



The 10th Anniversary Kobe University Brussels European Centre Symposium



***Open Science, Evolving Societies:
New Horizons for EU-Japan Research***

Organised jointly with Vrije Universiteit Brussel

Tuesday 22 October 2019
Vrije Universiteit Brussels

**SPEAKERS AND MODERATORS' BIOGRAPHIES
AND ABSTRACTS**

Opening		9:15-10:00
		(U-Residence CONFERENCE ROOM A)
Moderator	Prof. Kazunari Sakai , Kobe University (Japan)	
Opening Addresses	Prof. Hiroshi Takeda , President, Kobe University (Japan) Prof. Romain Meeusen , Vice-Rector, Vrije Universiteit Brussel (Belgium) H.E. Mr. Kazuo Kodama , Ambassador of Japan to the European Union (Japan) Mr. Jean-Eric Paquet , Director-General, DG RTD, European Commission (EU)	
Parallel Session 1: Economics		10:00-13:30
		(U-Residence CONFERENCE ROOM A)
	<i>EU –JAPAN EPA AND SPA: JOINING FORCES FOR A RULE-BASED INTERNATIONAL ECONOMIC ORDER</i>	
	<i>Theme 1: EU-Japan EPA: A New Paradigm for International Trade</i>	10:00-11:35
	<i>Theme 2: What next for EU-Japan Strategic Partnership Agreement (SPA)?</i>	11:55-13:30
Parallel Session 2: Natural Sciences		10:00-13:30
		(U-Residence CONFERENCE ROOM B)
	<i>FOOD SYSTEMS FOR QUALITY, SAFETY AND FUNCTIONALITY</i>	
	<i>Theme 1: Food Systems for Quality and Safety</i>	10:00-12:00
	<i>Theme 2: Food Systems for Functionality</i>	12:20-13:30
Parallel Session 3: Social Sciences and Humanities		10:00-13:30
		(U-Residence CONFERENCE ROOM C)
	<i>PRESERVING THE PAST, CELEBRATING THE PRESENT, EMBRACING THE FUTURE: A NEW AGE FOR CULTURAL HERITAGE RESEARCH IN EU AND JAPAN</i>	
	<i>Theme 1: Celebrating the Present, Embracing the Future: Communities & Cultural Heritage</i>	10:00-11:35
	<i>Theme 2: Making History Come Alive: New Challenges and Opportunities for Cultural Heritage Institutions</i>	11:55-13:30
Interactive Workshops and Brokerage Events A		14:30-17:00
		(U-Residence CONFERENCE ROOM A)
	<i>NEW HORIZONS IN ECONOMIC RESEARCH</i>	
Interactive Workshops B		14:30-17:00
		(U-Residence CONFERENCE ROOM B)
	<i>FOOD RESEARCH IN TRADITION AND FUTURE</i>	
Interactive Workshops C		14:30-17:00
		(U-Residence CONFERENCE ROOM C)
	<i>TOWARDS A HOLISTIC APPROACH TO CULTURAL HERITAGE RESEARCH: CHALLENGES & OPPORTUNITIES</i>	
Closing		17:00-17:15
		(U-Residence CONFERENCE ROOM A)
Closing Remarks	Prof. Matsuto Ogawa , Executive Vice-President, Kobe University (Japan) Prof. Hugo Thienpont , Vice-Rector, Vrije Universiteit Brussel (Belgium)	

Theme 1: EU-Japan EPA: A New Paradigm for International Trade**Prof. Masahiko Yoshii** Moderator

Executive Vice-President, Kobe University (Japan)

Prof. Masahiko Yoshii is Executive Vice President in charge of International Exchange and Evaluation at Kobe University. Prior to this, he was appointed a Jean Monnet Chair for 2015-2018. He has also served as the Dean of the Graduate School of Economics for two years (2012-2014). Professor Yoshii has been an economics researcher at Kobe University since 1987. He also has experience working at the Embassy of Japan in Bucharest, Romania (1990-1992), and was a visiting researcher at the Vienna Institute of International Economic Studies (WiiW) in 2001-2002. His major research interests are comparative economic systems, and the economies of Central-Eastern European Countries. He is also interested in economic relationships between Japan and the EU.

Outline of the Japan-EU EPA/FTA and SPA

A group of Japanese big companies began to request the conclusion of the Japan-EU EPA/FTA in the middle of the 2000s. After 18 negotiation rounds starting in 2013, the Japan-EU EPA/FTA was finally signed in July 2018, and came into effect in February 2019. The European Commission estimated the Japan-EU EPA/FTA would increase the EU's GDP and bilateral exports by 0.14% (33.9 bil. euro) and 13.2% (13.5 bil. euro) respectively. The Japanese government also estimated that the EPA/FTA would raise Japanese real GDP by 0.99% (5.2 tril. yen). Furthermore, the Japan-EU SPA also provisionally came into effect in the same month. Although It is too early to give a final conclusion on the impacts of the Japan-EU EPA/FTA and SPA, my presentation will first of all outline the agreement and show some short-term results of the EPA/FTA using trade data. Secondly, the Japan-EU EPA/FTA and SPA cover the trade and security relationships between the third biggest country economically and the largest economic region. Therefore these agreements shall have various effects on other mega FTA negotiations and WTO reforms, and on global geopolitical and security situations (especially in the East Asia). My presentation will start a discussion on the dynamic impact of the Japan-EU EPA/FTA and SPA.

**Prof. Taiji Hagiwara**

Graduate School of Economics, Kobe University (Japan)

Professor at Graduate School of Economics, Kobe University, Japan. Awarded MA Econ. from Kobe University in 1983. After working at Research Institute of Economics and Business Administration, Kobe Univ. as Research Assistant (1984-1989), moved Faculty of Economics on 1989. Visiting Fellow at Science Policy Unit, Sussex University, UK 1991-92, Manchester Institute of Innovation Research, Manchester University, UK 1996-97. The research focuses on Economics of Innovation, Input-Output analysis and Marxian economics.

Value added trade between EU and Japan

Reflecting growing international fragmentation, share of intermediate trade has risen. I will show value added trade using input-output table.



Dr. Roberto Reyes-Barrera

Centre for Economic Law & Governance, Vrije Universiteit Brussel (Belgium)

Prof. Reyes Barrera obtained a Law Degree and studied international affairs at the postgraduate level at prestigious universities in Mexico and France. After a rewarding career of 20 years on the Mexican diplomatic team in charge of international trade negotiations (mainly with the European Union), he joined the University of Brussels (Vrije Universiteit Brussel - VUB) in 2013. He now works as a senior researcher and lecturer at VUB's Centre for Economic Law & Governance (ECOR) and the Brussels Diplomatic Academy (BDA), focusing on topics related to International Economic Law and Regional Economic Integration, including the new mega-regional trade agreements.

The EU-Japan EPA and its linkage with other regional trade agreements in the Pacific Region

The EU-Japan FTA/EPA will not only increase the trade flow between both parties, but it could have a major impact in the international economic arena. This will especially alter the dynamic in the Pacific Rim, where a number of trade agreements are becoming the building blocks of new expanding mega-regional trade alliances, unleashing significant shifts in global supply chains worldwide.

Indeed, the world economy's center of gravity is shifting towards the Pacific region where many trade agreements, including some mega-regional ones, are being negotiated among countries bordering the Pacific Ocean. By setting new standards for multilateral and regional trade negotiations, these agreements will be game-changers (like the RECP in Asia, the Pacific Alliance in Latin-America, and now the TPP11 or CPTPP across the Pacific).

In fact, both the EU and Japan are separately negotiating a number of FTAs with some of those countries, notably with emerging economies in Southeast Asia and Latin-America. Consequently, the EU and Japan could use their EPA as a common base to join forces with some of those like-minded countries and trade groupings, in order to consolidate their position in regional economic hubs and global supply chains.



Ms. Eve Päärendson

President, the EESC's EU-Japan Follow-Up Committee (EU)

Member of the European Economic and Social Committee (EESC) and President of the EESC's EU-Japan Follow-Up Committee (previously President of this cooperation structure (2009-2012)). She initiated the EESC-Japan civil society dialogue in 2005 and has been actively promoting EU-Japan cooperation since then. Was the author of the EESC's report "EU-Japan relations: the role of civil society" and Co-Rapporteur of the EESC's report on the EU-Japan EPA.

