



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.jetro.go.jp/thailand/>
 E-mail: bgk-pr@jetro.go.jp

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Newsletter

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J E T R O H O U p d a t e

1. Scaled-up JETRO Network in India

On July 1st, JETRO opened a new overseas business incubation facility in Mumbai, India to enhance support for Japanese firms seeking to set-up business in the country. The new facility, called the Business Support Center Mumbai (BSCM), was established in response to the strong request from the Indian government and the still high interest among Japanese firms in the country. It is the second BSC to be set-up in India, following the opening of Business Support Center New Delhi in 2006.

The new Mumbai facility has three temporary office spaces (which firms can use for up to two months) and offers a full range of support and services to Japanese firms planning to enter local markets as well as those seeking business and technology tie-ups with Indian firms. The facility also offers expert advice and consultation to Japanese firms already operating in the country.

The main objective of BSCM is to contribute to the "Delhi-Mumbai Industrial Corridor (DMIC)" project, jointly promoted by the governments of Japan and India. BSCM aims to provide greater support for Japanese firms' operations in India, particularly those planning to invest in the states of Maharashtra and Gujarat.

JETRO Business Support Center Mumbai (BSCM)

Address: 1007-1008, 10th Floor, Arcadia, 195, NCPA Marg, Nariman Point, Mumbai 400021, India

Phone: +91-22-2202-8342 Fax: +91-22-2204-8507

For more information, please contact:

Ms. Miho Fushimi or Ms. Tomomi Endo

Overseas Business Support Division

Phone: (03) 3582-5017



2. New JETRO President Named

Mr. Michitaka NAKATOMI has been named President of JETRO, succeeding Tadashi Izawa on September 2nd, 2008.

Mr. NAKATOMI began his career in 1977 at the Ministry of International Trade and Industry (MITI)*. From 1985 to 1988, he worked at the embassy of Japan in Washington, D.C. as First Secretary. He later served as Counsellor of the Permanent Mission of Japan to the United Nations and Other International Organizations in Geneva in 1992. In 2004, he worked as Deputy Director-General of the Economic Affairs Bureau at the Ministry of Foreign Affairs. And prior to joining JETRO, Mr. Nakatomi served as Director-General for International Trade Policy at the Ministry of Economy Trade and Industry (METI) from August 2006.

*MITI became METI in 2001.



Recent Publications

Magazines:

1. Japan Spotlight, July/Aug 2008

Publisher's Note	~ FDI & Technology Transfer http://www.jef.or.jp/journal/jef_contents_free.asp?c=3484
Topics	~ Japan, China to Pursue Strategic Ties http://www.jef.or.jp/journal/jef_contents_free.asp?c=3485 ~ Japan, China Firms to Run Refinery Jointly http://www.jef.or.jp/journal/jef_contents_free.asp?c=3485 ~ Japan Set to Accept More Foreign Workers http://www.jef.or.jp/journal/jef_contents_free.asp?c=3485
Cover Story	~ 1) Current State of World Economy & Strategies for Japanese Economy http://www.jef.or.jp/journal/jef_contents_free.asp?c=3477 ~ 2) Interview with Nobuyuki Idei, Founder & CEO, Quantum Leaps Corp. "Consolidated Business" with Rest of Asia http://www.jef.or.jp/journal/jef_contents_free.asp?c=3478 ~ 3) Foreign Human Resource Strategy http://www.jef.or.jp/journal/jef_contents_free.asp?c=3479 ~ 4) Global Development of Small & Medium Companies: http://www.jef.or.jp/journal/jef_contents_free.asp?c=3480 ~ 5) AEON's Path to Global Retail Operations http://www.jef.or.jp/journal/jef_contents_free.asp?c=3481 ~ 6) Pacific Island Nations Endangered by Climate Change How Can Japan Contribute to Saving Them? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3482 ~ 7) Japan's Contributions to Africa Sumitomo Chemical's Mosquito Net http://www.jef.or.jp/journal/jef_contents_free.asp?c=3483
Special Article	~ Japanese Restaurants Blossoming Around the World http://www.jef.or.jp/journal/jef_contents_free.asp?c=3486 ~ Japan's Tax Treaties Present Situation & Significance http://www.jef.or.jp/journal/jef_contents_free.asp?c=3487



