



Nantawan Building, 16th Fl., 161 Rajdamri Road
 Patumwan, Bangkok 10330, Thailand
 Tel: (66) 0-2253-6441-5
 Fax: (66) 0-2253-2020
 Web site: <http://www.jetrobkk.or.th>
 E-mail: bgk-pr@jetro.go.jp

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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Newsletter

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 - ASEAN Logistics Network Map



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- Survey of Business Sentiment on Japanese Corporations in Thailand for Autumn of 2007 by Japanese Chamber of Commerce in Thailand

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- Highlight of Presentation on "Role and Necessity of Human Resource Development in Logistics" by Professor Hirohito KUSE, Tokyo University of Marine Science and Technology during the press conference of Logistics Qualification System Program (LQSP) in Thailand organized by Thai National Shippers Council (TNSC), Japan Institute of Logistics System (JILS) and JETRO on March 21

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

1. JETRO Bangkok introduces new senior advisor

Mr. Yoji SHIBATA, replacing Mr. Kashiyama, serves as EPA Adviser. His main task during tenure in Bangkok is to advise industries on implementation of Free Trade Agreement, including JTEPA.

After graduating from Graduate School of Waseda University, he entered Kao Co., Ltd. His work experience at Kao included new business development overseas and supply chain (ASEAN area) management. Prior to joining JETRO Bangkok, He was the Trade Investment Advisor at JETRO Head Office.



2. Upcoming 17th BJT Business Japanese Proficiency Test on June 22

JETRO Bangkok in cooperation with the Technology Promotion Association (Thailand-Japan) (TPA) will organize the listening and reading comprehension portion (JLRT) of the 17th BJT Business Japanese Proficiency Test (Former JETRO Test) on Sunday, June 22 in Bangkok.

Schedule of 17th BJT

Eligibility	People whose first language is not Japanese, and who are learning Japanese as a foreign or second language.
Test Date	Sunday, June 22, 2008
Test Time	Afternoon (Detail to be announced)
Application Period	Wednesday, March 5 - Friday, April 25, 2008
Application Venue	Technology Promotion Association (TPA) 5-7, Sukhumvit Road Soi 29, Klongtoey Nue Vadhana, Bangkok 10110, Thailand Tel. 0-2258-0320, 0-2259-9160 Fax. 0-22662-1019
Test Fee	500 Baht
Downloading Request Form of Application	http://www.jetro.go.jp/thailand/e_bjt/pdf/testappli.zip or http://www.jetro.go.jp/thailand/e_bjt/pdf/testappli.pdf (For those who live in provinces only)
Contact	<ul style="list-style-type: none"> • JETRO Bangkok Ms. Naruporn, or Mr. Ishige Tel: 0-2651-8680 Ext. 303 , 304 E-mail: Naruporn_Pattayakorn@jetro.go.jp • Technology Promotion Association (Thailand-Japan) Ms. Saowaluk or Ms.Kosaka Tel: 0-2258-0320-5 Ext. 41, 42



Recent Publications

Magazines:

1. Japan Spotlight, January/February 2008

Publisher's Note	~ Foreign Exchange Investment Corporation http://www.jef.or.jp/journal/jef_contents_free.asp?c=3418
Topics	~ Diplomacy On to Secure Rare Metals-Japan Seeking to Ensure High-Tech Lifeline http://www.jef.or.jp/journal/jef_contents_free.asp?c=3416 ~ Greater Greenhouse Gas Cuts/Helping Food Security in China http://www.jef.or.jp/journal/jef_contents_free.asp?c=3417
Cover Story	~ Development of Mass Media in Japan & Its Background http://www.jef.or.jp/journal/jef_contents_free.asp?c=3395 ~ Dawning of Cross-Media Age http://www.jef.or.jp/journal/jef_contents_free.asp?c=3396 ~ Media Innovation & Changes in Consumer http://www.jef.or.jp/journal/jef_contents_free.asp?c=3397 ~ Changing Leaders of ICT Industry http://www.jef.or.jp/journal/jef_contents_free.asp?c=3398 ~ Japanese Pop Culture: http://www.jef.or.jp/journal/jef_contents_free.asp?c=3399 ~ Thriving Online Music Business in Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3400 ~ Human Rights Abuses on the Net http://www.jef.or.jp/journal/jef_contents_free.asp?c=3401 ~ Evolving Web Revolution & Security Measures http://www.jef.or.jp/journal/jef_contents_free.asp?c=3402
Special Article	~ World Energy Outlook: China & India Insights-Emerging Giants & New Priority Agenda for IEA http://www.jef.or.jp/journal/jef_contents_free.asp?c=3405



