

# Japan at a Turning Point

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.....> The 5th German-Japanese Economic Forum at the Business Forum within Global Business & Markets in Hall 13 focuses on perspectives of German-Japanese cooperation after the disaster.



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The effects of the multiple disaster that hit Japan so heavily can still not be foreseen. It might last months or even years to overcome the biggest consequences. In this situation, international cooperation is even more necessary. Not only politics, also industry plays an important role.

Japan and Germany are connected by a long tradition - the first German-Japanese trade agreement was signed 150 years ago, German and Japanese companies work successfully together in various branches.

At HANNOVER MESSE, leading personalities from industry and politics will discuss the future of German-Japanese cooperation for the first time under the dramatically changed situation.

## A MERGER OF INNOVATION AND TRADITION - HANOMAG AND KOMATSU

When Komatsu was searching for an appropriate partner in 1989 to advance its presence in the important European market, the choice was made for Hanomag. Komatsu acquired 64% of partners stocks in the first place. The first Komatsu wheel loaders were already produced in 1991. Five years later

Komatsu got further 32% of the shares and changed the company name into Komatsu Hanomag. Since 2002, the Komatsu Hanomag is a wholly owned subsidiary.

By establishing the European Technology Centre in Hannover, Komatsu set a clear sign. The decision for this location depended mainly on the availability of highly qualified engineers for development of innovative products. This gave Komatsu the ability to fulfil the customer's requirements in Europe and worldwide.

Goeksel Guener, CEO of Komatsu Hanomag, will report about the history and future prospects of Komatsu Hanomag on the German-Japanese Forum.

Siemens is one of the corporations with the longest history and experience in the Japanese market. As early as 1887, the Munich-based company opened its first office in Tokyo.

Through strategic alliances with Japanese companies, core markets in Japan were opened over the decades. As

a broad-based technology provider, Siemens Group is active in Japan in the areas of ICT, automation, healthcare, mobility and energy.

The technical challenges for the transformation of the existing grid into an „intelligent grid“ where electric vehicles can be integrated as well as re-



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The technical challenges for the transformation of the existing grid into an „intelligent grid“ where electric vehicles can be integrated as well as renewable energy sources is one of the future priorities of Siemens in Japan.  
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newable energy sources is one of the future priorities of Siemens in Japan. Karl-Josef Kuhn (Corporate Research & Technology, Siemens) will focus on the new challenges for Siemens in Japan in his contribution.

#### WIND ENERGY FOR JAPAN – THE SUCCESSFUL PARTNERSHIP OF HITACHI AND ENERCON

The disaster of Fukushima showed the risks of nuclear power in a dramatic way. Integration of renewable energies will surely gain even more priority in Japan. Besides solar power, Japan also has quite good potentials for the use of wind energy. The Aurich- based wind turbine manufacturer Enercon estab-

lished its business in this challenging market very successful. Together with Hitachi as a technology and service partner, a number of major projects have been realized. Enercon is now said to have installed one out of four of all wind turbines in Japan since they started in the end of the nineties. Japan has become the fourth largest export country for Enercon.

Jørn Kristensen, who has been responsible for the east asia business at Enercon for many years, and Tadashi Hashimoto from Hitachi Engineering & Services Co.,Ltd. will give an insight into the history of their partnership and the perspectives of wind power on the forum. <



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