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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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 - ASEAN Logistics Network Map



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

JTEPA Practical Seminar

JETRO Bangkok together with Ministry of Commerce jointly organized “JTEPA Practical Seminar” on 28 November. Seminar topics included “Benefits and Points to consider when you use JTEPA” by Mr. Yoji SHIBATA, Senior Advisor of JETRO, “FORM JTEPA Application Procedure when Exporting to Japan” by Ms. Vilaivan Tapwongsri, Director, Department of Foreign Trade, Ministry of Commerce and “Customs Clearance Procedure when Exporting to Japan” by Ms. Somchit Tameeyawanich, Senior Officer, Thai Customs.

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Recent Publications

Magazines:

1. Japan Spotlight, November/December 2008



Publisher's Note	~ Changing Behavior of Young Legal Elites in Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3525
Topics	~ Japan Tourism Agency Launched http://www.jef.or.jp/journal/jef_contents_free.asp?c=3527 ~ Tata Motors Seen Entering Japan Market http://www.jef.or.jp/journal/jef_contents_free.asp?c=3527 ~ Shortage of Physicians Vexing Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3527
Cover Story	~ Role of South Korea-Japan FTA in Deepening Asian Economic Cooperation http://www.jef.or.jp/journal/jef_contents_free.asp?c=3528 ~ "Reconfiguration of Knowledge" Set to Boost Japan's Competitiveness http://www.jef.or.jp/journal/jef_contents_free.asp?c=3529 ~ Concept of Asian Economic & Environmental Community http://www.jef.or.jp/journal/jef_contents_free.asp?c=3530 ~ CEPEA: Japan's New Regional Cooperation Initiative in East Asia http://www.jef.or.jp/journal/jef_contents_free.asp?c=3531 ~ Why Is ERIA Policy Research Needed? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3532 ~ Prospect of an Asia-wide FTA: Is CEPEA an Answer? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3533 ~ Japan's Initiatives for Asian Economic Integration http://www.jef.or.jp/journal/jef_contents_free.asp?c=3534 ~ A New Horizon for Japan-S. Korea Relations: Toward a New Paradigm of East Asian Cooperation http://www.jef.or.jp/journal/jef_contents_free.asp?c=3535 ~ Asian Economic Integration & The Role of Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3536 ~ Asian Integration: An Economic Alliance A Plus-Sum Game http://www.jef.or.jp/journal/jef_contents_free.asp?c=3537 ~ China's Post-Olympics Economic Outlook Rethinking Investment Strategy for Japanese Firms http://www.jef.or.jp/journal/jef_contents_free.asp?c=3538
Special Article	~ A "Once-in-a-Century" Financial Crisis-Mortgaging the Future How We Got in This Mess & Why It Could Happen Again http://www.jef.or.jp/journal/jef_contents_free.asp?c=3539 ~ Africa: Beyond TICAD IV & G-8 Summit http://www.jef.or.jp/journal/jef_contents_free.asp?c=3540

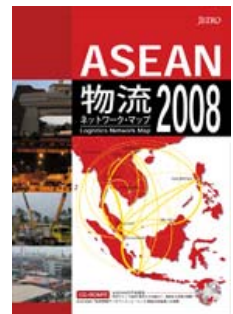
Business Profile	~ Interview with Nobuo Toda, President, Mitsubishi Aircraft Corp. Jetliner Project Gaining Momentum MRJ, Japan's 1st Homemade Jet, to Debut in 2013 http://www.jef.or.jp/journal/jef_contents_free.asp?c=3541
Culture	~ Japanese Films in Venice http://www.jef.or.jp/journal/jef_contents_free.asp?c=3542
Viewpoint	~ Mixing the Best of Britain, Japan New Int'l School Eyes Unique Study Program http://www.jef.or.jp/journal/jef_contents_free.asp?c=3543
Challenging Region	~ OBUSE: A Town of "Chestnuts" & "Hokusai" How a Town Attracts Tourists http://www.jef.or.jp/journal/jef_contents_free.asp?c=3544
Japanese Crafts and Arts	~ Urushi in Japanese Culture (1) Japanese People & Urushi Story http://www.jef.or.jp/journal/jef_contents_free.asp?c=3545
Promenade	~ Farmer Philosopher Masanobu Fukuoka Humans Must Strive to Know the Unknown (2): What Does Natural Farming Mean? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3546
Finance	~ Headwinds Lashing Japan's Moneylenders http://www.jef.or.jp/journal/jef_contents_free.asp?c=3547
Keeping up with Times	~ What Is behind Revival of Corporate Dormitories for Bachelors? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3550
Economic Focus	~ Structural Changes in Japanese Economy As Seen from Balance of Payments Data http://www.jef.or.jp/journal/jef_contents_free.asp?c=3548
Spotlight	~ We Need to Act Now to Save Earth http://www.jef.or.jp/journal/jef_contents_free.asp?c=3551



