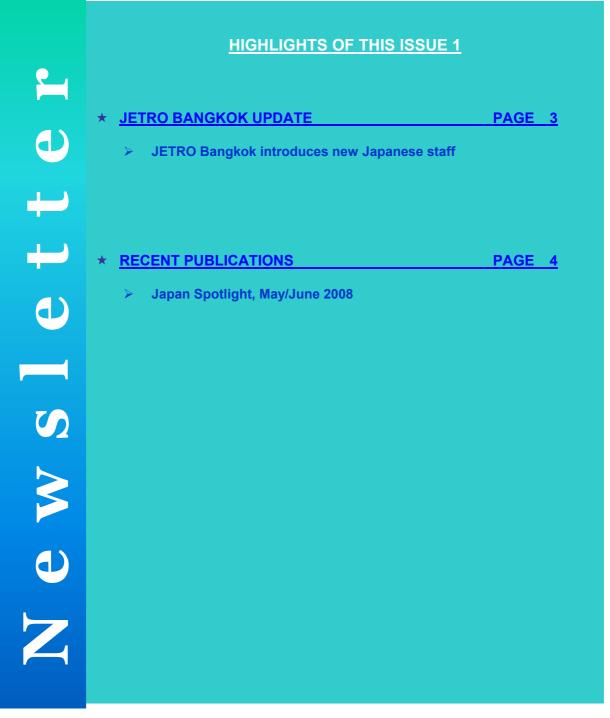


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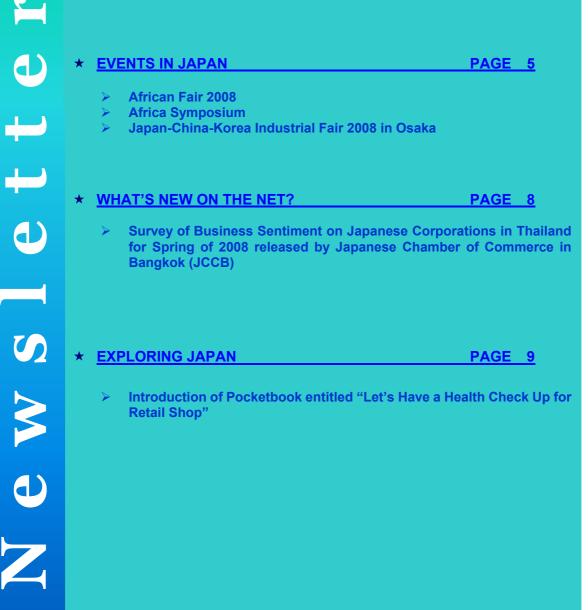






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HIGHLIGHTS OF THIS ISSUE 2





1. JETRO Bangkok introduces new Japanese staff

Mr. Munenori ISHIKAWA, successor to Mr. Ishige, serves as Director of Investment Cooperation Department. His main task is to assist for Japanese companies that would like to invest into Thailand or expand their businesses in Thailand.

After graduating from Kwansei Gakuin University, he entered JETRO. He took charge of Official Development Assistance (ODA) activities on Thailand, Laos and Cambodia, also conducted researches about Indian economy. He also had experience of studying at Chulalongkorn University while he was a trainee at JETRO Bangkok.

Recent Publications

Magazines:



1. Japan Spotlight, May/June 2008

| Publisher's Note | ~ How Can We Halve Global CO2 Emissions? |
|------------------|---|
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3476 |
| Topics | ~Deputy BOJ Chief Named Governor/ Leaving No Stone Unturned/ |
| | Toshiba Quits HD DVD Business |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3473 |
| Cover Story | ~ Corporate Governance Matching Japan's Economic Society |
| | Required Establish Rules Conforming to Global Markets |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3452 |
| | ~ Japan's Evolving Corporate Governance System Is There a New Model of Japanese Management? |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3453 |
| | ~ Inventors & Invention Process in Japan: Some Implications on R&D Governance |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3454 |
| | ~ Interview with Yukio Azuma, President, NUMMI Mixing the Best of Toyota & GM NUMMI to Greet 25th Anniversary |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3455 |
| | ~ Impact of Takeover Defenses in Japan |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3457 |
| | ~ CSR in Japan @A Tradition of Mutual Benefit |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3458 |
| | ~ Japanese Firms' Response to CSR |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3459 |
| Special Article | ~ Opening the Door to Future Hokkaido Toyako Summit |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3460 |
| | ~ Longer-term Prospects for Japanese Economy @Conditions for |
| | Another Leap |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3461 |
| | ~ (continued from Publisher's Note) @How Can We Halve Global CO2 Emissions? |
| | http://www.jef.or.jp/journal/jef contents free.asp?c=3462 |
| | http://www.jot.or.jp/journal/jot_contente_nee.aop.to=3402 |