Business Profiles	~ Interview with Yasui Kentaro, Managing Director, AZCA Inc., Bridging Silicon Valley & Japan-A Challenge by a Japanese Business Consultant http://www.jef.or.jp/journal/jef_contents_free.asp?c=3406
Viewpoint	~ The Inspiration Is Out There http://www.jef.or.jp/journal/jef_contents_free.asp?c=3407
Japan's Food Culture	~ Soy Sauce-Japanese Seasoning Loved Globally http://www.jef.or.jp/journal/jef_contents_free.asp?c=3409
Asian View	~ China & Japan: Between "Same Culture, Same Race" & "Just Another Foreign Land" http://www.jef.or.jp/journal/jef_contents_free.asp?c=3408
Japanese Mind	~ Bunraku: The Greatest Puppet Drama in the World! http://www.jef.or.jp/journal/jef_contents_free.asp?c=3410
Challenging Region	~ Niseko: An Emerging International Resort Destination http://www.jef.or.jp/journal/jef_contents_free.asp?c=3411
Culture	~ "Poetry Boxing" http://www.jef.or.jp/journal/jef_contents_free.asp?c=3404
Japanese Identity	~ "Eternally Yours"- Japanese Comedy with an International Appeal - http://www.jef.or.jp/journal/jef_contents_free.asp?c=3412
Finance	~ Rocky Privatization Starts-Japan Post's Bank/Insurance Units http://www.jef.or.jp/journal/jef_contents_free.asp?c=3413
Gallery	~ Tokyo's Urban Landscape Transformed by International Architects Omotesando Area Revisited http://www.jef.or.jp/journal/jef_contents_free.asp?c=3415
Keeping up with Times	~ Japan's SF-like Lunar Mission http://www.jef.or.jp/journal/jef_contents_free.asp?c=3414



2. Japan Spotlight, March/April 2008



Publisher's Note	~ How Should We Deal with 3 FTA Proposals in Asia? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3449
Topics	~ Domestic Demand-led Firms Looking Overseas Pressed by Shrinking Home Markets http://www.jef.or.jp/journal/jef_contents_free.asp?c=3445 ~ Will a "Media Big Bang" Happen?-Broadcast/Telecom Regulations to Be Unified; Shakeup over Flat TV Panels http://www.jef.or.jp/journal/jef_contents_free.asp?c=3448
Cover Story	~ Opening the Door of Japanese National Universities http://www.jef.or.jp/journal/jef_contents_free.asp?c=3421 ~ Innovating the Innovation System: Changes in Japanese Universities http://www.jef.or.jp/journal/jef_contents_free.asp?c=3422 ~ Japan Responding to Globalism: Innovation & Entrepreneurship http://www.jef.or.jp/journal/jef_contents_free.asp?c=3423 ~ Innovating Japan through Globalization of Human Capital http://www.jef.or.jp/journal/jef_contents_free.asp?c=3427 ~ Nurturing Reform-Leading Staff http://www.jef.or.jp/journal/jef_contents_free.asp?c=3428 ~ Spreading the "Toyota Way" Worldwide http://www.jef.or.jp/journal/jef_contents_free.asp?c=3429 ~ Universities Playing a Critical Role in Globalization & Innovation http://www.jef.or.jp/journal/jef_contents_free.asp?c=3430 ~ Human Resource Development & Innovation

	http://www.jef.or.jp/journal/jef_contents_free.asp?c=3431
Business Profiles	~ Interview with Hiroaki Kurokawa, President, Fujitsu; Fujitsu Aims to Enhance Overseas Footholds Expanding Services via Aggressive M&As http://www.jef.or.jp/journal/jef_contents_free.asp?c=3435
Special Article	~ Japan's Employment Reform http://www.jef.or.jp/journal/jef_contents_free.asp?c=3432 ~ ASEAN FTAs & Prospects of Broader Regional Cooperation in Asia http://www.jef.or.jp/journal/jef_contents_free.asp?c=3434
Viewpoints	~ The Iron Lady of Downtown Tokyo http://www.jef.or.jp/journal/jef_contents_free.asp?c=3437
Asian View	~ Japan: a Maze of Perceptions http://www.jef.or.jp/journal/jef_contents_free.asp?c=3438
Japan's Food Culture	~ Tofu: Healthful & Fresh Japanese Favorite http://www.jef.or.jp/journal/jef_contents_free.asp?c=3440
Japanese Craft and Arts	~ "Hanadome" A New Flower Arrangement Coexisting with Nature http://www.jef.or.jp/journal/jef_contents_free.asp?c=3441
Challenging Region	~ World-class Research at Provincial Universities Contributing to Innovation, Human Resource Development http://www.jef.or.jp/journal/jef_contents_free.asp?c=3439
Keeping up with Times	~ Will People's Judiciary Participation Succeed? Citizen Judge System to Start Next Year http://www.jef.or.jp/journal/jef_contents_free.asp?c=3444
Culture	~ What Is a Professional? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3436
Finance	~ Growing More Market-oriented in Raising Funds Japanese Local Governments http://www.jef.or.jp/journal/jef_contents_free.asp?c=3443
Gallery	~ Landscape Art; Retracing The Past http://www.jef.or.jp/journal/jef_contents_free.asp?c=3442
Spotlight	~ We learn from our mistakes http://www.jef.or.jp/journal/jef_contents_free.asp?c=3450