Publication:
ASEAN Logistics Network Map

This December 2nd, JETRO published a revised and updated version of its "ASEAN Logistics Network Map," a comprehensive report (in Japanese) examining ASEAN's key logistics routes and suggesting areas for improvement. The report, which includes a CD-ROM, was first published in 2007 to support the operations of firms in the region.

The English version of the report will be available in February 2009.



For details or to purchase, please visit JETRO's online bookshop at:
<http://books.jetro.go.jp/> (Japanese version)
<http://books.jetro.go.jp/en/> (English version-available from February 2009)

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Asian Cooperation Division
Phone: (03) 3582-5170



Events in Japan

1. JETRO BIOLINK FORUM 2008



JETRO, together with the BioJapan 2008 Organizing Committee, held “JETRO BIOLINK FORUM 2008 (BIOLINK 2008)” at Pacifico Yokohama and the Yokohama Royal Park Hotel on October 15th-17th, during the period of “BioJapan 2008” (October 15th-17th). BIOLINK FORUM included a seminar, the Cluster & Company Networking Reception and other business partnering opportunities, such as a presentation by a leading US pharmaceutical firm for potential tie-ups and access to a web-based business matching service.



2. Japan International Contents Festival (CoFesta 2008)

The 2nd Japan International Contents Festival (CoFesta 2008) was held from September 30th to October 28th in Tokyo, consisting of exhibitions and shows related to content fields such as gaming, animation, manga, broadcasting, films and music. The festival, the world's largest content industry event, aims to introduce leading Japanese content to a global audience and provide an opportunity for interaction and business among content industry professionals from Japan and abroad.

JETRO was involved in three events in the festival: a seminar at JAM 2008 (Japan Animation Collabo Market) on October 17th, 10:30-12:40 on the prospects for secondary use of anime contents in the Chinese market; a seminar at TIFFCOM, on October 23rd, 10:30-12:00 on the latest trends in China's film and TV market; and a seminar at TIFF (the 21st Tokyo International Film Festival) on October 20th, 15:00-17:00 on current trends in the European film market and France's government policies on film.

For more information, please visit CoFesta's official website at:

http://www.cofesta.jp/index_e.html



3. 7th New Industry Creation Regional Collaboration Forum

This October 14th, JETRO, together with Queensland Government Trade & Investment Office-Tokyo, organized the 7th New Industry Creation Regional Collaboration Forum at

JETRO Headquarters Tokyo (5th Floor Conference Room A and B, 1-12-32 Akasaka Minato-ku, Tokyo), from 14:30 to 18:00, under the theme, “Promoting Cross-border Tie-ups in the Medical Industry –Learning From the Experience of Australia and Kobe.”

The forum was held as part of JETRO's Regional Industry Tie-up (RIT) program, which promotes two-way industrial exchange and collaboration between regions in Japan and other countries, with the aim of facilitating new business tie-ups that invigorate the local economies of participating regions.

The event included presentations and a panel discussion by representatives from the medical industry in Japan and Australia, followed by a networking reception. Participants had an opportunity to learn about the latest trends in the medical industry, including international tie-up plans in the fields involving Kobe as well as the latest in clinical trials and medical equipment trends in Queensland.