Director of International Relations at the Estonian Employers' Confederation, and represents Estonian businesses on

[BUSINESSEUROPE](#), Business at OECD ([BIAC](#)), [IOE](#) and on the European Foundation for the [Improvement](#) of Living and Working Conditions.

EU-Japan EPA and the role that is foreseen for civil society

The EU-Japan EPA is of major global importance. It is the biggest trade deal concluded so far by either side and will have a huge impact on both our mutual trade and investment. But its significance is far greater than merely economic, as it will develop international trade while taking into account environmental and labour aspects. For the first time ever, the EPA also includes references to the Paris Climate Agreement through its Trade and Sustainable Development Chapter. This is also the chapter of interest to the [FEESC](#) and Japanese economic, social and environmental stakeholders, as Domestic Advisory Groups will be established on both sides, in addition to a Joint Dialogue with civil society organizations to monitor the implementation and impact of the EPA (focusing on the SDC). These monitoring instruments must be established within one year after the effective date of the EU-Japan EPA (by 1 February 2020). The presentation examines the foreseen role of civil society arising from the EU-Japan EPA, what mechanisms and structures are to be established, and what benefits civil society involvement will bring. It also describes what additional cooperation opportunities the EU-Japan EPA will lead to.



Prof. Noritsugu Nakanishi Discussant

Graduate School of Economics, Kobe University (Japan)

Noritsugu NAKANISHI is the Dean of the Graduate School of Economics at Kobe University, Japan. He first studied economics at Hiroshima University, Japan, and obtained a doctoral degree in economics from Kobe University in 1991. Subsequently he joined the faculty of Kobe University and was promoted to full professor in 2004. His research interests cover both international trade theory and the application of game theory to trade policy issues. He served as President of the Japan Society of International Economics (JSIE) from 2016 to 2018, and he is now an Advisor to the JSIE.



Prof. Yo-ichi Matsubayashi Discussant

Graduate School of Economics, Kobe University (Japan)

Yoichi Matsubayashi is a Vice Dean/Professor of the Graduate School of Economics at Kobe University, Japan.. He is also a Senior Fellow at the Japanese Ministry of Finance's Policy Research Institute, in addition to being a Visiting Fellow at the Bank of Japan's Institute for Monetary and Economic Studies. He holds a M.A. and Ph.D. in Economics from Kobe University. He was a Visiting Scholar at Harvard University and Bruegel Institute.

Theme 2: What next for EU-Japan Strategic Partnership Agreement (SPA)?



Mr. Piet Steel Moderator

Honorary Consul General for Flanders region (Belgium)

Piet Steel is an experienced diplomat, an expert on economic and diplomatic diplomacy, with deep knowledge of international trade and wide experience of Asia, especially of Japan, China, Vietnam and Hong Kong. He graduated with a Law Degree at Ghent State University. Between 1975 and 1997, he was a Belgian diplomat. He held various leading diplomatic positions in Geneva, Ambassador of Belgium in Vietnam and Consul General of Belgium in Hong Kong. He retired from the Belgian Foreign Service in 1997 to work as Public Affairs Director for the Solvay Group and later as Vice President for European Affairs for Toyota Motor Europe. Currently, Piet Steel is Chairman of the Board of Special Olympics Belgium and Board Member of various private and social organizations.



Prof. Jean-Christophe Defraigne
UCLouvain Saint-Louis (Belgium)

Jean-Christophe Defraigne holds a MSc in Economic History at the London School of Economics and a PhD in Economics at the University of Brussels. He is currently professor of International and European Economics at the Université Saint-Louis Bruxelles' Institute for European Studies, and at the Louvain School of Management UCL. He is also a research fellow at the Leuven Centre for Global Governance Studies at KULeuven. He has been visiting scholar and professor at UIBE Beijing (Jing Mao Da Xue) and Zhejiang Da Xue.

The EU-Japan Strategic Partnership in the context of the international development of China

This contribution will analyse how the new trade policy and foreign policy of China constitute a challenge to the multilateral rule-based governance concepts of Japan and the EU. It will discuss the impact of China's rising influence among developing countries and to what extent it could impact global governance, forcing Japan and the EU to adjust.

A special focus will be made on the China Belt and Road Initiative (BRI) and Chinese strategic asset seeking ODI, as economic and strategic tools used by China to foster its international development. It will analyse the motives of these two tools and highlight the points of friction with Japan's and the EU's concepts of global governance and strategic objectives. It will provide elements to assess their impact on recipient countries from economic and geopolitical perspectives to see how much they could affect the world trading system and the current geopolitical situation.

Finally, the contribution will outline the main responses made by the US, Japan and the EU to the development of these two tools. It will attempt to show to what extent these responses are converging or diverging and if the EU-Japan Partnership could be appropriate in this regard.

Dr. Reinhold Brender

Head of Division, European External Action Service (EU)



Dr. Reinhold Brender within the European Union's External Action Service is Head of the Division in charge of the EU's relations with Japan, DPRK, the Republic of Korea, Australia, New Zealand and 15 countries in the Pacific region. He has worked for more than 20 years in the European Union Institutions. From 2013 to 2017 he served as Deputy Head of the EU Delegation to Egypt (rank of Minister). Earlier, he held responsibilities in Brussels for the EU's relations with the Eastern neighbours, i.e. Ukraine, Moldova, Belarus, Armenia, Azerbaijan and Georgia. This followed work in the European Commission on a number of EU external relations issues, including on a four-year posting as Counsellor (Political) to the European Commission Delegation to the U.S., in Washington D.C. On secondment from the European Commission, he also served as spokesperson of the EU Pillar of the United Nations Mission in Kosovo. He had started his career as a foreign affairs journalist and staff member of the *Frankfurter Allgemeine Zeitung*, a leading German daily newspaper. He studied Political Science, History and Languages in Germany, France and Switzerland, obtaining M.A. and Ph.D. degrees from Freiburg University, Germany.

What next for EU-Japan Strategic Partnership Agreement (SPA)?

Japan is a natural partner for the European Union. Our relations have never been stronger. We have longstanding economic links, but we also share common values and interests. Earlier this year we started implementing the two new landmark agreements that we signed at the 25th EU-Japan Summit last year, the Economic Partnership Agreement and the Strategic Partnership Agreement. As Prime Minister Abe said in Brussels on 27 September: "*The EPA and SPA work in tandem to propel Japan and the EU forward into the future*".

The importance of the Economic Partnership Agreement is huge, its economic value considerable. It also sends a powerful message: in the current context of resurgent protectionism and challenges faced by the WTO, we both pursue benefits of free-trade.

Our growing economic relationship goes hand in hand with our strategic partnership. The Strategic Partnership Agreement reflects our ever stronger links. It is the first-ever bilateral framework agreement between us, and it promotes political and sectoral cooperation and joint actions on issues of common interest, including on regional and global challenges. Almost a year on, our cooperation on connectivity, digital policy and cybersecurity, and security and defence illustrates our close alignment and capacity to deliver under the auspices of this agreement.

Ms. Keiko Namba

The Mission of Japan to the European Union, Ministry of Foreign Affairs of Japan (Japan)

- Counsellor for Political Affairs at the Mission of Japan to the European Union since August 2019.
- Principal Deputy Director of the Second Middle East Division, Middle Eastern Affairs Bureau, from July 2017 to July 2019.
- Deputy Director of the Second North America Division, North American Affairs Bureau, from November 2015 to July 2017.
- Deputy Director of the Management and Coordination Division, Minister's Secretariat, from July 2014 to November 2015.
- Deputy Director of the G7/G20 Summit Office, Economic Division from July 2011 to July 2014.
- First Secretary of the Embassy of Japan in the U.S., from May 2009 to May 2011.
- Graduate of Woodrow Wilson School, Princeton University (M.B.A., 2009), University of Tokyo (Faculty of Law, 2005)

The Japan-EU SPA: Our Path Ahead

Japan and the EU already has a very close relationship, but the signing of the Japan-EU SPA has brought about broader cooperation between Japan and the EU. The SPA is meant to further promote our cooperation on issues of common interest in wide areas, since Japan and the EU share common values and principles, such as democracy, the rule of law, human rights, and fundamental freedom. It will serve as a legal basis for strengthening the strategic partnership between Japan and the EU. The SPA has brought our relationship to a higher level.

