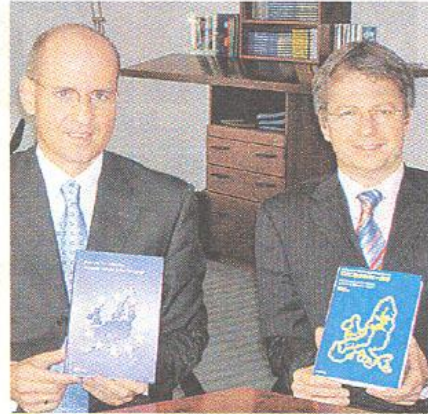


ぴーぷる

欧州連合(EU)に自社の立場を理解してもらうにはどうすればいいか。日本のビジネス関係者向けに、独ミュンヘン大のフランツ・バルデンベルガー教授(44)と写真右とEUTOPのクレメンス・ヨース社長(36)が「EUにおけるロビー活動(日本経済評論社)を出版した。通商、雇用、環境問題などでEUが打ち出す政策は日本企業にとっても重要だが、EUには関係理事会や欧州委員会、欧

独から日本向け出版 EUロビー活動指南



州議会などが並立し、どこに働きかければいいのかわかりにくい。日本研究や経営学が専門のバルデンベルガー教授は「日本はEUに加盟していないハンディはあるが、EU各機関は想像以上に企業から生の情報を欲している」と語る。EUTOPはミュンヘン拠点のEU専門コンサルティング会社。ヨース社長は「近年は欧州議会の役割が強まっている」と助言する。2人は今月11、12日に来日し、東京の経済広報センターなどで懇談会を開く予定だ。(岸善樹)

Article in the Japanese daily "Asahi Shinbun" ("People" section) from 08 October 2005

From Germany – for Japan
An introduction to EU lobbying

How can a company lobby the European Union (EU) about its special concerns? Franz Waldenberger (44, right in the photo), a professor at the Ludwig-Maximilians-University in Munich, and Klemens Joos (36, left), the Managing Director of EUTOP, have published the book "Lobbying in the EU" as a guide for the Japanese business community.

The EU issues measures in such areas as international trade, environment and labour law that are critically important to Japanese companies. The EU has a number of high-ranking institutions, including the Council of the European Union, the European Commission and the European Parliament. For this reason, outsiders have a difficult time determining which institution they must contact to address their particular concern.

Professor Waldenberger, who specialises in Japan and business administration, says: "Japan has the handicap of not being a member of the EU. But EU institutions demand much more direct information from companies than is generally assumed."

EUTOP is a Munich-based company that specialises in EU consulting. The managing director, Dr Joos, notes: "The EU Parliament has gained influence in recent years."

Both men will be in Japan on the 11th and 12th of this month and will give speeches at various venues, including the Tokyo Economic Forum.