Book:**ASEAN Logistics Network Map**

JETRO recently released the English version of the "ASEAN Logistics Network Map", a book and CD-ROM set that shows the current state of ASEAN's transportation and logistics networks, including challenges viewed by companies operating in the region.

The map consists of two parts: 1) a report section evaluating seven logistics routes in ASEAN identified as being the most vital (in a JETRO survey of Japanese firms operating in the region); includes suggested solutions to problems identified with each route; and 2) a materials section containing information on basic logistics services, both hard and soft, and an examination of infrastructure common to all ASEAN members.

【Contents】**PART-I: Route Survey**

- Survey Contents and Methods
- Survey Results
- Quantitative Analysis of Route Survey
- Future Issues, etc.

PART II: Logistics Database

- Overall Structure of the CD-ROM "ASEAN Logistics Network Map"
- Contents of "ASEAN Logistics Information Database"

Price: 9,450 Yen Publish date: Feb 19, 2008 Style: A4/236pages

The book is now on sale at:

<http://books.jetro.go.jp/cgi-bin/bookdata/db.cgi?cmd=dp&num=548&dp=detail2.html>

E v e n t s i n J a p a n

1. BIZMATCH@nano tech 2008

During “nano tech 2008”, the world’s largest nanotechnology event being held this Feb 13th-15th at Tokyo Big Sight, JETRO, together with the Nanotechnology Business Creation Initiative, held “BIZMATCH@nano tech 2008”, a company presentation and business-matching event for Japanese and foreign firms in nanotechnology and related high-tech fields.

The event provided participating Japanese companies with an opportunity to hold one-on-one business talks with 16 selected firms from nine countries, who also presented their companies at BIZMATCH. In addition, the event includes a seminar (Feb 13th) on the nanotechnology market.

For more information, visit

<http://www.ics-inc.co.jp/nanotech/en/index.html>

2. Iwate Industrial Tour

This February 19th-20th, the Iwate prefectural government and JETRO organized an industrial tour of Morioka and its neighboring cities to introduce the prefecture’s attractive features to foreign businesses interested in expanding in Iwate, which is developing as a hub for Japan’s IT industry.

The tour included a briefing presentation by the prefectural government on Iwate’s investment incentives for IT firms, in addition to meetings with local university officials and faculty members in IT fields. Participants also attended networking receptions and business-matching events.

3. ERIA Tokyo Forum: “Creation of the World’s Largest Business Space”

This March 4th, JETRO, together with the ASEAN Secretariat and Nikkei Inc., held an international symposium in Tokyo entitled, “ERIA Tokyo Forum: Creation of the World’s Largest Business Space”. The symposium marked the formal establishment of ERIA, or the Economic Research Institute for ASEAN and East Asia, a research body that conducts policy analysis and other research related to East Asian economic integration and makes practical policy recommendations, in close cooperation with the ASEAN Secretariat, at regional meetings such

as the East Asia Summit (EAS) and ASEAN Economic Ministers Meeting.

The symposium featured keynote speeches by Mr. Akira Amari, Japan’s Minister of Economy, Trade and Industry, and Dr. Surin Pitsuwan, ASEAN Secretary-General, followed by panel discussions on the themes: “Towards the Creation of the World’s Largest Seamless Business Space” and “Roadmap toward Economic Integration in East Asia: Setting Policy Agendas”. Mr. Fujio Mitarai, Chairman of the Nippon Keidanren (Japan Business Federation), gave a special speech, and a videotaped message by Mr. Angel Gurria, Secretary-General of the Organization for Economic Co-operation and Development (OECD) were shown at the event.

ERIA was first proposed by Japan at the 2nd EAS in Cebu, the Philippines, in January 2007, and its establishment was formally endorsed at the 3rd EAS in Singapore this past November. As ERIA’s

Secretariat until the institute’s formal establishment, JETRO has been conducting various preparatory events and projects in collaboration with 15 research institutes in the region and the ASEAN Secretariat. ERIA’s research covers a wide range of policy areas, from trade & investment and SME promotion to human resource and infrastructure development and also energy.

