

## The Program

Seminars and briefing sessions  
(September/October 2010, Belgium)

Seminar days are held in advance of the one-week program that provide detailed information about exporting to Japan, as well as offering a comprehensive introduction to the dos and don'ts of Japanese business culture. These days of intensive preparatory briefing sessions, offer the unique opportunity to learn from expert authorities on the numerous issues around exporting to Japan. These sessions provide the necessary background to help ensure business success during this one week in Japan.

Group study and introduction to the market  
(13-21 November 2010, Japan)

The first days in Japan are spent attending introductory seminars covering all aspects of the Japanese business environment, including recent economic trends, players in the market, business potential in each industry sector, and general business practices. Following this, YES program participants have days of business meetings and introductions to contacts and prospects facilitated by their personal coach.

*"The YES program offers a unique opportunity that should be seized without any hesitation."*

– Myriam Schepers, PREFAMAC NV, YES V

### Contact

For more detailed information, please do not hesitate to contact:

#### **Belgium-Japan Association & Chamber of Commerce (BJA)**

Mrs. Anja Oto-Kellens  
avenue Louise 287 box 7  
1050 Brussels  
Belgium  
Oto-kellens@bj.a.be  
tel +32 (2) 644 13 33 / fax +32 (2) 644 23 60  
info@bj.a.be / www.bj.a.be

#### **The Belgian-Luxembourg Chamber of Commerce in Japan (BLCCJ)**

Mr. Bert Winderickx  
Dai 10 Daitetsu Building 5F  
23 Arakicho  
Shinjuku-ku, Tokyo  
Japan  
tel +81 (3) 5761 80 71 / fax +81 (3) 5761 80 72  
info@blccj.or.jp / bert@blccj.or.jp  
www.blccj.or.jp

#### **The Chamber of Commerce of Luxembourg**

Mr. Jean-Claude Vesque  
7, rue Alcide de Gasperi  
Luxembourg-Kirchberg  
Luxembourg  
tel +352 42 39 39 -316 / fax +352 42 39 39 -822  
jean-claude.vesque@cc.lu  
www.cc.lu

Belgium-Japan Association  
& Chamber of Commerce Asia, vzw



## YES program VII (young executive stay)

COMMERCIAL TRADE MISSION TO JAPAN

13-21 November 2010

The YES program provides direct contact  
with business prospects and partners in Japan.

### Interested in doing business in Japan?

Join the YES VII program and acquire the skills,  
knowledge and potential contacts you need to succeed.



The YES program is a commercial export project under the auspices  
of His Royal Highness Prince Philippe of Belgium.

For more than twelve years, the **YES** program has been offering a unique opportunity for young executives from Belgium and Luxembourg to gain an in-depth understanding of doing business in Japan and provides hands-on support for meeting real business prospects in the country. The **YES** program is organized by the Belgian-Luxembourg Chamber of Commerce in Japan, the Belgium-Japan Association & Chamber of Commerce and the Chambre de Commerce de Luxembourg and comprises briefing sessions in Belgium and a one week practical training program in Japan.

During this exceptional one-week program, each participant works with a qualified Belgian business coach involved in the same industry sector (but not in direct competition). The coach is on hand throughout this week to share their own profound knowledge and experience of the complex Japanese market, and identify and introduce the participant to suitable potential clients. The participant is also assisted by a student from the prestigious Sophia University, who undertakes the preparatory research into the market for the participant's product or service, in order to ensure maximum gain from the **YES** program experience.

With the additional support of the Embassies of Belgium and Luxembourg and the representatives of the three Belgian Regions, this training program has proven to be a highly-effective means for young executives from companies interested entering the Japanese market to make real progress in a short space of time. Much more than just a trade mission, the **YES** program is tailor made to answer the specific needs of each participant within the context of their own industry.

## Why you should participate?

The YES program is one of the most effective means for young executives from Belgium and Luxembourg to acquire the knowledge and skills necessary to be successful in the Japanese marketplace, and to gain direct access to real business prospects in a short space of time. Although building relationships takes time, over the last decade, many YES program participants have returned from the program with contracts already signed.

## Who should take part ?

The YES program is aimed at young executives from companies in Belgium and Luxembourg who are looking to enter the Japanese market, meet and establish relationships with business prospects and succeed over the long term in this vibrant market.

## What does it cost ?

A token fee of 1,450 Euro must be paid to the BLCCJ upon selection. This fee partially covers the expenses related to the participants' trip to Japan, including an economy class airplane ticket and accommodation, organization of seminars in Japan, group travel, a reception at the Embassy to which participants may invite potential business contacts, and commercial support. The organizers bear the remainder of these costs. Personal expenses, including food, entertainment and domestic travel are to be paid directly by the participant.

## How to apply

Applications for the YES program VII should be submitted online at [www.bja.be/services\\_yes](http://www.bja.be/services_yes). In addition to the completed application form (that can be downloaded from the site), applicants should also provide the following documents (in English):

- A profile of their company
- Catalogues/brochures of the products and/or services they intend to promote in Japan
- Their résumé (Curriculum Vitae)
- A financial statement for the company
- A tentative study of the Japanese market
- An overview of their activity in Japan (if any) to date.

**The deadline for applications is 19 May 2010.**

*"Participating in the YES program has helped me acquire a better understanding of the Japanese culture and the way of doing business. It also allowed me to make better market analysis. Thanks to this I could approach Japan with a better strategy and tactics, which have led to some concrete partnerships."*  
– Serge Vernalde, IMEC, YES IV

*"The YES program is an opportunity to assess the market with the help of specialists and at a very low cost."*  
– Michel Maricau, IEE, YES I