

# BLCCJ Newsletter



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## Messages

Mrs. Yuriko Backes-Hever, Minister-Counselor  
at the Embassy of Luxembourg in Japan

The Web Team of the Belgian Embassy in Tokyo

General Manager BLCCJ, Mr. Bert Winderickx

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## Perspectives

Dexia: Ready to Venture into the Japanese  
Bond Market

The Danger of Standing Alone

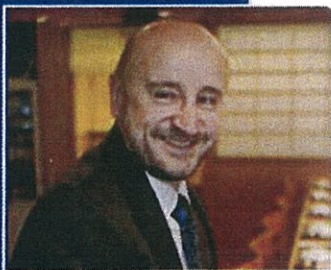
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## Company in the Spotlight

Konishi Brewing Co. Ltd

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## BLCCJ Activities





## The Danger of Standing Alone without 'Business Support'

Not knowing that office furnishings are routinely available and provided at 30% to 40% below listed prices can cost-Ouch! When outfitting an office, or constructing a building, you probably don't want to work with an outfitter, planner, or architect who gets a percentage of the project costs rather than a fixed professional fee. Wouldn't it be great if we could deal with an IT/computer provider and network maintainer who charges only a fixed monthly maintenance fee, even if that fixed fee were higher?

Long after there were better solutions, I recall one of the less brilliant things we ever did, was having stand alone computers hooked up to dedicated telephone lines for email and the Internet. When the computers were left on, the phone bills charged on and up-the cost of ignorance!

That is a simple enough case. There can be many things, almost as simple, which can just as tangibly hamper business success and even threaten business liability. Some examples: 'those Rules of Employment', 'that employment contract', 'that approach to a staff reduction', 'those compensation practices', 'that approach to a termination', or 'that union', you have. All these can, and do, involve serious but largely avoidable problems, legal risks, resources wasted and opportunities missed.

Major multinational corporations in Japan often do not mind making a significant investment in business support services. However, it is crucial to maintain trust. It is important not to be seen as trying to charge extra on an hourly basis



for every initiative, for every issue demanding explanation, every rapport-building luncheon for a Japanese executive or union leader.

Where is trust if strategizing and executing a staff reduction is charged per head? Where is trust if a service provider reaps a percentage of the cost savings it brings to a company? A reputation for legendary service can come from "strategic partnering." After fees are paid, you exceed the client's expectations by being happy to help them with a problem for free, even they are happy to pay you more. Clients of business support services want experience and expertise, and to be able to trust a real pro.

I am convinced that a big challenge for business support servers, and their clients, is that clients can't see how much better things could be. Nowadays, perhaps as large a problem is that we are so hassled and hustled, almost 24/7, that we don't even want to put something new on our plate, even when we sense it might be good for us.

Thomas J. Nevins  
President, TMT Inc.