Japan's Food Culture	~ Is the Japanese Diet a Melting Pot? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3488
Culture	~ What Is a Good Boss? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3498
Asian View	~ Rethinking China's Economic Development in 2008 http://www.jef.or.jp/journal/jef_contents_free.asp?c=3494
Viewpoint	~ Hospitality-Omotenashi Comparing Apples to Oranges... http://www.jef.or.jp/journal/jef_contents_free.asp?c=3489 ~ Life in the Modern Tokyo Metropolis & Japan's Enduring Fascination with Cherry Blossoms http://www.jef.or.jp/journal/jef_contents_free.asp?c=3490
Challenging Region	~ Sendai, Finland Pushing Well-being Project http://www.jef.or.jp/journal/jef_contents_free.asp?c=3495
Japanese Crafts and Arts	~ "Hanadome" Natural Color Provides Mental Comfort http://www.jef.or.jp/journal/jef_contents_free.asp?c=3491
Promenade	~ Meeting the Author of "Shutting Out the Sun"; "Hikikomori" and Today's Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3492
Finance	~ Japan's Official Reserves Top \$1 Tril. Calls Grow for Creating SWF http://www.jef.or.jp/journal/jef_contents_free.asp?c=3496
Keeping up with Times	~ School Hours to Increase High Hopes Pinned on Return to Basics http://www.jef.or.jp/journal/jef_contents_free.asp?c=3493
Economic Focus	~ Japanese Firms' New Corporate Governance After "Structural Reform" http://www.jef.or.jp/journal/jef_contents_free.asp?c=3497
Spotlight	~ The world as one village Thoughts on seeing the Refugee Film Festival http://www.jef.or.jp/journal/jef_contents_free.asp?c=3499

2. Japan Spotlight, September/October 2008

Publisher's Note	~On Concern over Inflation http://www.jef.or.jp/journal/jef_contents_free.asp?c=3501
Topics	~G-8 Leaders Specify Goal of 50% Emission Cut http://www.jef.or.jp/journal/jef_contents_free.asp?c=3502 ~Consumer Agency to Debut Next Year http://www.jef.or.jp/journal/jef_contents_free.asp?c=3502 ~Japan Still under Deflation? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3502
Cover Story	~1) Interview with Etsuhiko Shoyama, Chairman, JEITA Boosting Efforts to Promote "Green IT" http://www.jef.or.jp/journal/jef_contents_free.asp?c=3503 ~2) From Digital Economy to "Digital GreenEarth" http://www.jef.or.jp/journal/jef_contents_free.asp?c=3504 ~3) Distress & Prospects for Japan's Electronics Industry http://www.jef.or.jp/journal/jef_contents_free.asp?c=3505 ~4) Evolution of Digital Economy & Implications for Government Policy http://www.jef.or.jp/journal/jef_contents_free.asp?c=3506 5) Competitive Power of Japanese Digital Consumer Electronics http://www.jef.or.jp/journal/jef_contents_free.asp?c=3507 ~6) IPTV Standard & Network Service for Digital TV in Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3508 ~7) Milestones in Microelectronics http://www.jef.or.jp/journal/jef_contents_free.asp?c=3509



Special Article	~Food Safety & Trade BSE & Sanitary/Phytosanitary Measures http://www.jef.or.jp/journal/jef_contents_free.asp?c=3512
Culture	~Tidbits of Translation Culture http://www.jef.or.jp/journal/jef_contents_free.asp?c=3513
Asian View	~Chinese FTA Strategy & Regionalism Promotion http://www.jef.or.jp/journal/jef_contents_free.asp?c=3519
Business Profiles	~Interview with Hiroki Ohwada, Founder/Producer, Dream Kid Breathing Fresh Air into Film Industry New Business Model Based on IT Ventures http://www.jef.or.jp/journal/jef_contents_free.asp?c=3511
Viewpoint	~Raising Children in Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3517 ~University Education in Japan: Some Suggestions for Reform http://www.jef.or.jp/journal/jef_contents_free.asp?c=3518
Challenging Region	~FUKUOKA: Japan's Best Value http://www.jef.or.jp/journal/jef_contents_free.asp?c=3520
Japanese Crafts and Arts	~Charms of Japanese Lacquer http://www.jef.or.jp/journal/jef_contents_free.asp?c=3516 ~"Hanadome" Fusion of Principles of Design & Japanese Spirit on Flowers http://www.jef.or.jp/journal/jef_contents_free.asp?c=3515
Promenade	~ ~Farmer Philosopher Masanobu Fukuoka: Humans Must Strive to Know the Unknown (1) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3514
Finance	~Emerging Stock Markets in Shakeup Prompted by Overcrowding, Prolonged Slump http://www.jef.or.jp/journal/jef_contents_free.asp?c=3521
Keeping up with Times	~Declining Traffic Deaths & Young People's Alienation from Cars http://www.jef.or.jp/journal/jef_contents_free.asp?c=3510
Economic Focus	~A Numerical Probe into Japanese Business Management http://www.jef.or.jp/journal/jef_contents_free.asp?c=3522
Spotlight	~My Gourmet Experience http://www.jef.or.jp/journal/jef_contents_free.asp?c=3523