In order to implement the SPA, the Joint Committee was established, and its first meeting was held in March. In this Joint Committee, we agreed on priorities for cooperation to be: 1) sustainable connectivity and quality infrastructure, and 2) global issues. In light of this, Prime Minister Abe attended the EU-Asia Connectivity Forum that took place on September 27, 2019, in Brussels. Japan and the EU signed "The Partnership on Sustainable Connectivity and Quality Infrastructure between Japan and the EU" on this occasion, and we are now in the process of implementing our agreement.

Close relationship between Japan and the EU also owes to close personal relationship between Prime Minister Abe, President Tusk, and President Juncker. As the new EU leadership is expected to be in place, Japan hopes to maintain our close relationship with the EU and also close personal relationship among our leaders. The Japan-EU Summit meeting is expected to take place in Tokyo next year, so we hope to continue working with the EU to prepare for the Summit.



Prof. Kazunari Sakai

Executive Director, Kobe University Brussels European Centre

Professor, Graduate School of Intercultural Studies, Kobe University (Japan)

Awarded MA from Tokyo University of Foreign Studies in 1994 and PhD from Kobe University in 2007. After working for the Ministry of Education of Japan and Tokyo Institute of Technology, joined Kobe University as an academic member. Previously an invited professor at Sciences Po, Université Paris Nanterre and Université Panthéon-Assas Paris II. His research focuses on the EU's external relations with neighbouring countries, migration issues across the Mediterranean Sea, and global governance

related to migration.

Significance of the Japan-EU Strategic Partnership Agreement (SPA) from soft power and interregionalism point of view

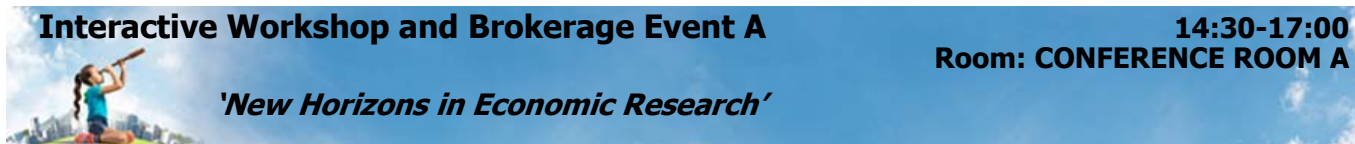
The Japan-EU Strategic Partnership Agreement (SPA) was concluded in order to strengthen their political cooperation based on shared values. It encompasses a broad range policy areas, including security cooperation. Article 9 of Japan's Constitution limits the usage of military forces for security purposes. The EU's security strategy is different from that of the United States, which is military-oriented. In this situation, what kind of security cooperation can be realized between the EU and Japan? This presentation tries to clarify the significance of soft power and interregionalism with the aim of creating national and regional stability. This means focusing on human security through the institutionalisation of multilateralism, rather than putting military aspects at the forefront.



Prof. Tongfi Kim **Discussant**

Institute for European Studies, Vesalius College (Belgium)

Dr Tongfi Kim is an assistant professor of international affairs at Vesalius College and a senior researcher at the KF-VUB Korea Chair at the Institute for European Studies in Brussels, Belgium. He received his Ph.D. in political science from Ohio State University and previously worked at Purdue University, Griffith University, and Peace Research Institute Frankfurt. His research centers on security studies and the international relations of East Asia. He is the author of *The Supply Side of Security: A Market Theory of Military Alliances* (Stanford University Press, 2016).



Prof. Masahiko Yoshii

Session producer/leader

Kobe University (Japan)



Mr. Massimiliano Porto

Graduate School of Economics, Kobe University (Japan)

Awarded with the MEXT scholarship by Japanese government in 2016, Massimiliano Porto is PhD candidate in Economics at Kobe University, Japan. Before starting his PhD, he worked for 3 years as business consultant in Italy and has previous experience at the OECD in Paris and at the Italian Chamber of Commerce in Tokyo. He cooperated with IsAG, an Italian think-tank based in Rome specializing in Geopolitics.

His areas of interest include international trade, investment and global production mainly related to Europe and Asia.

He enjoys coding with R and Python.

Expectations of Japanese Small and Medium-sized Enterprises regarding the EU-Japan Economic Partnership Agreement.

An Analysis from an independent survey

We investigated the expectations of small and medium-sized Japanese enterprises regarding the effects of the EU-Japan Economic Partnership Agreement on their exports to the European Union through the analysis of their responses to an independent survey. The survey targeted small and medium-sized Japanese exporters, including those that currently do not export to the European Union. We built a database of these enterprises from available information on the Japan External Trade Organization, business associations' websites and local trade directories.

The survey contains 26 questions structured in three parts. The questions aim at identifying the profile of the respondent firms in the first part, their approach to the European Union's markets in the second part, and their opinions on the EU-Japan Economic Partnership Agreement in the third. In addition, we modelled the responses to the survey using binary response models.



Mr. Taro Nishikawa

PhD Candidate, Japanese Studies, Department of Area Studies, Faculty of Arts, KU Leuven (Belgium)

Awarded B.A. in Policy Management from Keio University, Japan in 2013. Worked at the Ministry of Education, Culture, Sports, Science and Technology of Japan and at the Cabinet Secretariat of Japan from 2013 to 2016. As a double degree program student, awarded the Master of European Studies: Transnational and Global Perspectives (M.A.) from KU Leuven, Belgium in 2018 and M.A. from Kobe University, Japan in 2019. His research focuses on International Relations (IR) on trade, especially Japan-EU trade relations, and Japan's and the EU's trade policy-making process.

Trade and Sustainable Development Chapter in the Japan-EU Economic Partnership Agreement (EPA): Potential Impacts on Japanese Trade Policy and Future Japan-EU Cooperation

The Japan-EU Economic Partnership Agreement (EPA), which entered into force on 1 February 2019, includes the chapter on trade and sustainable development (TSD chapter). This chapter deals with the nexuses of trade and environmental and labour issues. For the EU, since the European Commission's trade strategy "Global Europe" (2006), this chapter has been one of "standard" and "essential" elements for "new generation" FTAs with emerging and major trading partners. On the other hand, while Japan has started negotiating EPAs since the Japan-Singapore EPA (2001) and some EPAs includes provisions on environmental and labour issues, Japan has not introduced separate chapters for these issues except the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). This presentation discusses potential impacts of this TSD chapter model on Japanese trade policy, as well as future Japan-EU cooperation on this field at both bilateral and global arena.



Mr. Felice Farina

Postdoctoral Researcher, Department of Asia, Africa and Mediterranean, University of Naples "L'Orientale" (Italy)

Postdoctoral researcher at the Department of Asia, Africa and Mediterranean, University of Naples "L'Orientale", Italy. He graduated from the Faculty of Political Science at University of Naples L'Orientale and was awarded a Ph.D. in East-Asian Studies at the same university, for a thesis entitled "Japan's food self-sufficiency decline: a food regime analysis".

His research focuses on Japan's food security, Japan's diplomatic history and the history of the international trade of agri-food products.

The EU-Japan EPA: implications and prospects for Japan's agri-food sector

In December 2017, Japan and the European Union (EU) concluded an Economic Partnership Agreement (EPA), that entered into force on 1 February 2019. The agreement is meant to boost trade ties between the two partners. In fact, Japan will eliminate approximately 94% of tariffs on imports from the EU, whereas the EU will eliminate about 99% of them.

The European agrifood sector is likely to be one of the sectors to benefit the most from the EPA. Japan's agriculture has been inward oriented, highly protected by trade barriers from foreign competition. Nonetheless, Japan is the EU's fourth largest market for agricultural products and, with this agreement, approximately 85% of EU's agri-food products will eventually be allowed to

enter Japan entirely duty-free. According to some, the increase in food imports will further reduce Japan's already low self-sufficiency, negatively affecting the country's food security. On the other hand, there is also support for the claim that this partnership will allow Japan to improve national agricultural production and increase agri-food export towards EU countries.

