

Netherlands-Japan Smart Industry Expert Meeting

July 2021

Dear Sir / Madam

The Netherlands and Japan are advanced manufacturers in many fields, including electronics, vehicles and mechatronics. Digitalization is radically changing the industrial processes in these sectors. Innovations can mean major improvements in production and maintenance costs, reduce environmental impact, optimize supply chains etc. At the same time, both countries have ambitions to keep up the international competitiveness, anticipate to future needs within the digital transition (DX) and make optimal use of innovative high-tech strengths and potential towards Smart Industry solutions.

The Netherlands Embassy in Tokyo is organizing an Expert Meeting on 19 August, in which Dr. Koji Yasui, Advisor to the Government SIP Program on Manufacturing Technologies, and Mr. Peter van Harten, Ambassador Smart Industry of the Netherlands, give updates on status and ambitions of Smart Industries in both countries, and join a Panel Discussion on how innovative bilateral collaboration will contribute to these ambitions. The event is a follow-up of the Dutch Digital Mission to Japan of February 2021 headed by Mona Keijzer, State Secretary for Economic Affairs and Climate Policy.

The focus will be on the areas of Manufacturing Technologies (Additive Manufacturing, Robotics, Advanced Materials) and Improved Supply Chains ((Digital) connected Supply Chains, Digital Twin/ Platform (CPS)).

This event is linked to the TeamNL Tokyo Expo, that is organized on the occasion of the Olympic Games in Tokyo. Please click [here](#) for other events of the Expo including the Innovation Parade.

- Title: Smart Industry for the Future, NL-JP Webinar
- Date: **Thursday 19 August 2021**
- Time: 8:30-9:30NL / 15:30-16:30JP
- Venue: Webinar (link follows registration)
- Organizer: Netherlands Embassy in Tokyo
- Presenters:
 - Dr. Koji Yasui, Senior Chief Technologist, Mitsubishi Electric Corp. /
Advisor JP Government SIP Program on Manufacturing Technologies
 - Mr. Peter van Harten, Smart Industry Ambassador NL
- Language: English
- Registration: Click this link [follows] to register.
- Contact: Mariko Nakano or Rob Stroeks, Netherlands Embassy
event[[@](#)]hollandinnovation.jp, +81-(0)3-5776-5510

Sincerely,

Eric van Kooij
Innovation Counsellor
Embassy of the Kingdom of the Netherlands

Agenda (concept)

- Opening by moderator (Embassy)
- Dr. Koji Yasui: Status and Ambitions of Smart Industries in Japan
- Dr. Peter van Harten: Status and Ambitions of Smart Industries in the Netherlands
- Testimonials of NL-JP collaborations in Smart Industry
- Interaction with audience by Q&A and poll
- Panel Discussion (both speaker and embassy) about potential for bilateral collaboration
- Conclusion and Closure (Embassy)

Further reading

- NL: [Smart Industry Agenda 2018-2021](#)
- JP: [Connected Industries / METI](#) and [SIP: Pioneering the Future](#)

Presenters

Dr. Koji Yasui **Mitsubishi Electric Corp.**

Senior Chief Technologist

Dr. Yasui joined Mitsubishi Electric Corporation in 1982. He has 35 years+ in R&D and Management in Mitsubishi Electric Corporation. He had roles as Researcher, R&D Manager as well as factory manager and corporate strategic manager, providing automation solutions including industrial processing machines. He had leading roles in state-run technology projects like:

- SIP Program on Manufacturing Technologies supported by Cabinet Office
- Photonics and Quantum Technology for Society 5.0 supported by Cabinet Office and QST
- COI program "A center for innovation using coherent photon technology" (MEXT and JST)

Dr. Yasui holds B.S. and Ph.D. degrees in applied physics from the University of Tokyo, and was a visiting scientist at Stanford University in 1989.



About Organization

[Mitsubishi Electric Group](#), founded in 1921, contributes to the realization of a vibrant and sustainable society through continuous technological innovation and ceaseless creativity, as a leader in the manufacture and sales of electric and electronic equipment used in Energy and Electric Systems, Industrial Automation, Information and Communication Systems, Electronic Devices, and Home Appliances.

SIP Program on Manufacturing Technologies

In order to prevail against recent fierce international competition, businesses need to create high-value-added products. The objectives of this program are to develop innovative manufacturing technologies leading to products comprised of unconventional materials and functions satisfying a variety of personal and business needs, and to build a platform/system where those technologies can be used. The goals of the program are for the creation of high-value-added products spurred by new ideas conceived through experiencing new technologies, and to strengthen Japan's industrial competitiveness and revitalize its regional areas.

Mr. Peter van Harten

Smart Industry Ambassador NL



Peter van Harten is Managing Director of Isah GmbH. On voluntary basis he is also Special Envoy/Ambassador – Smart Industry Program NL, Member of the Steering Committee – Smart Industry Program NL, Chair Supervisory Board – Smart Factory EU, Member Innovation Program Board of the Factory of the Future Innovation Program at Brainport Industries NL.

Peter van Harten has almost 20 years of experience in the software industry. He began his professional career as a consultant at KPMG. After a position at Microsoft Automotive, Peter van Harten moved to the Dutch ERP provider Isah Business Software. At Isah he is responsible for Germany and the international business. Peter van Harten is the initiator of MAP (Manufacturing Accelerator Program), a program to increase the efficiency of manufacturing companies in developing and emerging countries. In 2018 Peter van Harten has also been appointed as the honorary Ambassador for the Dutch Smart Industry Program, where he is responsible for foreign relations and member of the steering committee. He developed the Dutch-German Action Agenda presented at Hannover Fair 2019, firmly convinced that Germany and the Netherlands are good partners for the digitization and transformation of industry in Europe. Peter was also one of the initiators of the Smart Factory EU Initiative and the GAIA-X Hub for the Industry in the Netherlands.

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About Isah

Isah has been developing ERP solutions for manufacturing companies since 1987. More than 700 companies in the manufacturing industry worldwide use Isah Business Software. Isah Business Software offers the full functionality a manufacturing company needs. The integrated software is characterized by state-of-the-art technology, flexibility and ease of use. Isah Business Software helps companies make the transition to digitalization and Industry 4.0. www.isah.com

About Smart Industry

The Smart Industry Program, started in 2014, aims to accelerate the digitization of Dutch companies and industry. The objective for the Netherlands is to have the most flexible and digitally connected production network in Europe by 2021. The Smart Industry Initiative includes over 40 field labs where companies, universities, high schools and professional organizations research, develop, test and implement smart industry solutions. www.smartindustry.nl

About Smart Factory EU

Within the EU, the desire has been expressed since 2017 to place the numerous smart manufacturing activities in member states under one roof. The goal is to strengthen Europe's position on the world market. This has now become reality with the foundation of SmartFactoryEU. <https://smartfactory.e>