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

1. 7th Japan Fashion Week in TOKYO

The "7th Japan Fashion Week in TOKYO" was held this September 1st-7th at various locations across Tokyo, including Tokyo Midtown, Laforet Museum Roppongi and Harajuku Quest Hall. The event, organized by the Japan Fashion Week Organization, aims to increase the international recognition and appeal of Japan's high-quality 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" (September 1st-5th), a series of fashion shows spotlighting 40 brands, "JFW Designers' Exhibition" (September 9th-11th, Yoyogi National Stadium 1st Gymnasium), an exhibition showcasing the latest collections by nine Japanese brands, and "2008 New Designer Fashion Grand Prix Final Selection" (September 6th, Laforet Museum Roppongi), a contest for the most promising fashion designer of the year, and other special events organized by the sponsors.

For more information, please contact:
Japan Fashion Week Organization
E-mail: info@jfw.jp
Official Website:
<http://www.jfw.jp/en/index.html>

2. ATPF Zone at 66th Tokyo International Gift Show

This September 2nd-5th, JETRO organized the "ATPF Zone" within the "66th Tokyo International Gift Show AUTUMN 2008," featuring more than 100 companies from 15 Asian economies. ATPF, or the Asian Trade Promotion Forum, is a gathering of Asian region trade promotion organizations that works to enhance regional trade through information exchange, implementation of cooperative projects and network building among ATPF members.

The ATPF Zone, held under the theme, "Touching Upon the Great Diversity of Asia," introduced the wide variety of cultures, traditions and climates found in Asia. Items on display included leather/textile handicrafts, kitchen items, clothing & accessories, interior goods, and also antiques like vases and tea utensils. Many items were introduced in Japan for the first time.

For more information, please contact:
Mr. Takashi Oku or Ms. Mariko Yamazaki
Asian Cooperation Division
Phone: (03) 3582-5170 Fax: (03) 3585-1630
E-mail: atpf@jetro.go.jp

3. International Symposium "Boosting Science and Technology through Industrial Collaboration 2008"

This October 8th, JETRO, together with the Ministry of Economy, Trade and Industry (METI), held an international symposium in Tokyo entitled, "Boosting Science and Technology through Industrial Collaboration 2008". The event, held every year since 2004, aims to build global understanding and collaboration among government, industry and academia to cope with pressing topics such as global warming, rising resource and food prices, infectious diseases, water and North-South issues. The symposium, inviting experts and leading figures from Japan and abroad, sought solutions and broader perspectives by focusing on innovation in several fields, in particular, ICT, biotechnology, energy and the environment.

4. JETRO BIZMATCH @ CEATEC JAPAN 2008

During CEATEC JAPAN 2008, held this September 30th to October 4th at Makuhari Messe in Chiba, JETRO hosted a business-matching event for Japanese ICT firms interested in partnering with foreign firms. The event, called "JETRO BIZMATCH @ CEATEC JAPAN 2008," took place from September 30th to October 2nd and provided Japanese businesses with an opportunity to hold one-on-one business talks with prospective international sales representatives, joint venture partners and suppliers.

JETRO BIZMATCH information:
<http://www.jetro.go.jp/en/news/releases/20080527253-news>
Official CEATEC JAPAN 2008 website:
<http://www.ceatec.com/2008/en/index.html>

For more information, please contact:
Mr. Takayuki Suzuki or Mr. Kazuhito Sakata
High-Tech Industry Division
Phone: (03) 3582-4631
E-mail: jetro_bizmatch@jetro.go.jp



5. Helping Japan's Regional Areas Invite Foreign Investment

To contribute to revitalizing Japan's regional economies, JETRO has been supporting local municipalities' efforts to invite foreign investment. In FY2007, of the 125 firms utilizing JETRO's support and services to establish a Japan subsidiary, almost half chose a location other than Tokyo. To respond to this growing interest, JETRO launched a new program designed to connect foreign firms with potential Japanese partners in these areas. Under the program, JETRO sets up special zones dedicated to foreign firms (between 10 and 30 per event) at six major trade fairs held across Japan (see below).

