they move their operations to the Netherlands," said Kenji Saito, chairman of the Japanese Chamber of Commerce and Industry in the Netherlands. "Despite the relatively small size of the country, the Netherlands could soon become Japan's preferred investment destination in Europe."

According to the Dutch-Japanese Trade Federation (DUJAT), the Netherlands' location, logistical capabilities, workers' English-language abilities, international working environment, stable government and strong economy offer investors from Japan and elsewhere a complete package.

Geert Jan Mantel, DUJAT chairman and Christa de Kemp-Everts, DUJAT managing director are spearheading the federation's desire to create a strong situation in order to encourage increased trade between Japan and the Netherlands.

"We are linking Dutch and Japanese companies, in both Japan and the Netherlands, and we do this through an attractive program where we organize meetings, seminars and social gatherings, as well as visiting Japan at least once a year," said Mantel.

While trading has brought the Netherlands and Japan closer together, another reason for the close connection between the two countries may lie in their strong cultural ties, reciprocal social appreciation for each other's society and the friendships established between Dutch and Japanese people.

"There is only one word to describe the relationship with Japanese people, and that is 'trust.' And when trust is built, the long-lasting relationship becomes inevitable," said de Kemp.

"Dutch straightforwardness is a good match with Japanese low-profile modesty," said Inomata. "The Dutch way of communicating has directly enabled our two countries to understand each other very well. As ambassador, my time in the Netherlands has been very enjoyable and I encourage more Japanese people and companies to visit the Netherlands and gain a better understanding of the country, its culture and its people." ♦

*www.nl.emb-japan.go.jp*
*www.jcc-holland.nl*
*www.dujat.nl*

## Eagle Holding Europe — Driven by Success

Separating atmosphere from fluid and preventing leaks, seals are a critical part of many components. Serving the automotive, aerospace, marine and energy sectors, Japan-based EKK Eagle Industry Co., Ltd. has become a world leader in the manufacture of mechanical seals and components.

Eagle Holding Europe, the company's European arm, is focused on delivering seals and valve components for the automotive industry.

"We entered the European market in 1991 through our investment in German-based Simrax GmbH," said President Toshiyuki Yamaguchi. "Driven by our achievements and the opportunities we saw in the European market, we established Eagle Holding Europe in Kerkrade, the Netherlands in 2010. We have since strengthened our production, research and development capabilities, and today, we are well-positioned to coordinate our European operations, which include two in France and one each in Hungary, Germany and the Netherlands."

© EKK EUROPE

EKK product line

EKK's European team has more than doubled the company's sales in the past six years. Today, Eagle Holding Europe generates 15 percent of the company's global business ($1.3 billion).

"Europe's automotive industry is enjoying its best year since 2008 and as a company, we are in a strong position," said Yamaguchi.

While Europe's automobile industry is facing environmental pressures, as a parts supplier, Eagle Holding Europe understands the challenges being faced by manufacturers and is in a strong position to meet client demands.

The company is in the process of establishing a new research and development center in Heppenheim, Germany, to deliver solutions specifically for new types of cars, such as electric-powered vehicles.

"In the future, different types of cars will be developed and we want to contribute to the automotive industry's desire to produce cleaner, emission-free cars and exceed customer expectations," said Yamaguchi. "Once our new investment in Germany is complete, we expect to become one of Europe's well-known names in automotive parts solutions." ♦

*www.ekk-europe.com*


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Toshiyuki Yamaguchi, President of Eagle Holding Europe

## Booking.com: Empowering people to experience the world

Booking.com has grown to become one of the largest e-commerce travel platforms.

"Amsterdam was the ideal place to establish Booking.com because Dutch people are world travelers and the city is one of the most popular travel destinations in the world," says Gillian Tans, CEO of Booking.com.

Tans joined Booking.com when the company was established as a local startup and became CEO in 2016.

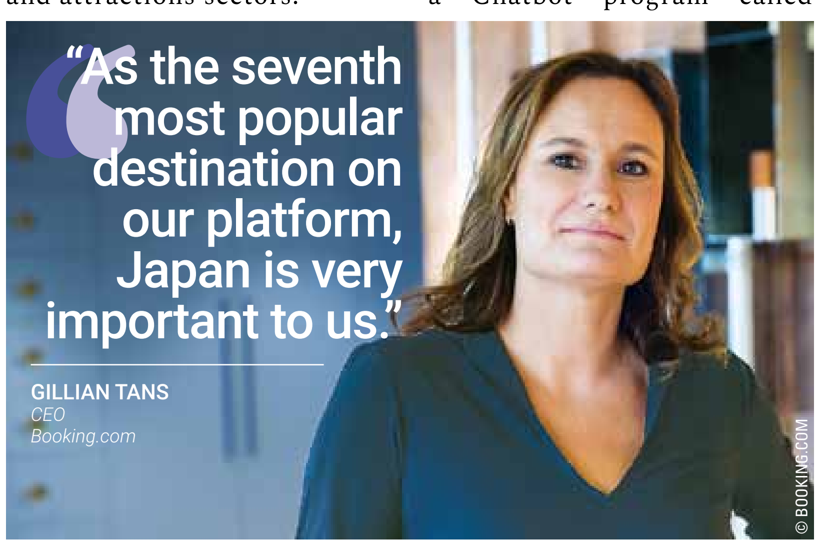
"From the early days, I believed in the concept and while it was a tough start, we have achieved great things," said Tans.