3. International Symposium of “Engaging East Asian Integration—States, Markets and Movement of People”

This December 9th, JETRO, together with the World Bank and the Asahi Shimbun, held an international symposium in Tokyo entitled, “Engaging East Asian Integration—States, Markets and Movement of People”. The symposium, aims at discussing how Japan is—and should be—engaging in the processes of East Asian Integration, by examining the changing distribution of power and wealth in the region, ASEAN and ASEAN plus integration, issues of regional governance, and soft balancing[Y1] [Y2]of individual countries.

The symposium also revisited the question of whether East Asian regional integration will lead to the formation of a Sino-centric regional order or if East Asian community-building is possible—given the differences in political regimes, economic development, religion and culture across the region.

Keynote speakers included Dr. Peter J. Katzenstein of Cornell University, Dr. Vikram Nehru of the World Bank and Dr. Surin Pitsuwan ASEAN Secretary-General. Other speakers for individual sessions included: Dr. Manolo Abella of the International Labor Organization, Dr. Jiro Okamoto of the Institute of Developing Economies, JETRO (IDE-JETRO), and Mr. Isamu Wakamatsu of JETRO. Following the presentations, speakers engaged in a panel

discussion moderated by Dr. Takashi Shiraishi, President of IDE-JETRO.

The event was also held as part of celebrations for JETRO's 50th anniversary.

4. 8th Japan-China Economic Conference

The 8th Japan-China Economic Conference, inviting key representatives from Japan and China to discuss high priority issues between the two economies, took place on November 18th at the Grand Cube Osaka. The conference, sponsored by the Kansai Economic Federation, the Ministry of Economy, Trade and Industry, JETRO and other economic/industrial organizations, has been held every year since 2001.

The conference featured a panel discussion entitled, "The Future of Japan and China in the Global Economy—Interactive Cooperation in the Environment and Energy-conservation Business," moderated by JETRO Chairman Yasuo Hayashi, as well as speeches and

concurrent sessions on topics related to Japan-China business, including M&As and intellectual property rights business.



5. Invest Japan Symposiums

This fall, JETRO, together with the Ministry of Economy, Trade and Industry, and other organizations, co-organized a series of Invest Japan Symposiums in North America and Europe. Symposiums were held in Chicago on October 22nd and in Toronto on October 23rd, and another two will be held in London on November 14th and in Paris on December 9th. These symposiums are aimed at promoting foreign direct investment (FDI) into Japan and increasing interest in Japanese business. The symposiums in Toronto, London, and Paris are held as part of anniversary events celebrating the establishment of bilateral relations between Japan and Canada (80th), Japan and the UK (150th) and Japan and France (150th).



What's new on the net?

******2007 Survey of Japanese-Affiliated Firms in ASEAN and India******

Visit

http://www.jetro.go.jp/en/reports/survey/pdf/2008_06_biz.pdf



******Agrotrade Handbook 2008 (excerpt)******

Visit

<http://www.jetro.go.jp/en/stats/survey/trade/>



******2008 JETRO White Paper******

The 2008 white paper analyzes the world economy and key regional trade and foreign direct investment trends in 2007. According to the report, Japan's imports and exports both recorded their highest levels ever in 2007, with exports topping US\$700 billion for the first time and the export-to-GDP ratio reaching 16.3%, also a record. The total value of Japan's inward FDI also reached a record US\$22 billion, on the back of an increase in large-scale inward M&As, suggesting that firms are viewing Japan as an important and attractive market.

The report also surveyed firms on their expectations for FTA networks in the region and worldwide, as well as their strategies for tapping into the world's expanding consumer markets.

Visit

http://www.jetro.go.jp/en/stats/white_paper/



Exploring Japan

2nd 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 2nd Series of Highlights of the Guide.

Man changes. Business changes. Logistics changes.

Green Logistics Guide

Logistics Guide for Green Environment

<http://www.logistics.or.jp/green/>

1. Measures to reduce environmental burden

What could transportation and logistics department do to solve wastes and global warming problems? This topic proposes setting up management center and suggests relevant sample measures

Graph: Green logistics measures that should be implemented




Purpose			Means		
			Major Measure	Management Center	
				Can implement on one's own	Should cooperate with trading partners and other departments
Establish a community that has waste management	Reduce CO2 and save energy	Fuel efficiency and CO2 emission improvement	Campaigning for environmental friendly driving	+ Create awareness towards environmental friendly driving. Offer practice and training sessions for drivers (1 st example on page 5) + Use driving control equipment (EMS) *1 + Support continual implementation (praise or rewarding system)	+ Reduce overloading + Reduce wasted lead time due to delivery + Have pick-up/drop-off gateway. Set up a room for observation and reception.