| Business Profiles | ~ Interview with Mikio Katayama, President & COO, Sharp Corp. |
|----------------------|---|
| | Creating Energy-Producing "Oil Field" With Thin-film Solar Cell |
| | Technology |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3463 |
| Culture | ~ Laughter Saves the World |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3464 |
| Asian View | ~ How to Access the Fast-Growing Chinese Market FDI vs. FTA |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3465 |
| Viewpoint | ~ Warning: Smoking May Cause More Harm Than Pills Japanese |
| | Tobacco Industry in Better Shape Than Pharmaceutical Industry: Is |
| | It Fair? |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3466 |
| Challenging Region | ~ Tradition of Manufacturing Town "Sumida" Meets Wisdom of |
| | University Aiming to Boost Area via Industry-Academia-Gov't |
| | Alliance |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3467 |
| Japanese Crafts and | ~ "Hanadome" A New Flower Arrangement Coexisting with Nature |
| Arts | (2) |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3468 |
| Japan's Food Culture | ~ Yakumi - Spice Complimenting Japanese Food |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3469 |
| Gallery | ~ Good Screenplay, Architecture & Activities? Architectural |
| | Planner 's Job |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3470 |
| Finance | ~ Where Have the \2,000 Bills Gone? Limited to 1% of All Bills in |
| | Circulation |
| | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3471 |
| Keeping up with | ~ Revival of Sake Hoped for |
| Times | http://www.jef.or.jp/journal/jef_contents_free.asp?c=3472 |

Events in Japan

1. Japan-China-Korea Industrial Fair 2008 in Osaka

From June 18th-20th, JETRO, together with the China Council for the Promotion of International Trade (CCPIT) and the Korea Trade-Investment Promotion Agency (KOTRA), held the "Japan-China-Korea Industrial Fair 2008" in Osaka.

The event, which included an exhibition, symposium and business missions, aimed to promote business alliances among firms in the three countries, and enhanced cooperation in the fields of the environment and energy-saving, thereby contributing to furthering development in East Asia.

This year's event focused on the promotion of cooperation in the environment and energy-saving fields, based on the agreements made at the Japan-China and Japan-Korea summit meetings in December 2007, April 2008, and May 2008. The event marked the first step towards generating actual business among the three countries in these fields.

The exhibition showcased the products and services of 324 firms/organizations from the three countries (100 from Japan, 119 from China, and 105 from Korea) in such sectors as the environment and energy-saving, electric/electronics, general machinery, transportation machinery, IT, medical and welfare equipment, functional food, textile and more.

About one third of the exhibition's "Japan Pavilion" participants displayed their environment and energy-saving technology. The highlight of the pavilion is "Eliica," the world's fastest lithium-ion battery car that runs at 370 km/hour.

The "Osaka Kansai Pavilion", part of the Japan Pavilion, featured 40 firms from the Kansai area. Among them, six major firms presented technologies and products reflecting their strong commitment to the global environment and well being of future generations under the title, "Osaka-Kansai Environmental Solutions Showcase." On Wednesday, June 18th, a symposium entitled "Advancing Corporate Strategies in Japan, China and Korea in the New Era" were held at Hyatt Regency Osaka, examining future business alliances among the three countries. The symposium featured a keynote speech by Mr. Yotaro Kobayashi, Chief Corporate Advisor at Fuji Xerox Co., Ltd., and presentations and panel discussions by representatives from major firms in the three countries: Sony, Suntech Power and Posco.

2. African Fair 2008

The Ministry of Economy, Trade and Industry (METI) and the Japan External Trade Organization (JETRO) jointly organized several activities in conjunction with the 4th Tokyo International Conference on African Development (TICAD IV), which was held in Yokohama this May 28th- 30th.

The largest event was "African Fair 2008" (May 28th-June 1st), in which 42 African nations will exhibit a range of unique and attractive products under the theme, "Vibrant Africa" a Continent of Business Opportunities," which was proposed by the African Diplomatic Corps in Japan.

The fair's JETRO Zone introduced several African products (shea butter, cut flowers, etc.) that are making inroads into the Japan market and have been supported by JETRO programs.

Other special areas/features of the fair included: 1) **"Japanese Company Zone**," introducing the activities of several Japanese firms in Africa; 2) **"style AFRICA**," displaying African products in a model room setting, showing how they can match Japanese lifestyles; and

3) **Organization Booths**, introducing efforts by various international and Japanese organizations aimed at supporting African development, including "One Village One Product" campaigns focused on Africa, under the Japanese government's "New Development Initiative for Trade."

Another major official event being held in conjunction with TICAD IV is "Africa Symposium", which METI and JETRO organized together with the World Bank, also in Yokohama, on May 29th.

