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The site that can help you explore business opportunities with Japanese businessmen and learn about Japanese economy and business practices
 Find out about the whole range of JETRO Bangkok's activities and services here

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JETRO Bangkok
Japan External Trade Organization สำนักงานส่งเสริมการค้าระหว่างประเทศ (กรุงเทพฯ) HEAD OFFICE

The JETRO Bangkok Website
is your window to exploring and strengthening
Thai-Japanese business relationships . . .

JAPANESE ENGLISH

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J E T R O B a n g k o k U p d a t e

1. JETRO promotes regional logistics network

JETRO (Bangkok), is moving forward to establish an integrated logistics network among ASEAN countries and Japan, an attempt to yield tangible benefits to the region after helping to shape logistics strategies in the corporate, industrial, and national levels in the countries.

JETRO has hosted a closed forum entitled 'ASEAN-Wide Logistics Forum' during December 13-15, 2006, where key logistics players from many ASEAN countries are invited to express views. Represented countries include Thailand, Malaysia, Myanmar, Cambodia, Laos, Singapore, Philippines, Indonesia and Vietnam. Especially, in Thailand, JETRO has been working to enhance logistics efficiency through workshops, training programs, pilot projects and educational materials upon their individual request bases. The Forum's themes included Keynote Speeches on Logistics and Competitiveness, Introduction of development of human resources for Logistics, Logistics Development from Thai Experiences, ASEAN Logistics Network Map.

JETRO introduced 'ASEAN Logistics Network Map', a showcase of current ASEAN logistics related situation and of what kind of mode is more competitive within ASEAN region and of how to improve for your business in terms of lead-time and costs.

In the past, JETRO has made every effort to introduce a practical meaning of "logistics" in economic activities, and successfully got secured the awareness and attention from these countries not only in the administration sector, but in the business sector as well. Therefore, JETRO is shifting our objective from concept understanding or information giving to practical benefits realization.

This 'ASEAN Logistics Network Map' will serve businesses and ASEAN's competitiveness in terms of fully utilization or taking advantage of logistics network when looking at ASEAN as one economic unit and will give a great opportunities to break a status-quo for further competitiveness under less expense and even less environmental burdens, because administration could change the situation by a single scale of comparison."



Recent Publications

Magazines:

1. Japan Spotlight, November/December 2006

Publisher's Note	~ Coping with Global Imbalances http://www.jef.or.jp/journal/jef_contents_free.asp?c=3233
Topics	~ Abe Administration Launched http://www.jef.or.jp/journal/jef_contents_free.asp?c=3234 ~ 1st Heir in 41 Years to Chrysanthemum Throne http://www.jef.or.jp/journal/jef_contents_free.asp?c=3235 ~ Tokyo to Bid for 2016 Olympics http://www.jef.or.jp/journal/jef_contents_free.asp?c=3236
Cover Story	~ JPO Initiatives for the Realization of an IP-Based Nation http://www.jef.or.jp/journal/jef_contents_free.asp?c=3211 ~ Comparison of Global Patent Schemes http://www.jef.or.jp/journal/jef_contents_free.asp?c=3212 ~ Patent Systems in Major Countries and Regions http://www.jef.or.jp/journal/jef_contents_free.asp?c=3213 ~ Using Technology to Tap New Markets http://www.jef.or.jp/journal/jef_contents_free.asp?c=3214 ~ Are Counterfeit Products on the Decline in China? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3215 ~ IP Education at Kindergartens Affiliated with Tokai University http://www.jef.or.jp/journal/jef_contents_free.asp?c=3216 ~ IP Boom or IP Bashing? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3217 ~ IPR Protection-A Vital Tool for Industries with High Intangible Value http://www.jef.or.jp/journal/jef_contents_free.asp?c=3218
Business Profiles	~ Unrivaled Technology Amazes Global Top Brands http://www.jef.or.jp/journal/jef_contents_free.asp?c=3219 ~ Our Shots Make Medalists http://www.jef.or.jp/journal/jef_contents_free.asp?c=3220
Japanese Identity	~ The Lessons of the Koizumi Administration http://www.jef.or.jp/journal/jef_contents_free.asp?c=3221 ~ Renku: A Challenging Word Game from Ancient Times http://www.jef.or.jp/journal/jef_contents_free.asp?c=3222