This presentation will discuss the implications of the Japan-EU EPA for the Japanese agri-food sector, highlighting the risks and the opportunities of the partnership.


Theme 1: Food Systems for Quality and Safety

Prof. Ken-ichi Yoshida Moderator

Executive Director of Centre for EU Academic Collaboration
Graduate School of Science, Technology and Innovation, Kobe University (Japan)

He obtained a PhD at Kyoto University in 1993, and has held positions at Fukuyama University (-2004), INRA France (1996-97), and Kobe University (2004-). He has specialized in the structural and functional genomics of bacteria since the very beginning of his career to date. He once served as a Program Officer in MEXT (2005-07). He was the executive director of Kobe University Brussels European Centre (2014-19). Currently, he is a Professor of Applied Microbiology (2009-), in parallel acting as FEMS Ambassador (2019-) and the Executive Director, Centre for EU Academic Collaboration of Kobe University (2019-).


Prof. Stefan Weckx Moderator

Research Group of Industrial Microbiology and Food Biotechnology (IMDO), Faculty of Sciences Bioengineering Sciences, Vrije Universiteit Brussel (VUB), Brussels (Belgium)

Prof. Dr. Stefan Weckx is associate professor at the Faculty of Sciences and Bioengineering Sciences of the Vrije Universiteit Brussel (VUB). He obtained a MSc. in Biochemistry in 1996 and a PhD in Sciences in 2004, both at the University of Antwerp, Belgium. As PhD student, he stayed as a Marie-Curie training fellow at the European Bioinformatics Institute in Hinxton, Cambridge, UK. After obtaining his PhD, he joined the MicroArray Facility of VIB in Leuven, Belgium. In 2006, he joined the Research Group IMDO at the VUB, headed by Prof. Dr. ir. Luc De Vuyst, to supervise the molecular (micro)biological research and to initiate research on (meta)genomics and bioinformatics to investigate food fermentation processes.


Prof. Hideyuki Mannen

Graduate School of Agricultural Science, Kobe University (Japan)

Professor at the Graduate School of Agricultural Science, Kobe University, Japan. Graduated from the Graduate School of Science and Technology at Kobe University and was awarded a PhD (in agricultural science) in 1994. Has been an academic at the university since obtaining a PhD. His research focuses on animal breeding and genetics based on DNA technologies and information.

Identification and utilization of responsible genes associated with beef quality in Japanese Wagyu

Marbling (intramuscular fat) is one of the most important factors determining beef quality, especially texture and flavor. Japanese

Black cattle, one of the Wagyu breeds, are characterized by their ability to deposit very large amounts of intramuscular fat. In addition to its high level of marbling, Wagyu beef has a higher percentage of monounsaturated fatty acids (MUFAs) than other breeds. A higher percentage of MUFAs leads to a lower melting point for the fat, which contributes to the softness of bovine fat and improved beef flavor, and may decrease the circulating concentration of LDL cholesterol in humans. Therefore, the fatty acid composition has recently become an important consideration in the beef industry, especially in Japanese Black cattle. Therefore, we have strived to identify these responsible genes and/or related DNA markers using several molecular technologies, including functional genomics, transcriptome, proteome, GWAS and whole genome resequencing, since 2003. After 15 years of research using DNA technologies, we discovered several responsible genes and then developed genetic markers for fatty acid composition and beef marbling. In this symposium, I would like to briefly talk about the research background and our findings.



Prof. Stefaan de Smet

Laboratory for Animal Nutrition and Animal Product Quality, Ghent University (Belgium)

Professor in Animal Science at Ghent University. Graduated in 1986 as Agricultural Engineer from UGent. PhD from UGent in 1993 on the role of rumen protozoa. Then moved to meat quality research with particular interest in the relationship between carcass quality and sensory and technological meat quality traits in cattle and pigs. His current research focuses on meat quality and on the nutritional and health value of meat and meat products with emphasis on optimisation of the fatty acid composition and oxidative stability of meat from different species.

The Belgian Blue beef breed – brief overview of its meat quality characteristics

The Belgian Blue beef breed is characterized by extreme muscularity due to intense selection and the almost complete segregation of a mutation in the *myostatin* gene. The 'double-muscling' phenotype not only results in a high meat yield and lean to fat ratio, it also affects the post-mortem muscle metabolism and the consequent eating quality of the meat. In this presentation, a brief overview will be given of research conducted at Ghent University over several decades on the muscle and fat characteristics of this particular breed and the effects thereof on eating quality traits and fatty acid composition of the meat.



Prof. Hiromichi Itoh

Graduate School of Agricultural Science, Kobe University (Japan)

Professor at Graduate School of Agricultural Science, Kobe University, Japan. Graduated from the Graduate School of Agriculture, Kyoto University, Japan. Awarded Doctor of Agriculture from Kyoto University, 1995. After working at Kinki University in Japan as an academic member between 1993 and 2000, joined Kobe University as an academic member from 2000. His research focuses on controlling the growth of plants in closed systems such as greenhouses or plant factories.

Non-destructive Measurement of Plants for Environmental Control in Plant Factory

The plant factory production system provides an environment conducive to the production of plants throughout the year. Plant

factories have been constructed in 200-odd cities in Japan. However, this production system is not complete and should be improved. The most important issue is the high production cost. One of the causes of the problem is that environmental control has not been optimized for plant production. In order to improve the present production system, plant information should be taken into account in the environmental control. This method is called the "Speaking Plant Approach" (SPA), in other words a "dialogue with a plant". In SPA, adequate environments are prepared at appropriate growth stages, according to the condition of the plant. For SPA to be effective, the following are necessary; (a) the elucidation of plant reactions to their environments, (b) the development of technology to measure plant growth. Non-destructive and continuous measurements for the same plant are necessary to realize (a) and (b). I will present research results regarding the application of machine vision or near-infrared spectroscopy to a transfer function model of the relation between environmental input and lettuce growth, or the continuous monitoring of a lettuce's nitrate concentration.



Prof. Wendy Meulebroeck

Applied Physics and Photonics Department, Brussels Photonics, Vrije Universiteit Brussel (Belgium)

Wendy Meulebroeck is a professor and post-doc researcher of engineering of the Vrije Universiteit Brussel (VUB). She is coordinating and working on multiple projects focusing on the spectroscopic characterization of different types of materials in 3 main research fields: (1) food safety, (2) archaeometry and (3) biophotonics for a better health care and for the replacement of animal models. She graduated as an Electrotechnical Engineer with majors in Photonics in 1998 and received her

PhD in Applied Sciences in 2004, both at the VUB.

Photonics enhanced sensors for monitoring of solid food products

The Brussels Photonics Team (VUB/B-PHOT) has been collaborating for more than 20 years with companies active in the food sorting industry. During this presentation an overview will be given of the most important food safety applications that were investigated: foreign body detection, quality classification and carcinogenic substance detection (such as mycotoxins and acrylamides).

On the basis of some case studies we will clarify which optical phenomena are especially useful in food safety queries. We will follow the full development chain starting in the optical lab and ending with a commercially available sorting machine.

Prof. Ken-ichi Yoshida Moderator

Executive Director of Centre for EU Academic Collaboration
Graduate School of Science, Technology and Innovation, Kobe University (Japan)

Prof. Stefan Weckx Moderator

Research Group of Industrial Microbiology and Food Biotechnology (IMDO), Faculty of Sciences and Bioengineering Sciences, Vrije Universiteit Brussel (VUB), Brussels (Belgium)



Dr. Philippe Langella

ProbiHôte Team, Micalis Institute, INRA (France)

Philippe Langella is microbiologist and Research Director of First Class at INRA (France). He's the Head of the "Commensals and probiotics-host interactions" Laboratory (50 people; acronym ProbiHôte) and Vice-Head of the Micalis Institute (350 scientists and technical staff) in charge of the Digestive and Food Ecosystems Research Department. His work is focused on the crosstalk between commensal and probiotic bacteria with the host in both physiological and patho-physiological contexts especially in gut inflammatory conditions. He has authored 222 peer-reviewed international publications at the interface between microbiology and human health (ISI H factor of 53, Google Scholar H factor of 65). Co-inventor of 22 patents in the field of gut microbiology, he has developed important partnerships with several food and pharmaceutical companies. He's one of the three co-founders of the startup biotech company Exelium Biosciences (created in November 2016) which aims to use commensal bacteria as Live Biotherapeutics.