With 1.7 million listed properties and 17,000 employees in over 225 countries and territories, Booking.com has become the leader in its field.

One reason for Booking.com's success is the innovation-driven culture that has been nurtured across all platforms within the company.

"We always innovate and constantly look for ways to make the travelers' experience more enjoyable," said Tans. "We empower customers by providing them with quick decision-making capabilities and deliver a variety of solutions."

The company not only provides access to accommodation worldwide, but has also moved into the transportation and attractions sectors.



"As the seventh most popular destination on our platform, Japan is very important to us."

GILLIAN TANS
*CEO Booking.com*

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"Booking.com has become increasingly popular as today's traveler often spends more time planning a trip than actually enjoying a holiday," said Tans. "We want to make sure that people are in a position to make easier, faster and better decisions with regard to every aspect of their planning."

The company has introduced a Chatbot program called Booking Assistant that uses artificial intelligence. The program simulates conversations with users to provide fast, accurate and custom-made responses. While currently only available in English, the program will be available in a variety of languages over the course of the next year, including Japanese, as Japan is a priority country for Booking.com.

Japan ranks as one of the world's highest for smartphone travel bookings and Tans sees this as an excellent opportunity for Booking.com.

"As the seventh most popular destination on our platform, Japan is very important to us. We established six offices in Japan and a call center, and have a team of 370 people to support our property partners locally, as well as to assist our customers with their travel arrangements. We expect Japan to continue to be an important country for Booking.com as we look toward the future," concluded Tans. ♦

*www.booking.com*

## Teijin Aramid — Building on a Solid Customer Base

Aramid fibers are a class of synthetic fibers noted for their exceptional strength and thermal stability. With a unique chemical structure, Aramid fibers are five times tougher than steel and can withstand temperatures of 450 degrees Celsius.

As a part of Japan's Teijin Ltd. and with its headquarters located in the Netherlands, Teijin Aramid is the world leader in the production of para-aramid, marketed as Twaron and Technora, as well as one of the market leaders in the production of the meta-aramid, marketed as Teijinconex.

"From high-performance tires, fiber-optic cables, airplanes and helicopters, lithium batteries, mattresses, ropes, military and police equipment, Twaron can be found literally everywhere," said Teijin Aramid President and CEO Gert Frederiks.

"By being tougher and lighter than steel, non-magnetic and maintenance-free, Twaron is the ideal material for almost anything and given its lightweight properties, it is also an energy-efficient material."

© TEIJIN ARAMID

Gert Frederiks, President and CEO of Teijin Aramid

With strong corporate social responsibility commitments, Teijin Aramid is constantly sharing products and technology with society and today, Twaron can be found at one of Amsterdam's most notable attractions, the Stedelijk Museum.

"We worked with the architect to extend the Stedelijk Museum using Twaron, which has a negative expansion coefficient," said Frederiks. "Any other material would have been expandable and therefore, unsuitable."

Frederiks, who has been heading Teijin Aramid since 2010, recently announced an increase in capacity of more than 25 percent over the next five years to cope with high demand. "We are looking forward to the future and fully expect demand to increase as we strengthen our existing customer base by winning new business." ♦

*www.teijinaramid.com*

TEIJIN
*Human Chemistry, Human Solutions*

## Omori Europe: Creating a Successful Dutch-Japanese Partnership

The Netherlands-based company Selo has accumulated a wealth of knowledge in the engineering and manufacturing of packaging machinery. In 2015, the company partnered with Omori Japan, one of the world's leading manufacturers of packaging equipment.

Selo represented Omori in Europe for almost 40 years before the two companies decided to become strategic partners. To realize this partnership, Omori President Toshio Omori decided to acquire a major stake in Selo shares.

"The synergy of our two companies can be traced back to our foundations. The expertise and experience that has accumulated in both companies over the years can now be combined. This makes us capable to design and build sophisticated machinery for all the challenges in the packaging industry," said Omori Europe Managing Director Jeroen Mulder.