Japanese Mind	~ Back in the age of Furoshiki http://www.jef.or.jp/journal/jef_contents_free.asp?c=3223
Viewpoints	~ Japan's Nationalist Bubble-Time for Japan's Ruler to Put Away Nationalist Banners http://www.jef.or.jp/journal/jef_contents_free.asp?c=3227
Feature	~ Japan's LDP-Shaping and Adapting to Three Distinctive Political Systems http://www.jef.or.jp/journal/jef_contents_free.asp?c=3224
Asian View	~ Japanese Culture, a Product of a Sense of Oneness with Nature http://www.jef.or.jp/journal/jef_contents_free.asp?c=3225
What's up in Japan	~ The Depths of the Showa Retro Boom http://www.jef.or.jp/journal/jef_contents_free.asp?c=3226
Finance	~ Japan Post Corp. Submits Management Plan to Gov't for the Era after Privatization http://www.jef.or.jp/journal/jef_contents_free.asp?c=3227
Culture	~ Plagiarism or Not? Japanese Painter Allegedly Copied Italian Master's Works http://www.jef.or.jp/journal/jef_contents_free.asp?c=3228
Keeping up with the Times	~ Japan's Gangsters Change with the Times http://www.jef.or.jp/journal/jef_contents_free.asp?c=3229
Gallery	~ The Charm of Calligraphy http://www.jef.or.jp/journal/jef_contents_free.asp?c=3230



projected to grow by 7.4% in 2006, according to a report released today by the Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO). The report, entitled "2007 Economic Outlook for East Asia", provides growth estimates for 2006 as well as prospective 2007 growth figures for China, the four Asian NIEs (the Hong Kong Special Administrative Region (SAR), the Republic of Korea (ROK), Singapore and Taiwan) and the ASEAN 5 (Indonesia, Malaysia, the Philippines, Thailand and Vietnam).

The forecast for 2007 is based on the following assumptions: the advanced economies will grow at slightly slower paces (the US at between 2.0-2.5%, Japan at around 2%, and the EU at between 2.0-2.5%); the yen-US dollar exchange rate is expected to remain at the level seen in the later half of 2006; and crude oil prices will decrease by 7 to 8% from their 2006 level.

For more information, visit
http://www.ide.go.jp/English/Press/2007_index.html





1. Japan-China Economic Conference 2006

The Japan-China Economic Conference 2006, inviting key representatives from both China and Japan to discuss high priority issues between the two economies, took place on November 16th and 17th at the Osaka International Convention Center. The conference, sponsored by Japan's Ministry of Economy, Trade and Industry, JETRO and other economic/industrial organizations, has been held every year since 2001.

The main focus of this year's conference was on "deepening interdependence between Japan and China for mutual benefit". The conference featured a panel discussion, led by selected Japanese and Chinese CEOs and presidents of leading companies, including Ms. Yang Mianmian, President of Haier Group, and Mr. Zhou Houjian, Chairman of the Board of the Hisense Group.

Three separate sessions followed the panel discussion, allowing participants to tailor participation to personal interests; topics included "M&A Strategies for Chinese Market Expansion", "Japan-China Cooperation in the Animation Industry" and "Automotive Parts Procurement in Southern China", among others.

As with the previous Conference, this year's event provided an opportunity to learn about the latest economic trends in the Japanese and Chinese markets, from business leaders in the two countries.

Speakers included JETRO chairman Osamu Watanabe, as well as business professionals and experts from public organizations.



2. Symposium: Yokohama-India Business Meeting

JETRO co-organized a Symposium with the Yokohama-India Centre Council on November 9, 2006. The event introduced a mandate for the establishment of the Yokohama-India Centre. The Yokohama-India Centre Council has been preparing to inaugurate the facility in mid-2008.

The Symposium included a panel discussion with prominent Indian entrepreneurs, after which business matching sessions were held. In addition to the keynote speeches by Indian business leaders, JETRO chairman Osamu Watanabe spoke at the event.



3. ATPF Joint Exhibition: Asian furniture and interior manufacturers assembling at IFFT 2006

The Asian Trade Promotion Forum introduced Asian furniture and interior items in the ATPF Zone at the International Furniture Fair Tokyo 2006: Life & Living Design 22-25 November 2006. JETRO is a member of the ATPF.

Samples of contemporary, high-end Asian interiors in the Concept Area, supplied by approximately 50 companies from all over the continent were exhibited. Adjacent to the Concept Area was the Asian Café, operated by a JETRO-supported Asian restaurant, which offered a variety of exotic Asian dishes and beverages.

For more information about the exhibition, please visit: <http://www.atpf.org/iff2006/>, or contact:

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4. International Symposium, Rise of the Next Giants? : Anatomy of BRICs

On December 20th, JETRO, the World Bank and Asahi Shimbun co-hosted an international symposium, "Rise of the Next Giants?: Anatomy of BRICs" in Tokyo. The symposium aimed at analyzing the growth of BRICs economies by exploring the inner workings of four emerging "giants": Brazil, Russia, India and China.