4. The 6th Japan Fashion Week in TOKYO

“The 6th Japan Fashion Week in TOKYO” was held this March 10th-16th at various locations across Tokyo, including Tokyo Midtown and LAFORET MUSEUM ROPPONGI. The event, organized by the Fashion Strategy Forum*, aimed to increase the international recognition and appeal of Japan’s leading design houses and textile makers. JETRO is one of the event’s supporters, along with the Ministry of Economy, Trade and Industry and other organizations.

The week-long event included “Tokyo Collection Week” (March 10th-15th), a series of fashion shows spotlighting 45 brands and 44 maisons (fashion houses), the “JFW Designers’ Exhibition” (March 12th-14th; Tokyo Midtown ATRIUM), an exhibition showcasing the latest

collections by eight Japanese brands, and other special events organized by the sponsors.

As a supporting organization of the event, JETRO has been working to encourage foreign media and buyers to visit the event through overseas press briefings, advertisements in foreign fashion magazines (including WWD (US) and fashion (Italy)), as well as various promotional and networking events.

* Fashion Strategy Forum was established in June 2005 by Japanese designers, manufacturers and apparel retailers.

*For more information, visit
<http://www.jfw.jp/en/index.html>*



Exploring Japan

Highlight of Presentation on “Role and Necessity of Human Resource Development in Logistics” by Professor Hirohito KUSE, Tokyo University of Marine Science and Technology during the press conference of Logistics Qualification System Program (LQSP) in Thailand organized by Thai National Shippers Council (TNSC), Japan Institute of Logistics System (JILS) and JETRO on March 21 is as follow:

Role of Human Resource Development

➤ Why is Logistics Human Training Important ?

■ Logistics QCD* leads directly to corporate competitiveness.

※ Q: Quality
C: Cost
D: Delivery

- Logistics at the forefront of Customer Satisfaction management
(The 8 Rights of Logistics)

Distribution quality means delivering the **R**ight Items, to the **R**ight Place, at the **R**ight Time, by the **R**ight Method, for the **R**ight Cost, at the **R**ight Quality, in the **R**ight Quantities and with the **R**ight Impression.



- By implementing the **8** Rights of Logistics, customer confidence can be increased, improving corporate performance.



- It is important for corporate management to cultivate human resources capable of completely controlling and pursuing the **8** Rights of Logistics.

➤ Functions and Roles of Logistics

■ From partial optimality to total optimality

Logistics reform should be promoted company-wide, seeking cooperation from each and every sector.

■ Management strategy position

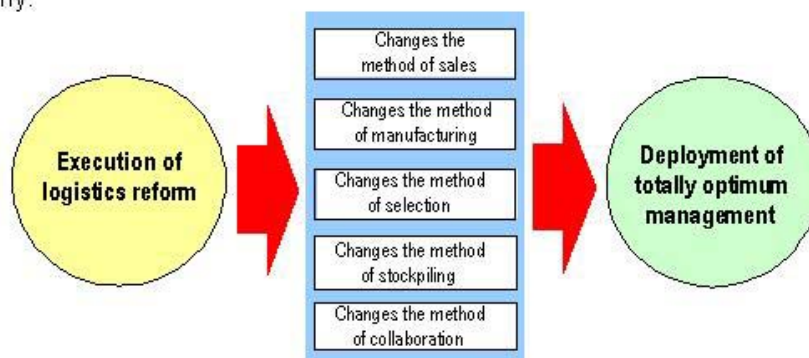
The essential role as a liaison with top management functions similar to an advisory position.

■ Customer-oriented deployment

The goal of activities is to provide the greatest value to customers, requiring totally optimum management to be deployed.

■ Development from product-out to market-in

This market-driven management strategy is essential in becoming a strong company.



The LQSP has been implemented under the framework of “Partnership on International Logistics Competitiveness” with an aim at realizing “Asia-wide seamless logistics network”. The LQSP targets middle managers of firms’ logistics division, who will be able to comprehensively and systematically learn the specialized knowledge covering the entire logistics field and the management skills needed as a logistics manager and technical expert and apply these to logistics management and the improvement of logistics work. The LQSP will provide knowledge to improve logistics work by systematically acquiring knowledge of inventory, transportation/delivery, packaging and other logistics functions. Practical abilities, which are expected from those who attend the LQSP include problem identification, planning, leadership, task setting, judgment, and presentation making

For more information of LQSP, visit www.tnsc.com

For further information, please contact:

Ms. Chutima D.

Public Relations Department

Tel: (662) 253-6441-5 Ext. 147 Fax: (662) 253-2020

E-mail: bgk-pr@jetro.go.jp