Our intestinal microbiota as source of next-generation probiotics for animal and human health

In 2008, we identified *Faecalibacterium prausnitzii* as the first anti-inflammatory commensal bacterium detected on the basis of human clinical data and validated in an acute TNBS-induced colitis model. Since this discovery, diminished prevalence and abundance of *F. prausnitzii* have been reported in gastrointestinal disorders such as Inflammatory Bowel Disease (IBD) and Irritable Bowel Syndrome (IBS). Today, it is well established that the absence of *F. prausnitzii* is associated with several human dysbiotic diseases and can be thus considered a biomarker of human health.

F. prausnitzii is now a major component in novel preventive and curative strategies for gastrointestinal disorders and diseases. We will thus describe its beneficial effects, as shown in i) a chronic inflammation model; ii) a chronic low-grade inflammation model to mimic the disorders observed in IBS patients; and iii) an acute stress model, which is based on neonatal separation in mice. More recent data on the mode of action (MoA) will also be introduced, including the identification of a potential anti-inflammatory *F. prausnitzii* MAM protein. All these recent results confirm the high potential of *F. prausnitzii* as a next-generation probiotic for both IBS and IBD patients. We will also present other possible next-generation probiotics.



Prof. Ro Osawa

Graduate School of Agricultural Science, Kobe University (Japan)

Professor at the Graduate School of Agricultural Science, Kobe University, Japan. Graduated from the veterinary school of Hokkaido University, Japan. Awarded PhD (in veterinary medicine) from Queensland University, Australia in 1987 and another PhD (in agricultural science) from Tohoku University, Japan in 1992. After working for Lone Pine Koala Sanctuary in Australia as a research director between 1988 and 1992, Tokushima University as a research assistant between 1993 and 1995, and Kanagawa Prefectural Health Laboratories as a senior investigator between 1996 and 2000, joined Kobe University as an academic member. His research focuses on food and intestinal microbiology.

***A New Horizon in Evaluating Functionality and Safety of Food Components
-An Introduction of Kobe University Human Intestinal Model-***

The fate of so-called functional food components varies, from those that are readily absorbed into the human body to exert their health maintaining or promoting properties, to those that become functional, non-functional or even hazardous after being exposed to gastric acid, digestive enzymes, bile acids, or intestinal microbiota of the host. The practical functionality of a given food component should be therefore evaluated based on “nutrikinetics” within the human alimentary tract. However, it is difficult to yield the required comprehensive results using conventional tissue culture or laboratory animal based tests. Conventional human intervention trials would be again difficult to perform due to the heavier economic cost as well as higher ethical clearance. In order to bypass this dilemma, we have recently developed what we call “Kobe University Human Intestinal Models (KUHIM)” that simulates human intestinal environments. KUHIM is now successfully being used not only to evaluate the functionality of a given food component but also to help obtain better diagnosis, prognosis, and remedy for patients with internal illness such as ulcerative colitis and coronary artery disease, which will be briefly described in the talk.

**Dr. Hideaki Shimizu**

Analytical Research Division, National Research Institute of Brewing (Japan)

Ph. D. at the Graduate School of Tokyo University of Pharmacy and Life Sciences, Japan. Awarded an MSc and PhD from Tokyo University of Pharmacy and Life Sciences, Japan in 2004 and 2007, respectively. After joining the National Tax Agency in 2007, worked as a technical official at the National Tax Agency, and Regional Taxation Bureaus in Nagoya and Kumamoto from 2007 to 2013, moving to the National Research Institute of Brewing in 2013. His research focuses on the mineral composition of wine and the effect of maceration techniques on red wine quality.

Wine making in Japan

Even though wine consumption in Japan has recently increased, two thirds of the wine consumed is imported and the remainder is mainly made in Japan from imported concentrated grape juice. On the other hand, there has been a recent increase in the number of wineries that make wine only from grapes harvested in Japan. Beginning about 140 years ago, wine making in Japan still has a relatively brief history. Unlike the Mediterranean climate, which has little rain in the summer, the Japanese climate is rainy, hot, and highly humid. Damp and hot conditions during the growing and ripening stages of grape production tend to cause disease and inhibit the development of characteristic color and flavors. However, with improvements in viticulture and winemaking skills, the quality of Japanese wine has improved significantly. The major grape varieties used in the production of Japanese wine are Koshu, which is native to Japan, for white wine and Muscat Bailey A, which was bred in Japan, for red. Recently, the cultivation of European varieties like Merlot and Chardonnay is increasing. High quality Japanese wine has received good ratings at recent international wine competitions. At this symposium, I would like to briefly talk about "Japan wine" including recent research.

**Prof. Luc de Vuyst**

Research Group of Industrial Microbiology and Food Biotechnology, Faculty of Sciences and Bioengineering Sciences, Vrije Universiteit Brussel (Belgium)

Professor at the Faculty of Sciences and Bioengineering Sciences, Vrije Universiteit Brussel (VUB), Brussels, Belgium. Awarded MSc in Agriculture and Chemistry Engineering and PhD in Agricultural Sciences from Ghent University, Ghent, Belgium, in 1986 and 1990, respectively. After research stayed in The Netherlands, Canada, and New Zealand. Working for Ghent University and VUB as postdoctoral researcher (FWO), he became a professor in industrial microbiology and food biotechnology at the VUB in 1994. His research focuses on food fermentation processes (fermented dairy products; fermented meat products; sourdoughs and other fermented cereals; cocoa, coffee, and other fermented fruits; lambic beer; water kefir; etc.) and human colon fermentation of prebiotics (inulin-type fructans and arabinoxylans). His h-index is 66.

Lambic beer fermentation and maturation, a matter of years

The environmental inoculation of wort composed of water, barley malt, unmalted wheat, and aged dry hops initiates a fermentation and maturation process, which is carried out in wooden barrels. This process proceeds for up to three years and results in a noncarbonated sour beer, called lambic. Lambic beers are traditionally produced in Belgium in the proximity of the Senne river valley. The wooden barrels are reused for many years and are often more than 100 years old. The unique and complex flavor of these beers originates from the metabolic activities of various yeasts, lactic acid bacteria (LAB), and acetic acid bacteria (AAB). A systematic, multiphasic study in several lambic breweries, making use of various microbiological and metabolomic analyses, has allowed us to unravel the microbial community dynamics, substrate consumption and conversion kinetics, metabolite production and conversion kinetics, including volatile aromatic compounds, during fermentation and maturation. Four different phases can be distinguished, namely the enterobacterial phase, the alcoholic or main fermentation phase, the acidification phase, and the maturation phase. These phases are related to the presence/absence of specific species of enterobacteria, AAB, yeasts, and/or LAB, and changing physicochemical parameters and substrate and metabolite compositions of the fermenting wort and maturing beer. Finally, it has turned out that the wooden barrels used in lambic beer productions are partly responsible for the restricted microbial diversity and limited batch-to-batch variability between different lambic brews by acting as an additional microbial inoculation source, in addition to the environmental air of the Senne river valley during the coolship step.

Prof. Ken-ichi Yoshida

Session producer/leader

Kobe University (Japan)

Prof. Stefan Weckx

Session producer/leader

Vrije Universiteit Brussel (Belgium)



Ms. Inge Arents

Flanders FOOD (Belgium)

Inge Arents is managing director at Flanders' FOOD. In this function she combines the world of industry, entrepreneurship and commercial value with the world of research and taking the risks of innovation. Flanders' FOOD challenges people to look beyond their boundaries.

Flanders' FOOD is the spearhead AgriFood in Flanders with the aim to higher the growth and export levels of Flemish foodindustry together with partners in the agro- and industry-ecosystem that as well benefit of this growth.

Inge Arents is an agricultural engineer, specialized in food and nutrition, graduated at the University of Ghent. For 10 years she was responsible for application driven R&D and process development at Vandemoortele NV and for 12 years she was advisor at the agency for Innovation and Technology (IWT) supporting industry oriented research projects in Flanders. In both jobs innovation, collaboration and entrepreneurship were key drivers.