Keynote speakers were Dr. Alice Amsden of MIT and Dr. William Martin of the World Bank, who shared their views on BRICs economies. Four prominent scholars representing BRICs, who offered analyses of growth potentiality in their respective regions were Dr. Joao Carlos Ferraz of the Economic Commission for Latin America and the Caribbean (Brazil); Dr. Evgeny Yasin of the State University Higher School of Economics (Russia); Dr. Murarli Patibandla of the Indian Institute of Management (India); and Dr. Zhang Jun of Fudan University (China). Following the presentations, speakers engaged

in a panel discussion entitled “Capacities for Sustainable Growth of BRICs”, moderated by Dr. Masahisa Fujita, President of IDE-JETRO.



5. International Nanotechnology Business Summit BIZMATCH @ nano tech 2007

JETRO will hold “BIZMATCH @ nano tech 2007” (February 21-23), a company presentation and business matching event, during “nano tech 2007”, the world’s largest nanotechnology event. Held in association with the Nanotechnology Business Creation Initiative (NBCI), BIZMATCH @ nano tech 2007 aims to connect Japanese and foreign firms in nanotechnology and related

high-tech fields.

Location: TOKYO BIG SIGHT, Tokyo, Japan

Date: February 21st (Wednesday) – 23rd (Friday), 2007 (during nano tech 2007)

Organizers: Japan External Trade Organization (JETRO), Nanotechnology Business Creation Initiative (NBCI)

For more information, visit

<http://www.jetro.go.jp/en/news/announcement/20061129369-news>



What's new on the net?

1. JETRO White Paper 2006 Conclusion Chapter Now Available Online

JETRO published the Japanese version of its 2006 White Paper on International Trade and Foreign Direct Investment (FDI) on September 12th, and plans to release an English excerpt of the paper later this year. An English version of the white paper's conclusion chapter, which suggests ways Japanese firms can seek growth in East Asia's deepening economic integration, is now available on the JETRO website at

<http://www.jetro.go.jp/en/news/releases/20060810728-news/conclusion.pdf>



2. Japan Economic Report Vol. 26, June-July

Topic Report: Environmental Consciousness Increases in Japanese Business

Regional Trends: Overseas Tourists and Foreign Investment in Tourism in Kyushu

Industry Report: Car Recycle Business in Japan

The full report will be available at:
http://www.jetro.go.jp/en/market/trend/jem/0606_jere.pdf



3. "Regional Information" pages to serve foreign companies interested in investing or expanding in Japan's regions

The Regional Information section offers in-depth profiles of Japan's prefectures



and cities, highlighting major industries and clusters, infrastructure and attractive features of each. The updated version allows users to search by industry and provides a list of advisors who specialize in bridging foreign companies with local firms, research institutes, universities and the like. Find out what opportunities await your business in Japan's regions.

Regional Information Pages include

- **Industrial Cluster Information**

Information about the industrial clusters (major companies, related research institutions, etc.) in various regions of Japan. Place the cursor over the industry of interest, to view regions which have opportunities for that industry.

- **General Business Information**

Basic information, such as statistics (population and GDP, etc.) and support services, for companies setting up their businesses in Japan

- **Business Partnership Advisor Information**

Advisors who can help bridge foreign companies with local firms, research facilities, universities etc.

- **Logistics Information**

Information about Japan's land, sea and air logistics infrastructure

For more information, visit
<http://www.jetro.go.jp/en/invest/region/>



Exploring Japan

What is



Award?

Source: <http://www.g-mark.org/english>

The "Good Design Award" is Japan's only comprehensive design evaluation and commendation system. This system itself has its origins in the "Good Design Selection System" (generally known as the "G-Mark System") instituted by the Ministry of International Trade and Industry in 1957. Having achieved to build a foundation to nurture the industry and design of Japan, many participation from every country in the world have been joining this award as a synthetic design evaluation system, and the awarded designs count more than 30,000 items so far.

At the time this system was created, the concept of "design" was scarcely given a second thought in Japan. The system was therefore created as a policy measure for bringing about the simultaneous development of everyday life and industry. More and more companies have begun to incorporate design into industrial activities, and the system itself has continued to expand and develop with the participation of these companies. The fields with which it is concerned have spread from consumer goods to industrial goods, public facilities, and even beyond industrial field such as ecological activities. Good Design Award has developed today into a comprehensive design evaluation system that centers on industrial products but includes products in a wide variety of fields such as architecture, the environment, communication and even experimental design in state-of-the-art technical fields and business models that have design at their core. Today most consumers support the "Good Design Award." All Japanese companies that have incorporated design into their operations and are engaged in state-of-the-art production are participating in this system.