"Omori is constantly encouraging us to innovate and this confirms the trust they have in our capabilities," said Omori Europe Marketing and Sales Director Maureen Geeraths. "Through our ideas, market knowledge and comprehensive network, we are in a position to adapt and distribute Omori machinery to clients across Europe."

© OMORI EUROPE

Jeroen Mulder and Maureen Geeraths showing an Omori Europe packaging line for sliced cheese

Recognizing the importance of open communication, the two companies regularly exchange ideas on moving forward in innovation and design, in order to maintain their leading role in the industry.

"We have successfully combined Japanese and Dutch engineering techniques and our partnership will lead us to become the preferred solutions provider for our clients," explained Mulder.

Smart packaging is part of the company's future strategy. "It is our responsibility as a packaging machinery manufacturer to address the potentially harmful environmental effects of plastics that are used as main flexible packaging materials."

We have developed easy-to-open and reclosable packaging solutions to achieve user friendliness and a significant reduction of plastic waste," said Mulder.

"We intend to innovate as we grow our business and further strengthen our partnership with our Japanese friends."

As the company gears toward further growth, Mulder and Geeraths expect Omori Europe to gain more market share and expand their clientele in the European packaging industry. ♦

*www.omorieurope.com/en/*
*www.selo.com*

OMORI EUROPE

## Yakult Europe — Success in a healthy European market

As consumers become more aware of intestinal health, probiotics and "good" live bacteria, Yakult products are becoming increasingly popular.

Based in Almere, the Netherlands, Yakult Europe is gaining market share in Europe. The company's 100-plus dedicated employees produce and distribute approximately 700,000 bottles of Yakult to markets across Europe every day.

"We entered the European market in 1994 in the Netherlands and have since established offices in Belgium, the United Kingdom, Germany, Austria and Italy. Next to that, we have sales in several other countries throughout Europe to meet the increasing demand for Yakult products," said Managing Director Hiroyasu Matsubara.

Matsubara joined Yakult in 1995 in the United Kingdom and moved to the Netherlands in 2017 to spearhead the company's pan-European operations.

© YAKULT EUROPE

Hiroyasu Matsubara, Managing Director of Yakult Europe

Today, the company is the leader in probiotic drinks in the Netherlands, which is also their second-largest European market.

"The Netherlands is very important to us, not only as a market for our products but also as a host country" said Matsubara. "We have assimilated the positive traits of Japanese and Dutch cultures to create our own unique identity within Yakult Europe."

The probiotics sector in Europe has few established players, but a lot of potential, given the fact that health and nutrition are becoming increasingly important for the people.

"We see huge opportunities for the future," concluded Matsubara. "We intend to continue strengthening our winning strategy to achieve our growth targets.

Since the first bottle of Yakult was produced in Europe on March 28, 1994, our European customers have appreciated our Japanese quality products and we look forward to continuing to serve our customers across Europe." ♦

*www.yakulteurope.com*

# The Netherlands Business Report

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# world

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## Kisuma Chemicals shows the way to a sustainable future

Kisuma Chemicals B.V. conveniently located close to road, rail, water transport facilities © KISUMA CHEMICALS

Kisuma Chemicals B.V. is one of Europe's leading producers of magnesium hydroxide and the world's largest producer of synthetic hydrotalcite.

The company's pure synthetic magnesium compounds are used as acid scavengers and halogen-free flame retardants by polymer production and the global processing, construction, automotive and information and communication technology industries.

Kisuma Chemicals is building on its reputation as a leader within Europe's chemical industry through its services, products and customer-focused approach.

"Through the support of our parent company, Kyowa Chemical Industries, and our proximity to the world's purest magnesium source in Veendam, the Netherlands, we have become the leader in magnesium compound production," explained Managing Director Marcel Oolbekkink.

Established in 1999, Kisuma Chemicals has achieved significant growth over the last few years.

Today, the company produces almost 30,000 metric tons of synthetic magnesium compounds.

Doing business in an often challenging industry, Oolbekkink recalls the company's approach to facing market pressures and planning for the future.

"During the most recent global financial crisis, we received the green light from Kyowa Chemical Industries to retain, train and invest in our workforce in order to be prepared for when industry conditions improve. This long-term vision has really paid off for us."

Kisuma Chemicals' almost 100 employees will celebrate the company's 20th anniversary next year and as the company's first non-Japanese managing director, Oolbekkink is confident about the company's future.

"We intend to deliver the best products to our customers and be a sustainable long-term employer. We will continue to cooperate with clients and universities and research institutes as we strengthen our business and plan for future growth." ♦

*www.kisuma.com*

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**Marcel Oolbekkink, Managing Director of Kisuma Chemicals**

## NB Europe — Bringing together Japanese quality and European attitude

As the European subsidiary of Nippon Bearing Co., Ltd, NB Europe B.V. was established in the Netherlands in 2002.