			Hardware measure	<ul style="list-style-type: none"> + Use environmental friendly vehicles (low emission vehicles) + Use equipment that improves fuel usage (fuel-saving tyres or Air Diversion Plate, etc) + Use tools that support Idling Stop (heater or freezer, etc) 	
			Urge for change of delivery system	<ul style="list-style-type: none"> + Assure rail container delivery + Assure quality delivery and spare some time + Improve and maintain delivery quality (use 31-feet container or high container *2 and revise loading plan) 	<ul style="list-style-type: none"> + Spare some time (example 3 on page 6) + Assure returnable delivery
		Reduce length of distance	Revise amount of delivery planning	+ Revise amount of delivery planning by considering length of distance	<ul style="list-style-type: none"> + Plan production base with regards to delivery + Enforce cooperation (example 4 on page 6)
			Revise delivery plan	<ul style="list-style-type: none"> + Reduce number of vehicles by revising delivery plan (routing) and selecting appropriate types of vehicles 	<ul style="list-style-type: none"> + Enforce cooperation (example 4 on page 6) + Spare some time (example 5 on page 7) + Revising time planning

			Reduce number of delivery	+ Reduce wastes from delivery (false delivery, emergency delivery, return delivery *3 or inter-warehouse delivery) + Increase sizing of vehicles (example 2 on page 5)	+ Reduce wastes caused by other companies/sale and production (inflexible closing time for purchase order placement, reduce delay in production, reduce emergency delivery, revise product delivery limitation) *4 plan good warehousing) + Plan appropriate number of lots
		Improve loading efficiency	Match number of deliveries with number or orders	+ Revise amount of delivery *5	+ Control amount of delivery and plan number of purchase/delivery to match with the amount of delivery 's capacity
			Use applied loading techniques	+ Apply layering loading and use equipment to support loading in layers + Improve packaging quality **	+ Design products by taking delivery into consideration (Example 6 on page 8)
	Reduce wastes and reuse	Reduce	Reduce packaging	+ Study on lightness and thinness of packaging materials ** + Study on packaging-less strategy (use returnable container or hanging method)	+ Ensure product durability + Cooperate on packaging-less plan

	resources		Reduce disqualified and immobile warehousing management	+ Create a balance between production and sales (Evaluate demand and load products based on demand)	+ Create a balance between production and sales (Acquire raw materials and produce products based on sales demand) + Study on consumption based on expiry dates + Consider appropriate model change timing *6 + Reduce returning goods
		Reuse	Reuse old products	+ Aggregate products efficiently (Example 7 on page 8) + Improve aggregation quality	+ Design products and choose materials and raw materials by taking into account product aggregation + Reuse aggregated raw materials and products during design process, production test, and production. + Cooperate on aggregation

[Explanation]

-  Major measures related to delivery
-  Major measures related to packaging
-  Other measures

*Red topics link to examples on page 5-8

**Remark: A perfectly balance design does not only “improve strength” and “enhance thinness and lightness”, but is also necessary.

[Terms]

*1 EMS

Equipment that controls driving to support environmental friendliness (such as routing digital recorder or safety recorder)

*2 Vertical container

Containers that are more vertically shaped than typical train containers

*3 Returnable goods

Retrieving products that are returned due mainly to wrong purchases or wrong orders, delayed product placement or delivery, and disqualified delivery *4

*4 Standard of product delivery limitation

Standard for receiving products delivered such as expiry dates of processed food or scratches on packaging

*5 Amount of delivery

Amount of products in palettes or in packaging

*6 Product modification

If there is no communication between warehousing (and production) department and those responsible for model change for new products, old model of products will be left in the warehouse and be a problem to environmental burden management.