Events:

***JAIMA SHOW 2008**-Japan's Exposition of Analytical Instruments and Solutions (September 3rd to 5th, Makuhari Messe)

***Eco-Technology Exhibition 2008** (October 22nd to 24th, West Japan General Exhibition Center, Kitakyushu)

***The Exhibition of Environmentally-Friendly Automotive Industry Technologies**

(November 7th to 9th, Port Messe Nagoya)

***The Hokkaido Technical Information & Business Exchange Fair '08** (November 13th to 14th, Axes Sapporo)

***Tokyo Industry Exhibition 2008**(November 25th to 26th, Tokyo Big Sight)

***SEMICON Japan 2008** (December 3rd to 5th, Makuhari Messe)

For more information, please contact:
Mr. Kazuo Nakamura, Ms. Keiko Otaki or Mr. Atsushi Suzuki
Invest Japan Division
Phone: (03) 3582-5571



What's new on the net?

LOGISTICS PRESENTATION HANDOUT

****Cost reduction and increase of corporate competitiveness through the promotion of green logistics****

visit

http://www.jetro.go.jp/thailand/e_survey/pdf/sugata_green%20logistics%20presentation.pdf

****Thailand - Japan Cooperation and Prospect for Efficient Logistics Network in ASEAN -Introduction of "ASEAN Logistics Network Map" Project-****

visit

http://www.jetro.go.jp/thailand/e_survey/pdf/shibata_asean%20logi%20map.pdf



Exploring Japan

1st Series of Highlights of “Green Logistics Guide” compiled by the Japan Institute of Logistics System (JILS)

The Japan Institute of Logistics System has compiled the Green Logistics Guide for Conference on Green Logistics in Japan (CGL). The below is the 1st Series of Highlights of the Guide.

Check list to help reduce environmental burden

The following checklist lists suggested activities for logistic-related agencies to perform: Green Logistics checklist Ver.10

Type			No.	Topic
Policy	Corporate-level	(1) Change systems and corporate structure to support Green Logistics		1 Set up a corporate environmental policy and action plan with consent from the high-level management 2 Have the environmental committee or environmental department set up a policy for the logistics department 3 Set up systems to support green logistics 4 Prepare an implementation plan to support logistics and communicate it throughout the company 5 Provide employee training (human resource development) to support green logistics 6 List up logistic activities that cause environmental burden 7 Implement logistic work that conforms to environmental measures, including standard measures that are being practiced 8 Follow laws related to logistics (Waste Management Law, Recycle Laws for each product, and Law Against Truck Overloading, for example) 9 Obtain ISO14000s (publicize oneself appropriately) 10 Obtain Eco action 21 (publicize oneself appropriately) 11 Get certified by Green Administration (publicize oneself appropriately) 12 Apply wastes from logistic activities as a new resource 13 Calculate environmental capabilities for transportation 14 Calculate environmental capabilities for packing and packaging 15 Support Green Logistics among groups of companies, partner companies, and business departments (independent work plan) 16 Provide knowledge and suggestions on environmental awareness to related companies (such as transportation companies) 17 Reduce environmental burden by cooperating with residents in the areas (noises, vibration, garbage etc.) 18 Have logistic department record actions related to environmental issues 19 Aggregate information on governmental supports for green logistics and make use of them

	(2) Reduce and prevent public pollutions		20 Reduce and prevent air pollution from transportations (trucks or boats for example) 21 Reduce and prevent noises and vibration 22 Reduce and prevent water pollution
Production process and product development that concern environmental issues	(1) Product development		23 Develop the products that use less packaging materials 24 Develop the products with regards to transportation efficiency 25 Use a manual or evaluation report that states about transportation and product evaluation
	(2) Production process		26 Implement a production process that involves transportation that have little effect on the environment and more efficient in loading
Appropriate business implementation	(1) Appropriate lot amount		27 Cooperate with the client to set up an implementation standard (adjust the implementation amount to fit the transportation amount, for example) 28 Motivate partner companies to use transportation service to deliver products by bigger lots by offering incentives (in case of delivery by lots)
	(2) Appropriate frequency and timing		29 Cooperate with the client to reduce the delivery frequency and lengthen the lead time 30 Cooperate with the client to balance out timing with the highest delivery 31 Set up an in-and-out table for product delivery to reduce lead time for vehicle preparation
	(3) Appropriate product return and recall		32 Reduce return of products by negotiating returning fee or changing sell contracts (delivery conditions) for example
Network design	(1) Local strategy		33 Expand the number of transportation centers but take into account the environmental burden issues
	(2) Support change for modal shift		34 Use rail transport 35 Use boat transport (including ferry)
Create and standardize database system	(1) Support database system		36 Reduce production, warehousing and unnecessary transportation by establishing a system that helps to forecast needs for products. 37 Use EDI standard of transportation (JTRN for example) and use electronic delivery papers 38 Use standardized product delivery labels
	(2) Standardize quality and size		39 Use lot unit system
Joint implementation	(1) Joint transportation		40 Have a joint transportation to reduce the number of vehicles and increase loading efficiency
	(2) Workspace and storage location sharing		41 Share transportation centers with other companies