The company moved to its current location in Nieuwe-Vennep, just outside Amsterdam in 2006, one year before the current General Manager Tomohiro Mikami joined NB Europe.

"We have seen our business develop steadily in the last few years," said Mikami. "Our business has grown in line with the industry and we expect this growth to continue."

NB Europe supplies its customers with high-quality linear motion products that are vital for the manufacturing sector, as they are being used to support linear movement and reduce friction in a wide range of applications. These are highly engineered products that can move with the highest level of accuracy in the industry.

© SMS

**Tomohiro Mikami, General Manager of NB Europe**

"Our NB linear systems are comprised of bearings that utilize the rolling motion of both ball and roller elements," Mikami explained. "We are able to deliver our strong product line-up to some of the industry's most prominent players."

The company has its focus on the European market and Germany is the company's No. 1 export market; it accounts for 50 percent of NB Europe's business. Building on recent successes, Mikami is looking forward to the company's next step.

"It is a very exciting time for us as a company as we are currently operating at full capacity," said Mikami. "We want to become a highly respected and successful company as we continue to bring together Japanese quality and European attitude." ♦

*www.nbeurope.com*

NIPPON BEARING

## Committed to delivering greater efficiency, mobility and security

As a global technology leader, Toshiba is driving industry solutions in data security and automation.

Headquartered in Breda, the Netherlands, Toshiba Information Systems (TIS) Benelux (PC division) operates as a regional sales and marketing office for Toshiba Europe, the Middle East and Africa (EMEA).

"Last year we launched the Toshiba Mobile Zero Client (TMZC), an innovative and fully mobile personal notebook computer devoid of storage capabilities or indeed an operating system," said Ronal Ravel, business unit director of TIS Benelux.

"This allows users to work on sensitive projects without storing information on the device and ensures data cannot be stolen or lost."

Toshiba's dynaEdge mobile computing device, launched earlier this year, is the world's first Windows 10-based mobile device. The phone sized PC is designed to bring hands-free capabilities to enterprises through assisted reality smart glasses or a smart helmet.

© TOSHIBA EUROPE

**Ronal Ravel, Business Unit Director of Toshiba Information Systems (TIS) Benelux**

"One of the key deliverables of dynaEdge is the 'you see what I see' concept," explained Martin Jansen, Toshiba Benelux's product manager.

"The device enables experts to see the same view as the user and therefore assist them remotely. The combination of the device itself and the wearable tech allows for faster and more accurate calculations and processes."

The "internet of things" model combined with data protection and privacy law concerns are driving Ravel and his team to deliver tailored solutions to clients across Benelux (Belgium, the Netherlands and Luxembourg).

"We are providing customers with the best Toshiba has to offer in terms of cutting-edge business solutions," said Ravel. "Our clients demand greater innovations and we are committed to delivering greater efficiency, mobility and security." ♦

*www.toshiba.nl*

TOSHIBA
Leading Innovation >>>

## SATO in Benelux – On Track for Success

Since its establishment over 75 years ago as a bamboo machinery-processing manufacturer, SATO has evolved into a leading industrial barcode and radio-frequency identification (RFID) solutions provider.

Today SATO, creator of the world's first thermal barcode printer, serves a range of industries, including logistics, retail and health care.

"From our humble beginnings, we have evolved into a leading technology company," said Yusuke Konishi, branch manager of SATO Europe GmbH Benelux.

"Our research and development capabilities and focus on business outcomes have enabled us to create a strong company with a trusted approach to client needs."

SATO Europe GmbH Benelux, the regional office of SATO with its base in Harmelen in the Netherlands, provides companies in Europe with auto-ID solutions for track and trace integrating labels, barcode printing, RFID and more. RFID uses electromagnetic fields to automatically identify and track tags attached to products, including labels, tickets and wristbands.

© SATO EUROPE

**Yusuke Konishi, Branch Manager of SATO Europe GmbH Benelux**

"Health care is a really important market for us," said Konishi. "Our main markets as of now are manufacturing, logistics and retail, which account for 60 percent of our total business, but health care is a growing area of our business. Health care digitization will play a significant role in supporting new and improved models of patient service. SATO can support these by enabling health care "internet of things" for benefits such as labor savings and improved patient comfort."

SATO Europe GmbH Benelux, currently with a 20-person workforce, is on track to grow its client base across the region and expand to the rest of Europe as well.

"We intend to increase our customer base by working more closely with European and Japanese companies," said Konishi. "We want to be the preferred provider in the fields of barcode printing and RFID technology via our capable business partners." ♦

*www.satoeurope.com*
*www.satoeurope.com/nl/*

SATO