

Profile



Jan De Bock

Born in Ghent, Belgium – July 1974

Jan started to work in Japan in 1997 for Konishi Brewing Company, one of Japan's oldest sake-brewers. Based in Itami (Hyogo), Jan was in charge of the marketing, import and communication strategy of Belgium's most famous beers like Hoegaarden, Leffe and Duvel in Japan. Managing a portfolio of about 40 different Belgian beer brands, Jan launched the Belgian beer brand umbrella and succeeded in positioning Hoegaarden White as the most representative Belgian beer in Japan.

Having built up considerable marketing experience in the alcohol market, Jan was headhunted in 2001 to work as Director Business Development for the investment agency of the government of Flanders – Belgium (Flanders Investment & Trade) in Japan. Although the move from the alcohol business to the government might seem a little hard to understand, both jobs had one big thing in common: market and sell the best things of Belgium. During his five years at the investment agency, Jan assisted many Japanese companies to invest in Flanders – Belgium, mainly in the automotive, ICT and logistics sector. Jan organized numerous seminars, tradeshow and network events to put Flanders on the map in Japan. He also played a key-role in the integration of the trade and investment sections of the Flemish government and was also regional manager of the five offices in Asia-Pacific.

In November 2006, Jan co-founded with Managing Partner in crime Malik Kusters, **"trainspot KK"**, a creative marketing & communications agency, established in Tokyo. Celebrating soon its 10th anniversary, trainspot has been on a roller coaster of creativity, branding and communication, working with a wide variety of private companies and governmental organizations.

In 2010 trainspot started the "Belgian Beer Weekends" in Japan, an outdoor event that has grown over the past years into one of Japan's leading outdoor events attracting in 2015 more than 200,000 visitors over 7 cities. Following the success of its event concepts, Jan co-founded in 2012 **"STARBEER PRODUCTIONS KK"**, the event arm of trainspot KK.

Jan has been a director of the Belgian-Luxembourg Chamber of Commerce in Japan for nearly 15 years and is currently the chamber's Vice-President.



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