***Flanders' FOOD, Spearhead Cluster Agri-Food
Collaboration is key***

Flanders' FOOD is a cluster organization and the spearhead cluster for the agri-food industry in Flanders. Flanders' FOOD believes in the future of the Flemish agri-food industry and together with the relevant stakeholders in the agri-food system we ensure that

the next generations also can enjoy tasty food for a healthy lifestyle. Flanders' FOOD has over 300 company members (for the larger part SMEs and about 70% from agri-food industry) and collaborates with all the relevant RTOs and innovation actors in Flanders (they are also members of Flanders' FOOD). Collaboration on different levels is necessary and especially in the framework of the spearhead cluster agri-food. FF initiates and facilitates collaboration not only between research institutions, government and companies, but also across sectors, across borders and between all links of the value chain.

Flanders' FOOD focuses on the economic growth of the Flemish agri-food industry. FF will thereby mainly act as an enabler for innovation and integrator to create a trust zone of open innovation with all stakeholders in the agri-food business complex. The three economic drivers for growth are: (1) increasing local and international competitiveness, (2) focus on new business opportunities through system integration and (3) take up the social and societal responsibilities.

To provide an answer to these three economic drivers, four strategic objectives are defined that should increase knowledge and broaden the horizons of companies on the one hand, and on the other to enable them to validate and implement this new knowledge into new products, processes and concepts that drive their economic growth. Flanders' FOOD is not defining the products, processes and services of the future, but will create enablers for companies to act quicker, better and more efficient in their innovation processes.

The knowledge-driven strategic goals will focus on four research programs: (1) World Class Food Production, (2) Resilient & Sustainable Agrifood Systems, (3) Personalized Food Products & Healthy Diets and (4) New and Shifting resources.

A number of activities contribute to the realization of the strategic goals, such as, development of dedicated roadmaps, creation of a (virtual) inspiration center, education of the target group, distribution of information beyond the target group, enable access to pilot infrastructure, etc.



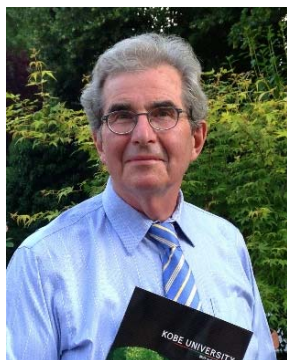
Mr. Federico Perrone

European Liaison Office, Vrije Universiteit Brussel (Belgium)

European Liaison Officer within the R&D department of the Vrije Universiteit Brussel, graduated in Law at the University of Bologna, Italy, and specialized with a post-graduate Master in Legal and Policy support for EU funded Research and Innovation projects. Prior to joining the VUB, also focused on the legal and public affairs support for innovative businesses and products in Paris, Hong Kong and London, collaborating with law firms and The Walt Disney Company.

Evolution of the EU-Japanese collaboration under the new Research and Innovation funding scheme

The transition from Horizon 2020 to Horizon Europe will bring with it an assessment of the successes and bottlenecks of collaboration in Research and Innovation with third countries, including Japan, and the instruments used to support it. In the meantime the EU-Japan Economic Partnership Agreement as well as last political meetings among European and Japanese leaders, seem suggesting an enhanced interaction in the science and technology field. An overview on the topic will be offered, analyzing the status of EU new Research and Innovation framework and its potential impact on the collaboration among Japanese and European public, private and academic research entities in research and innovation.

**Theme 1: Celebrating the Present, Embracing the Future: Communities & Cultural Heritage****Mr. Patrick Vittet-Philippe****Moderator**

Kobe University Brussels European Centre (Belgium)

Patrick Vittet-Philippe is a recently retired EC official, with a special interest in international S&T cooperation, science communication and science diplomacy. Before joining the Commission, he taught at Trinity College Dublin and Merton College Oxford and was *attaché de recherche* at the French CNRS. He spent 14 years in the French Diplomatic Service, as press and cultural attaché in Tel Aviv, London and New York. After a period in the European television industry, he joined the EC as expert-adviser in Information Society technologies and the digital economy, representing the institution in key international fora and conferences. He moved in 2001 to DG Research and Innovation as Press and Communication Officer, responsible, in particular, for commissioning TV magazines on EU research (e.g. *Futuris* on Euronews) and public engagement in science. In 2011 he became Head of the Japan and Russia Desks, where he organized the 'EU-Russia Year of Science', and was directly involved in the preparation of the S&T chapters of EU-Russia and EU-Japan Summits. He was appointed last year as adviser to Kobe University European Centre in Brussels, focusing on the development of joint research projects and academic cooperation between Europe and Japan.

**Prof. Gábor Sonkoly**

Faculty of Humanities, Eötvös Loránd University of Budapest (Hungary)

Gábor Sonkoly (Ph.D. EHESS, Paris; Doctor of the Hungarian Academy of Sciences) is a Professor of History and Dean at the Faculty of Humanities, Eötvös Loránd University of Budapest. He published 9 books and 75+ articles and book chapters on urban history, urban heritage and critical history of cultural heritage. He is the co-author of *Innovation in Cultural Heritage Research* (2018). He has presented at more than 110 international colloquia and was a guest professor in 12 countries. He is the scientific coordinator of *TEMA+* EMJMD. He is a task leader for two EC-H2020-SC6 Research Projects (REACH, UNCHARTED). He is a member of the Panel for European Heritage Label.

Current challenges facing heritage communities

The goal of this lecture is to define current heritage-communities and the main challenges that they face today. The notion of (heritage)-community has fundamentally changed in the last decades, reaching its present situation, where it refers to local communities which are actively involved in the interpretation and protection of their own heritage.

Parallel to this process, the original principles of the common culture of humanity (world heritage), that of a civilizational unit (i.e. Europe) or that of a Nation were replaced by the principle of cultural diversity, which necessitates the participation of the local community in cultural heritage protection – an immanent element of intangible heritage protection.

As the *Convention on the Diversity of Cultural Expressions* states, cultural diversity is as crucial as biodiversity from the point of view of the survival of humanity and, thus, it assigns particular importance to these communities in the safeguarding of cultural heritage.

In this sense, the preservation of cultural heritage is a primary indicator of Security, which has been a leitmotif of the modern state since its foundation. Thus, the heritage communities are not only essential, but also responsible from the perspective of sustainability and from their own liveability. This new role should urge scholars and administrators to assist with heritage-building according to the growing variety of 'co-creation'.



Dr. Dorota Nigge

European Commission (EU)

Team Leader for cultural heritage, European Commission, Directorate General for Education and Culture, unit in charge of cultural policy. Dorota is working on the implementation of the European Framework for Action on Cultural Heritage, in follow up to the European Year of Cultural Heritage 2018. Until 2017, she was responsible for policy development for the cultural and creative sectors (CCS), in charge of initiatives relating to cultural entrepreneurship, creativity, innovation and access to finance for the CCS. Before joining the EU institutions in 2005, she worked as policy analyst at the

University of Cologne (Jean Monnet Chair of Prof. W. Wessels), the Trans European Policy Studies Associations (TEPSA) and the Institute of Public Affairs in Warsaw.

The European Year of Cultural Heritage 2018: which lessons for cross-border cooperation and citizen engagement?

The European Year of Cultural Heritage 2018 (EYCH) has had a positive impact on the perception of Europe's cultural heritage as a powerful resource for Europe. Through highlighting Europe's cultural heritage on EU and national agendas and a broad mobilisation of actors, the Year contributed to an inter-cultural conversation about what Europe has in common.

Based on the results of the EYCH, in December 2018 the European Commission has proposed a European Framework for Action on Cultural Heritage. With its 65 concrete actions, the objective is to capture the momentum created in 2018, through a continued series of short to medium-term actions implemented by different Commission services, in cooperation with the EU Member States and cultural heritage stakeholders.

The presentation will look at the lessons learned from the EYCH 2018 for cross-border cooperation and citizen engagement. How to sustain cooperation across sectors and levels of governance? How to ensure a longer-term vision for the management, safeguarding and enhancement of Europe's cultural heritage, based on cooperation and engagement?