Type		No.	Topic
Activity	Change of packaging materials	(1) Discontinue use of packaging materials or opt for thinner ones	42 Use thinner packaging materials to reduce overall product weight (reduce the weight of packaging paper and aspects) 43 Simplify packaging (returnable packaging, hanging packing and partial packaging for example) 44 Discontinue small packaging and opt for delivering products in big packaging 45 Use resizable packaging that can be stored easily when not being used (returnable containers, disassemble-able containers, for example) 46 Work to achieve packaging-less implementation
		(2) Reuse and recycle	47 Reuse packaging and palettes under systematic control of the company 48 Use reusable or recyclable packaging for delivery and packaging materials
		(3) Low environmental burden	49 Change packaging materials by taking into account reusability, recyclability and waste dumping issue 50 Use recycled packaging materials (not new resources) 51 Use toxic free packaging materials
		(4) Tools with low risks to the public	52 Use tools that have low risks to the public and save energy
	Transportation change	(1) Change transportation plan	53 Consider the amount of delivery and lead time as well as consider using the delivery process that has less environmental burden 54 Change the details regarding the number of rounds of transportation, routes, number of vehicles, types of vehicles based on weight, and assign vehicles accordingly 55 Increase transportation efficiency by delivering in bundles either by direct transportation or via transportation service centers 56 Reduce the number of delivery rounds by using big vehicles or trailers
		(2) Increase loading efficiency	57 Prepare the vehicles for reverse delivery (State the information to support joint transportation, for example) 58 Opt for joint-transportation or car pool instead of small-lot delivery 59 Boost delivery efficiency by using joint-transportation for special clients 60 Use Milk Run method in delivering raw materials 61 Improve loading methods to improve loading efficiency such as double-deck loading
		(3) Surveillance Adjustment Security Check	62 Check car tires regularly 63 Check, clean and change air filters regularly 64 Observe the color of emission
		(4)Eco drive	65 Use Eco drive manual guide for an effective use 66 Apply <i>digital tachograph to introduce</i> Eco drive to drivers

	(5) Use vehicles with low risks to the public	67 Use vehicles with Green Energy 68 Use trucks that conform to the latest emission regulations 69 Use vehicles that can produce cooling while car engines are off 70 Use Eco Tire 71 Use Biomass energy sources
Change loading, unloading and storage systems	(6) Use tools and apply delivery	72 Reduce the use of tools that cause high environmental burden and use transportation machinery that save energy and release low toxins to the public 73 Reduce operational lead time by having an effective use of machinery and an employee's exploitation plan 74 Choose the machinery that fits the jobs and complement limitation of other machinery being used, by prioritizing the reduction of environmental burden
	(7) Design and plan layout for tool installation	75 Improve stock layout and warehousing by considering working routes as well as re-routing work stations based on the change of delivery loads 76 Design and prepare the layout system to avoid bottlenecks, congestions or confusion of the vehicles that are loading and unloading packages or control related factors 77 Prepare a resting area for drivers so drivers can stop the vehicle engines while waiting or drive an empty cars that await loading 78 Install electrical equipment, lighting, and refrigerators that save energy 79 Improve storage efficiency by using palette supporters, Nestainers or racks, for example 80 Use the vehicles that can produce cooling by using electricity as an energy source to avoid running of engines while waiting for loading 81 For vehicles that can produce cooling, use HFC or natural cooling medium 82 For vehicles that can produce cooling, prevent external air from getting inside 83 Do not use excessive level of cooling to store products
	(8) Balance out the deliveries	84 Allocate the amount of in/out/store products to reduce warehouse space 85 Reduce warehouse spaces by not storing such products as unmoving products or wastes
	(9) Reduce or change packaging materials	86 Purchase green materials such as labels, ink, glue strips and hygienic products

◦ Green Logistic Checklist Ver 1.0 (CGL, second semester, Committee supporting Green Supply Chain (Printed March 2008)) http://www.logistics.or.jp/green/report/07_report.html#checklist_2007 is being checked and analyzed using this checklist (Timing: between Spring and Summer 2008). If the answers to the previous checklist are real, the evaluation will reflect the positioning of the company

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