The scope of the "Good Design Award" now transcends mere evaluation of design, and this system is now beginning to play a dynamic role in getting us to think about basic matters such as the lives we should be living and how industry can undergo continuous development.

Purpose

Documents published at the time the Good Design Awards (the G-Mark system) were initially established describe its purpose as "selecting and publicizing awards for good design.... in order to improve lives, foster industrial development, and promote export and trade by enhancing the quality of the products on the market." Despite its nearly 50-year history, the mission of the Good Design Award remains the same today. As the scope of both industrial enterprise and design focus has expanded considerably over the course of the past half-century, our purpose has naturally broadened in response to encompass "improving the quality of lives and further advancing industrial activity." The Good Design Award functions to "incorporate design into the innovative moves to advance society as a whole."

While the expressions "improving life" and "advancing industry" may seem like trite phrases found in every official document, the "and" in this context is, in fact, significant. There are a myriad of ways and means available to achieve one or the other either to improve lives or advance industry. The only tool available, however, to achieve both sides of this equation simultaneously is the one offered by "design." The most specific aspect of the Good Design Award mission is to clarify what it is that "can only be accomplished through design."

In more concrete terms, Good Design Awards are conferred on those products that are expected to bring greater abundance to our lives. This expectation is communicated to those who will live with these products by virtue of the G-Mark affixed to products that have received the award. With approval from consumers, the mark becomes a symbol of excellence, and industry is able to redirect the course its

activities will take. And, a new direction in industrial activity gives rise to new design. The Good Design Award has evaluated these new designs each year for nearly 50 years.

This focus can also be thought of as "creating a positive cycle that links industry and life," a cycle which today, in the 21st century, proves more important than ever. Industry and those living with the goods it produces are not always in tune with one another, and at a more fundamental level, no social consensus has yet been reached on the question of what it is society should value as we move forward. Against the backdrop of these questions and relationships, design is expected to play an even greater role in our lives. Fulfilling these growing expectations, however, will not be as easy as it has been in the past. Today, the Good Design Award faces the task of focusing on "innovative moves to advance society" when evaluating and recommending the product designs that result from an extensive process of trial and error.

Category

The Good Design Award makes all things applicable to screening in principle from the viewpoint that the design is required at all life fields and all industrial fields. Now, it consists of four following screening categories.

Product Design Category

Product Design Category screens all "industrially produced" goods from products used by individuals or in the home, through products used in business or such public arenas as medicine, education and social welfare.

Architecture and Environment Design Category

Architecture and Environment Design Category screens factories, laboratories and other industry- and energy-related facilities; shops, hotels, recreation facilities and other distribution- and service-related facilities; and train stations, parks, hospitals, art galleries and other social and cultural facilities. Accepts domestic application only.

Communication Design Category

New Territory Design Category screens design of "communications" which exist in advertisement design, promotion events, public relation activities to actively communicate with consumers and information recipients. This category was established in 2001 to utilize this screening process to educate the society at large on the new role that design can play. Accepts domestic application only.

New Territory Design Category

New Territory Design Category screens experiments in actively addressing global environmental problems, the issue of graying society and other issues dealing with the humanization of technology, more flexible production and the development of sales systems and regional culture, through the development of products and facilities (hardware development). This category was established in 1999 to utilize this screening process to educate the society at large on the new role that design can play. Accepts domestic application only.

Application for G-mark

- Application term: Application of Good Design Award is set from April until June each year. The application is available on the website.

- Applicants: Applications may be submitted by the manufacturer of the product alone or jointly by the manufacturer and designer. Applications are not to be accepted from designers alone who are not responsible for the manufacturing of the product.
- Eligibility: Products that are industrially produced.
- Screening: The screening of Good Design Award is conducted by genre-specific subgroups of nearly 70 members comprising designers, architects and other design specialist working in the forefront of this field, as well as editors, buyers and other product and distribution specialists.
- Organizer: Japan Industrial Design Promotion Organization
- Supporters:

Ministry of Economy, Trade and Industry, Japan Keirin Association, Japan Broadcasting Corporation, Nihon Keizai Shimbun, Inc., ASEAN Promotion Center on Trade, Investment and Tourism, International Council of Societies of Industrial Design, International Council of Graphic Design Association.