Inviting dignitaries from Africa and Japan as well as prominent business figures from around the globe, the symposium examined Africa's recent growth trends and discuss ways for achieving sustainable growth and shifting economic structures away from over-reliance on natural resources. The event also examined ways private companies can contribute to Africa's development through Corporate Social Responsibility (CSR) activities.

Other events in conjunction with the TICAD IV

African Food Fair InterContinental

The Grand Yokohama (May 7- May 31) Yokohama Royal Park Hotel (May 7- May 31) Pan Pacific Yokohama Bay Hotel Tokyu (May15-June 1)

African Tea Seminar

Berrick Hall Yamate District, Yokohama May 20

African Cut Flowers

The 116th Yokohama Rose Fair

8th Floor, Takashimaya Yokohama Store May 21- May 26

African Investment Seminars

Seminars introducing investment environments and business climates of various African countries and regions; organized together with African embassies in Japan.

Africa Development Lectures

March 12-June 25 Lecture series (in Japanese only) offered by the JETRO-Institute of

Developing Economies (IDE) devoted to African development issues,

under the themes of agriculture & society, politics and economics.

JETRO Global Eye (JETRO's TV program)

Short videos (in Japanese only) from JETRO's weekly TV program, "JETRO Global Eye", highlighting industries in Africa and Japanese firms' corporate social responsibility activities on the continent.



1. Japanese Chamber of Commerce in Bangkok (JCCB) conducted "Survey of Business Sentiment on Japanese Corporations in Thailand for autumn of 2006" on 1,278 JCC member firms (excluding 13 governmental organizations) from 30 April to 30 May 2008, and received the response from 337 (26.4 percent of the firms).

The survey topics include:

- 1. Business Sentiment
- 2. Sales
- 3. Net Profit/Loss
- 4. Capital Investment (Manufacturing Sector)
- 5. Problems with Corporate Management
- 6. Potential Factors Affecting on the Thai Economy 7. Procurement Destination of Parts/Material
- (Manufacturing Sector)
- 8. Export Trend in 2008 (Manufacturing Sector)
- 9. Prospective Market in the Future (Manufacturing Sector)

10. ASEAN-Japan Comprehensive Economic Partnership Agreement (AJCEP)

11. Impact of US Subprime Crisis

- 12. Impact of Revision of the Labour Protection Law
- 13. Policy of the New Government

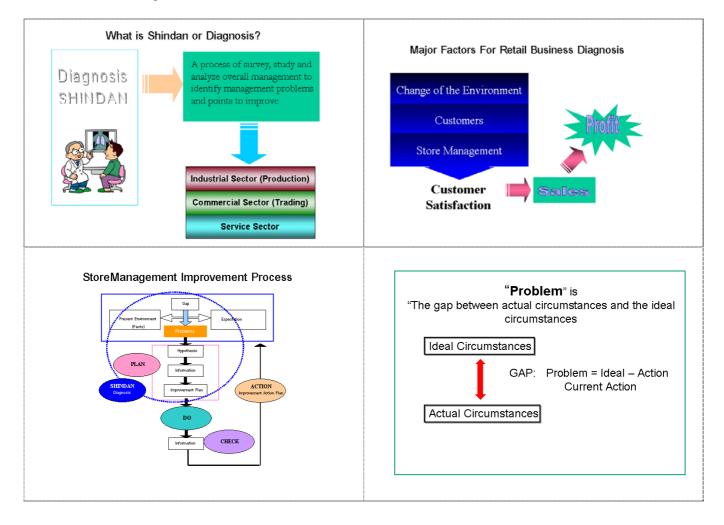
For the full survey, In English, visit http://www.jetro.go.jp/thailand/e_survey/pdf/jcc spr08eng.pdf In Thai, visit http://www.jetro.go.jp/thailand/thai/pdf/jccspr0 8tha.pdf

Exploring Japan

Introduction of Pocketbook entitled "Let's Have a Health Check Up for Retail Shop"

In 2006, JETRO Bangkok, together with the Business Development Department of the Commerce Ministry, the Thai Chamber of Commerce and the Technology Promotion Association (Thailand-Japan), in order to develop human resource for commercial diagnosis, hosted a training of "Commercial Diagnosis Basics (For Retail Business)" and modified a textbook called "A Guide to Commercial Diagnosis (For Retail Business)" to be pocketbook entitled "Let's Have a Health Check Up for Retail Shop". The textbook modification is a part of the campaign to publicize knowledge about retail business diagnosis to retailers. The retailers will be able to apply the guidelines as well as the means of diagnosis to improve the management and boost efficiency of their retail business.

To provide the knowledge background and means of diagnosis, here is the overview of commercial diagnosis for retail business:



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