Prof. Arturo Rodriguez Morató

University of Barcelona (Spain)

Arturo Rodriguez Morató (PhD UAB) is Full Professor of Sociology, and Director of the Center for the Study of Culture, Politics and Society at the University of Barcelona. Former Vice President for Research of the International Sociological Association (2006-2010) and Former President of its Research Committee on Sociology of the Arts (1998-2002). He has been Visiting Scholar at the EHESS, the New School for Social Research and the University of Cambridge. He has been the Coordinator of the CulturalBase project and currently leads UNCHARTED, both within the H2020 Programme. His work focuses on cultural policy, cultural heritage, urban culture and arts sociology.

Culture-led urban regeneration and the conundrum of social involvement in cultural heritage

In the modern and contemporary world, the political and economic importance of cultural heritage has increased. Its management has undergone profound transformations and the social implications have expanded accordingly. Initially, the prevailing perspective was that of architectural conservation, followed by the imposition of urban conservation frameworks. In recent times, heritage tourism has become the dominant perspective. Here we are going to focus on the processes of culture-led urban regeneration, closely linked to heritage tourism, which has been the predominant framework of cultural heritage management since the 1980s. We will consider the way in which social involvement has operated within this type of process and the corresponding difficulties and contradictions that have arisen. To do this, we will refer in particular to the Spanish and Latin American experiences, which are very significant.

Examining various cases will lead us to identify a series of challenges facing the promotion of social involvement in cultural heritage management: the challenge of developing a plural and integrated perspective of valuing cultural heritage, the challenge of integrating diversity and that of the relationship with creation. Assessment of these different challenges will help us to better understand the keys to social involvement in cultural heritage.



Prof. Pascal Delheye

Faculty of Political and Social Sciences, Ghent University (Belgium)

Pascal Delheye is chairholder of the *UGent Chair Frans Verheeke - The Future of Sports*. His doctoral research, for which he won the Young Investigators Award of the European College of Sport Science in 2003, focused on the history of physical education and its origin as an academic discipline. Following post-doctoral research at the Universities of Leuven and Berkeley, he became a professor of sports history at KU Leuven in 2008. He has published widely on the history of sport and edited *Making Sport History: Disciplines, Identities and the Historiography of Sport* (London & New York: Routledge, 2014). Since January 2017, he is affiliated with the Center for Local Politics at the Faculty of Political and Social Sciences of Ghent University.

Sport, heritage and cultural diversity: past, present and future

The lecture focuses on the Western conceptualization of sport, its impact on the existing 'sport heritage', and (the implications for) the future perspectives of specific sport disciplines.

In a first part, the infiltration and establishment of sport disciplines in Belgium will be put into perspective, as well as the selective awareness of 'sport heritage'. Special attention will be paid to the introduction of karate.

In a second part, the results of a study that aimed to detect all the 'memorials' established in local communities in honor of 'sport heroes' will be presented. Statues, busts, or memorial plaques not only are tangible reminders of remarkable sporting achievements, but also symbolize the 'identification' of members of the local communities with 'their' sport hero.

In a third and final part, the complex connection between 'sport heritage' and 'cultural diversity' will be tackled. In contrast to the 'white male dominance' visible in Belgium's sporting heritage, some popular Belgian sport disciplines are confronted with diminishing overall attraction due to recent migration processes and ethnic-cultural diversity. Ironically, these global migration processes are also leading to the 're-introduction' of sports like cricket, exported from Flanders to England in the Middle Ages and now coming home thanks to migrants from Pakistan and other former British colonies.



Prof. Michel Claessens Discussant

European Commission (EU)
Université Libre de Bruxelles (Belgium)

Michel Claessens (Ph.D. ULB, Brussels) is a Policy and Communication Officer at the European Commission and Professor of Science Communication at the Free University of Brussels. He has published 14 books and about 35 articles and book chapters on European science and technology. He is an active member of international networks on science communication (PCST, ESOF, etc.) and a frequent speaker at international conferences (Chinese Association for Science Communication, AAAS, TEDx, etc). Considering science as a cultural heritage, he is currently developing an international alliance to promote science culture together with 14 teams of experts managing opinion surveys about the public's understanding of science.



Prof. Hiroko Masumoto Moderator

Vice President, Kobe University (Japan)

Professor of German Literature at the Graduate School of Humanities, Vice President in Charge of International Collaboration and International Education, Kobe University. Awarded MA and PhD from Hiroshima University, Japan. Visiting Scholar with “Swiss Government Excellence Scholarships for Foreign Scholars” at Bern University, Switzerland from 1994 to 1995. After working at Himeji Dokkyo University, Japan, from 1987 to 2007, joined Kobe University as an academic member. Her research focuses on modern and contemporary German literature.



Prof. Simon Kaner

Sainsbury Institute for the Study of Japanese Arts and Cultures
University of East Anglia (UK)

Professor Simon Kaner is Director of the Centre for Japanese Studies at the University of East Anglia and Executive Director of the Sainsbury Institute for the Study of Japanese Arts and Cultures, where he is also Head of the Centre for Archaeology and Heritage. He is an archaeologist specialising in the prehistory of Japan. His recent publications include *An Illustrated Companion to Japanese Archaeology* (edited, with Werner Steinhaus) (Oxford, Archaeopress, 2016) and he is currently editing the *Oxford Handbook of the Archaeology of Korea and Japan*. He is Co-Editor of the *Japanese Journal of Archaeology*, Series Editor for the Archaeopress series *Comparative Perspectives on Japanese Archaeology* and Series Co-Editor for the Springer series *The Science of the History of Humanity in Asia and the Pacific*. He is developing new exhibitions for 2020 at the Sainsbury Centre for Visual Arts at the University of East Anglia comparing the appearance of Buddhism in Japan and the adoption of Christianity in northwestern Europe – the arrival of world religions at the extremities of the Silk Roads, and for the Stonehenge World Heritage Visitor Centre on *Stonehenge and Japan*.

Beyond ‘five minutes of fame’. Japan Heritage and Globalising British Archaeology: two approaches to broadening the appeal of ancient sites in contemporary landscapes

The moment and immediate aftermath of archaeological discovery regularly attract public attention, both in the UK and Japan. Maintaining interest often proves more challenging, especially in the case of sites which are destroyed in the process of excavation, or where the significant finds are more ephemeral than, for example, stone circles and historic churches. This presentation considers two initiatives, one in Japan and one in the UK that attempt to revitalise interest in known archaeological sites partly through the use of historical trails. We will consider how such constructions relate to heritage discourses, and how they become implicated in the weaving of narratives about the past at a variety of scales of analysis. The first (Global Perspectives on British Archaeology www.global-britisharchaeology.com) explores the international significance of six key sites in East Anglia. Japan Heritage, an initiative of the Japanese Agency for Cultural Affairs as part of the Japanese cultural Olympiad, has seen some 83 historical trails developed around Japan over the past three years.



Prof. Makoto Goto

National Museum of Japanese History (Japan)

Associate Professor at the National Institutes for Humanities, National Museum of Japanese History, Japan. Awarded an MSc and PhD from Osaka City University in 2003 and 2008, respectively. Also worked for Hanazono University as lecturer, and the head office of the National Institutes for Humanities. His research focuses on Digital Humanities, in particular the digitization of Japanese historical documents.

Approach to protect and preserve historical and cultural resources with data infrastructure

The National Museum of Japanese History (NMJH) and Kobe University have recently launched a new project. The project aims to protect historical and cultural resources from disasters, and to preserve them for future generations. This project is called "From Local Historical Material Studies to Regional Historical Culture".

Currently, the long-term preservation of historical resources is a major issue in Japan. In addition to routine resource disposal, frequent calamities in Japan result in population losses, along with the loss of livelihoods, culture, and records. This destruction of resources can lead to the loss of history and culture itself. To deal with these conditions, the project seeks to avert the corresponding loss by creating a data infrastructure, specifically through digitization. It attempts to prevent actual loss of records by adding information like latitude and longitude to the metadata and contents of historical and cultural records, ascertaining their location, and making use of them in various fields.

Compiling this data goes beyond simply collecting it—it is necessary to create high-level data based on historical research and document research, in addition to making it internationally available for practical use. This presentation sheds light on example cases.



