



PRESS RELEASE
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European Business Council (EBC) in Japan elects Tommy Kullberg as new Chairman

Mr. Tommy Kullberg has been elected as the new Chairman of the European Business Council in Japan (EBC). Chosen to lead the EBC from 2009 through 2011, Mr Kullberg brings unique experience and an in-depth understanding of Japan following a long, exceptionally successful career in Japan.

“I am honoured to have been elected and chosen to represent European industry in Japan at this crucial point in time. With the global economy in turmoil and Japan eagerly seeking a new model for growth, this is an ideal time to strengthen and redefine EU–Japan relations. The outgoing chairman, Richard Collasse has made an outstanding contribution to raising the profile of the EBC. Moreover, his efforts have ensured that the EU and Japanese authorities better understand business concerns, and are more aware of the need for crucial reforms and for a new paradigm of EU-Japan relations. I am looking forward to working with all EBC members and stakeholders to see these changes through.”

Mr. Kullberg has been working as a businessman and diplomat in Japan for some 20 years. He served as the President of Gadelius Trading KK and as the Chairman of many Gadelius & ABB subsidiaries in Europe and Asia. During 1994-99, he was Head of the Swedish Trade Council and appointed Commercial Counsellor at the Embassy of Sweden in Tokyo.

Mr Kullberg founded IKEA Japan KK and was CEO & President for the company in 2002-2006 when he managed the highly successful market entry to Japan of the Swedish furniture retailer. Currently Chairman of KULLBERG & PARTNERS KK, Mr. Kullberg is actively supporting the market entry of H&M Hennes & Mauritz Japan KK as a member of the Board of Directors, while also acting as Senior Advisor for the medical company Gambro AB.

Although new to the post as Chairman, Mr Kullberg has a solid history with the EBC. He has served as a member of the EBC Board of Governors in his capacity as the President of the Swedish Chamber of Commerce and Industry in Japan (2001-2004), which is one of the main EBC stakeholders, as well as EBC Vice Chairman while serving as a member of the EBC Executive Operating Board. He is also a long-term active member of several EBC committees.

About the EBC:

The European Business Council in Japan (EBC) is the trade policy arm of the 18 European national chambers of commerce and business associations in Japan. Established in 1972, the EBC works to improve the trade and investment environment for European companies in Japan. The EBC currently represents more than 3,000 local European companies and individuals who are members of their national chambers of commerce. Approximately 350 of these companies participate directly in the EBC's 29 sector-based committees. The EBC is registered with the Ministry of Economy Trade and Industry as the European (EU) Chamber of Commerce in Japan.

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