Good Design Award 2006

The results of the Good Design Awards 2006 were announced on October 2. This year 1,034 entries of 574 companies were publicized.

Good Design Awards 2006 BEST 15

Good Design Grand Prize 2006



Product name: **Mini Car**

Brand/Model No.: **i**

Section/Category: **Product Design / Passenger vehicles and related goods and devices**

Company: **MITSUBISHI MOTORS CORPORATION (JAPAN)**

More information: <http://www.g-mark.org/search/Detail?id=32459&lang=en>

Good Design Gold Prize 2006



Product name: **Electric Scooter**

Brand/Model No.: **Monpal ML200**

Section/Category: **Product Design / Products and devices for the handicapped and elderly**

Company: **Honda Motor Co.,Ltd (Japan)**

More information: <http://www.g-mark.org/search/Detail?id=31919&lang=en>



Product name: **Battery Charger**

Brand/Model No.: **NC-TG1**

Section/Category: **Product Design / Everyday goods, gardening products**

Company: **SANYO Electric Co.,Ltd. (Japan)**

More information: <http://www.g-mark.org/search/Detail?id=31962&lang=en>



Product name: Rechargeable Nickel-Metal Hydride Battery

Brand/Model No.: "eneloop"HR-3U-TG(2BP/ 4BP/ 8BP), HR-4U-TG(2BP/ 4BP), N-MDR02S, NCS-TG1-2BP, NCS-TG2-2BP, NC-TG1, N-TG1S

Section/Category: Product Design / Everyday goods, gardening products

Company: SANYO Electric Co.,Ltd. (Japan)

More information: <http://www.g-mark.org/search/Detail?id=31963&lang=en>



Product name: Digital Camcorder

Brand/Model No.: SC-X210L

Section/Category: Product Design / Cameras and digital cameras

Company: SAMSUNG ELECTRONICS CO., LTD (Korea)

More information: <http://www.g-mark.org/search/Detail?id=32079&lang=en>



Product name: microscope

Brand/Model No.: Nikon NATURESCOPE FABRE PHOTO

Section/Category: Product Design / Cameras and digital cameras

Company: NIKON CORPORATION (Japan),NIKON VISON CO., LTD. (Japan)

More information: <http://www.g-mark.org/search/Detail?id=32084&lang=en>



Product name: LINEAR PORTABLE RECORDER

Brand/Model No.: PCM-D1

Section/Category: Product Design / Audio visual products

Company: Sony Corporation (Japan)

More information: <http://www.g-mark.org/search/Detail?id=32226&lang=en>



Product name: Power Line Sound System

Brand/Model No.: PCM-D1

Section/Category: Product Design / Audio visual products

Company: Pioneer Corporation

More information: <http://www.g-mark.org/search/Detail?id=32237&lang=en>



Product name: Daikon Grater

Brand/Model No.: OXO GOOD GRIPS

Section/Category: Product Design / Dining and kitchen products

Company: OXO International (U.S.A.)

More information: <http://www.g-mark.org/search/Detail?id=32307&lang=en>



Product name: Train

Brand/Model No.: Taiwan High Speed Rail 700T Train

Section/Category: Product Design / Facilities, and systems for social welfare institutions

Company: Kawasaki Heavy Industries,Ltd. (Japan)

More information: <http://www.g-mark.org/search/Detail?id=32711&lang=en>



Product name: Tokyo House

Section/Category: Architecture and Environment Design / Architecture Design

Company: commdesign inc. (Japan)

More information: <http://www.g-mark.org/search/Detail?id=32729&lang=en>



Product name: Urban Design in City Of Yokohama

Section/Category: Architecture and Environment Design / Environment Design

Company: City of Yokohama (Japan)

More information: <http://www.g-mark.org/search/Detail?id=32816&lang=en>



Product name: Toyama Light Rail Transit

Section/Category: Architecture and Environment Design / Environment Design

Company: GK Sekkei Incorporated (Japan) ,Toyama City (Japan) , Toyama Light Rail Co., Ltd. (Japan)

More information: <http://www.g-mark.org/search/Detail?id=32711&lang=en>



Product name: OTEMACHI CAFE

Section/Category: New Frontier Design

Company: Mitsubishi Estate Co.,Ltd (Japan)

More information: <http://www.g-mark.org/search/Detail?id=32883&lang=en>



Product name: WILLCOM [SIM STYLE]

Section/Category: New Frontier Design

Company: WILLCOM,Inc. (Japan)

More information: <http://www.g-mark.org/search/Detail?id=32885&lang=en>

For more information, visit

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