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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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Newsletter

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

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	<p>~ 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</p> <p>~ 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</p> <p>~ Inventors & Invention Process in Japan: Some Implications on R&D Governance http://www.jef.or.jp/journal/jef_contents_free.asp?c=3454</p> <p>~ 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</p> <p>~ Impact of Takeover Defenses in Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3457</p> <p>~ CSR in Japan @A Tradition of Mutual Benefit http://www.jef.or.jp/journal/jef_contents_free.asp?c=3458</p> <p>~ Japanese Firms' Response to CSR http://www.jef.or.jp/journal/jef_contents_free.asp?c=3459</p>
Special Article	<p>~ Opening the Door to Future Hokkaido Toyako Summit http://www.jef.or.jp/journal/jef_contents_free.asp?c=3460</p> <p>~ Longer-term Prospects for Japanese Economy @Conditions for Another Leap http://www.jef.or.jp/journal/jef_contents_free.asp?c=3461</p> <p>~ (continued from Publisher's Note) @How Can We Halve Global CO2 Emissions? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3462</p>



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 Arts	~ "Hanadome" A New Flower Arrangement Coexisting with Nature (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 Times	~ Revival of Sake Hoped for http://www.jef.or.jp/journal/jef_contents_free.asp?c=3472



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.



W h a t ' s n e w o n t h e n e t ?

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/jccspr08eng.pdf

In Thai, visit

<http://www.jetro.go.jp/thailand/thai/pdf/jccspr08tha.pdf>



Exploring Japan

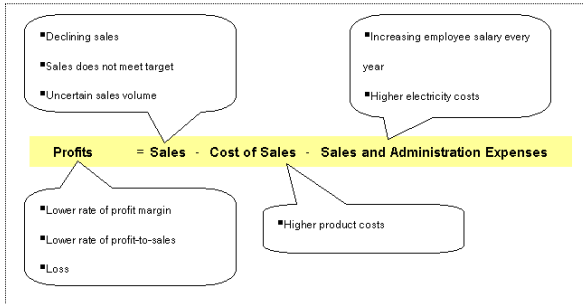
Introduction of Pocketbook entitled “Let’s Have a Health Check Up for Retail Shop”

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.

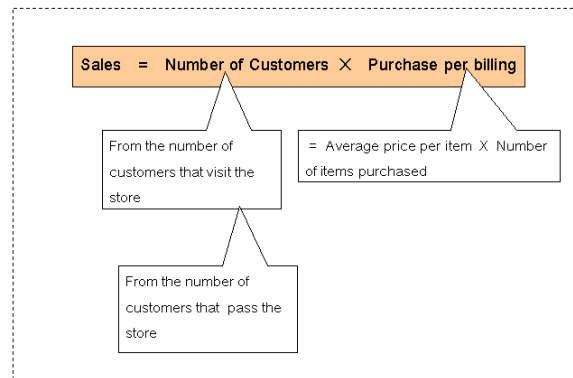
To provide the knowledge background and means of diagnosis, here is the overview of commercial diagnosis for retail business:

<p style="text-align: center;">What is Shindan or Diagnosis?</p> <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 5px; margin-right: 20px;"> <p style="font-size: 24px; font-weight: bold;">Diagnosis</p> <p style="font-size: 24px; font-weight: bold;">SHINDAN</p> </div> <div style="background-color: #00B050; color: white; padding: 10px; border: 1px solid black;"> <p>A process of survey, study and analyze overall management to identify management problems and points to improve</p> </div> </div> <div style="text-align: center; margin: 10px 0;"> </div> <div style="display: flex; justify-content: center; gap: 10px;"> <div style="background-color: #800000; color: white; padding: 5px; text-align: center;">Industrial Sector (Production)</div> <div style="background-color: #008000; color: white; padding: 5px; text-align: center;">Commercial Sector (Trading)</div> <div style="background-color: #008080; color: white; padding: 5px; text-align: center;">Service Sector</div> </div>	<p style="text-align: center;">Major Factors For Retail Business Diagnosis</p> <div style="display: flex; align-items: center; justify-content: center;"> <div style="background-color: #000080; color: white; padding: 10px; margin-right: 20px;"> <p style="text-align: center;">Change of the Environment</p> <p style="text-align: center;">Customers</p> <p style="text-align: center;">Store Management</p> </div> <div style="text-align: center;"> <p style="font-size: 24px; font-weight: bold; color: #000080;">Profit</p> </div> </div> <div style="display: flex; align-items: center; justify-content: center; margin-top: 10px;"> <p style="font-weight: bold; margin-right: 10px;">Customer Satisfaction</p> <div style="background-color: #008000; color: white; padding: 5px; border: 1px solid black;"> <p style="font-weight: bold; font-size: 24px;">Sales</p> </div> </div>
<p style="text-align: center;">Store Management Improvement Process</p>	<p style="text-align: center;">“Problem” is “The gap between actual circumstances and the ideal circumstances</p> <div style="display: flex; align-items: center; justify-content: center; margin: 10px 0;"> <div style="border: 1px solid black; padding: 5px; margin-right: 10px;">Ideal Circumstances</div> <div style="text-align: center; margin-right: 10px;"> </div> <div style="border: 1px solid black; padding: 5px; margin-left: 10px;">Actual Circumstances</div> </div> <p style="text-align: center;">GAP: Problem = Ideal – Action Current Action</p>

To attain profits, we must know that
Profits = Sales - Cost of Sales - Sales and Administration Expenses



Example: How to formulate a hypothesis and find supporting data when sales decreases



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