Dr. Heide Buck-Albulet

Centre for the Study of Manuscript Cultures, University of Hamburg (Germany)

Researcher at the Centre for the Study of Manuscript Cultures (CSMC) of Hamburg University, Germany. Studied in Tübingen and Tōkyō (Japanese Studies, German Linguistics, German Literature). Awarded a PhD from Tübingen University, Germany, in 2002 and a University of Tübingen doctoral dissertation award in 2003. After working for Tübingen University as a research associate and Heidelberg University as a visiting professor (one semester), joined Hamburg University in 2014 and again in 2016. Her research focusses, among others, on classical Japanese poetry, rhetoric, and manuscript studies.

Linked Poetry (Renga) in Contemporary Japan

Renga, a form of collaborative poetry, by which participants of a circle alternately contribute verses, flourished in Japan for more than half a millennium. In the 19th century, the tradition came to be abandoned throughout the country - with probably one exception. Since the 1980s however, revival movements began to reintroduce and spread the practice. As a result, *renga* circles are being held again in many parts of Japan.

Like other literary traditions of Japan, *renga* has always been more than mere poetry. As an "art of the place" (*ba no geinō*), it

brings people together who enjoy the challenge of composing verses in classical Japanese. Often, the records of the poems give rise to calligraphic works, many of which are, like the performances themselves, meant as an offering (*hōnō*) and presented to the deities of shrines and temples in a votive ceremony.

While the poetic rules and the structure of the written records follow patterns that go back to the 14th century, other elements like the high degree of rituality gave way to freer forms of performance. This paper discusses how balancing tradition and innovation as well as activities of teaching and promotion have shown to be effective in preserving the cultural heritage of *renga*.



Dr. Constanze Itzel

House of European History, European Parliament (EU)

Dr. Constanze Itzel, Director of the House of European History since 2017, has worked on this transnational museum project since 2009 as an adviser and curator. She was previously a curator at the Badisches Landesmuseum Karlsruhe, research assistant at the University of Heidelberg, and research and committee administrator for the Committee on Culture and Education of the European Parliament. She was awarded a PhD based on her thesis studying the impact of the image debate on fifteenth-century paintings.

Europe in one space. The House of European History

Presenting Europe's history in one museum has been described as being impossible by some. In the light of different historical experiences, contested histories, memory conflicts, and the primacy of national history in all history teaching, creating an exhibition presenting history from a pan-European perspective was enormously difficult.

The lecture will elaborate upon the challenges faced by the House of European History team when building up its permanent exhibition on 19th and 20th century history. What does it mean for a museum if it is supposed to be European, not only in the narrative sense, but also in building up a European collection, for a European audience and with a European team? In the absence of any agreed definition, how can we conceptualize what Europe actually means? How to square the circle of presenting a simple narrative for laymen while at the same time doing justice to the diversity of experiences? Finally, what reactions has this museum received since its opening and what challenges does it face in further developing its European mission?



Prof. Marc Jacobs Discussant

University of Antwerp and Vrije Universiteit Brussel (Belgium)

Professor in critical heritage studies University Antwerp (Faculty Design Sciences, Department Heritage/ARCHES, since September 2019), & part-time associate professor Vrije Universiteit Brussel, UNESCO Chair on critical heritage studies and the safeguarding of intangible cultural heritage (since 2011). From 1999 to 2019, Marc Jacobs was director of the Flemish Interface for Cultural Heritage and, since 2008, of FARO. Flemish Interface for Cultural heritage. He obtained a licentiate (master) in history at the University of Ghent (1985) and a PhD in history at the VUB (1998). He is specialized in the study of the history of popular culture, of heritage theory, policy and practice, UNESCO and actor-network theory.

Prof. Hiroko Masumoto**Session producer/leader**

Kobe University (Japan)

Prof. Simon Kaner**Moderator**

Sainsbury Institute for the Study of Japanese Arts and Cultures and University of East Anglia (UK)

**Prof. Hiroshi Okumura****Session producer/leader**

Graduate Studies of Humanities, Kobe University (Japan)

Professor at Graduate Studies of Humanities, Kobe University, Japan. He received an M.A.(1984) in Literature from Kobe University. After working for Kyoto University as research assistant, joined Kobe University in 1991 as an associate professor. He became a professor in 2006. His research focuses on Modern Japanese History and Historical Materials.

Regional historical heritage- ensuring that the historical culture of regional societies continues in the future

In Japan, there are a multitude of varied historical cultural traditions that remain at regional levels. However, these local cultural heritages are in danger of disappearing due to factors such as major societal changes and large-scale disasters.

In this presentation, I will begin by explaining these circumstances in detail. Secondly, I will explain how professors of Universities in Japan and people involved in cultural history can carry out practical research in these critical situations. Thirdly, I will consider 'Local Historical Materials Studies', which is a new research field that has resulted from these practical research efforts. Through this, I hope to deepen the understanding of all the topics in this session.

**Prof. Masashi Amano**

National Museum of Japanese History (Japan)

Masashi Amano is a Project Associate Professor at National Museum of Japanese History, Japan. Awarded PhD from Tohoku University, Japan in 2011, After working for International Research Institute of Disaster Science in Tohoku University as an Assistant Professor, joined National Museum of Japanese History in 2017. His research focuses on Intellectual History at 19th in Japan. He is also studying on structure of preserving cultural heritage.

Handling to damaged materials: methodology and views

This lecture presents specific measures to deal with damaged cultural heritage in Japan. In Japan, there are a large number of

cultural heritages that are not under public protection. If cultural heritages are damaged by disaster, the timing of the rescue and how to deal is left to the owner or the area, and there is no guarantee that action will be taken by the expert. Therefore, it is necessary to consider a method based on amateur volunteers for disaster relief in Japan.

My presentation introduces the conservation style that assumes citizen participation practiced in various place with examples of paper documents. From these cases, we will examine the characteristics of relief cases in Japan, and propose the significance and social impact as disaster countermeasures.



Dr. Benedek Varga
Hungarian National Museum (Hungary)

Dr. Benedek Varga has been Director General of Hungarian National Museum since 2016. Prior to this, he worked in Semmelweis Museum, Library and Archives of the History of Medicine (SOM) since 1989 and served as Director General of SOM (2007-2016). Dr. Varga Professor was awarded MSc and PhD from Eötvös Loránd University (ELTE) in Social and Political Philosophy in 1989 and in 1999 and had experiences as visiting scholar in King's College, Cambridge and and visiting fellow in UCL. He obtains various memberships including the one of European Association of Archaeologists 2020, Budapest Congress Organizing Committee from 2016 and the one of European Association of Archaeologists 2020, Budapest Congress Organizing Committee as the president of ICOM Hungary since 2015.

Museums and the discourse on heritage

According to recent academic and public discourse, cultural heritage has become an issue deeply interconnected with preserving local communities, maintaining common cultural achievements of mankind and upholding cultural diversity as an essential entity contributing towards the survival of humanity. These approaches also incorporate sustainable development and the preservation of civilized life on Earth.

Similarly, there is an ongoing debate within the community of museum experts, curators and theoreticians on the new role, duties and future possibilities for museums. Indeed, the new definition of museums in contemporary global societies, as defined at the September 2019 ICOM General Assembly in Kyoto, is also being debated. Discussions are about how far museums should be engaged in social understanding and criticism, and promote "planetary well-being" etc.

The two issues are strongly related to each other. The museum in many sense has been the central public institution upholding, not only tangible heritage (as it is manifested through precious objects representing public memory), but also the unique knowledge, the immaterial ideas that are attached to these objects of public memory. Museum collections embody and symbolize our shared memory and the heritage that we strive to preserve. What are the possible connections between these two academic and public discourses? What role should museums play in the ever changing network of heritage-minded societies? Are there global answers as to how museums can transform their position in a world of diverse cultural objectives, political systems and agendas? How should museums define themselves? What roles should they choose in promoting the well-being of modern societies?



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Anecdotal reports on regional historical heritage protection and utilization

The Community Outreach Center at Kobe University has been carrying out various activities to protect and utilize regional historical heritage. In this presentation, I will use three cases to introduce and explain the Community Outreach Center's activities.

The first is about working with the cooperation of local residents. The second involves sharing our achievements with the community. The third is about our investigations being presented in exhibitions and academic publishing. Through the above examples, I will give a brief overview of our work at the Community Outreach Center.