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The site that can help you explore business opportunities with Japanese businessmen and learn about Japanese economy and business practices  
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# Newsletter

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  - Japan Spotlight, March/April 2009
  - 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

## JETRO introduces a new Japanese staff in charge of trade promotion

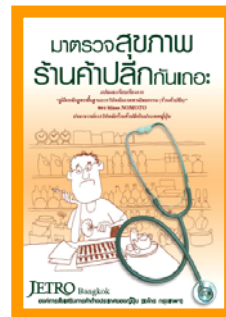
**Mr. Tomofumi INOUE**, replacing Mr. Tazo, serves as Director of Trade Promotion Department. His main task during his tenure in Bangkok is to promote trade of agricultural products and foods between Japan and Thailand, and to expand the popularity of Japanese food in Thailand

After completing the master's course (M. Agriculture.), Tokyo University of Agriculture and Technology, Japan, Mr. Inoue entered Ministry of Agriculture, Forestry and Fisheries (MAFF), Japan in 1996. He was in charge of vegetable production, agricultural chemicals regulation. He was also dispatched to Embassy of Japan in India from 2003 to 2006, as First Secretary in charge of Agriculture. Prior to joining JETRO Bangkok, he worked at Business-Academia Cooperation Office, MAFF.



## JETRO Bangkok launches "Let's Do Business Check-up"

JETRO joined the Department of Business Development and the Chamber of Commerce in holding two training sessions on business diagnosis for Thai commercial sector (retailers) in 2006 and 2007, in Japanese specialists were invited to provide know-how. Later on, agencies have Mr. Misao NOMOTO's diagnostic guidebook, a with over 40 years of vast experience in retail business, translated language for use in the training. Presently, the guidebook is now the form of a pocket book entitled "Let's Do Business Check-up" initiative of JETRO to publicize the know-how to Thai business and interested persons, as well as to develop a learning material for students.

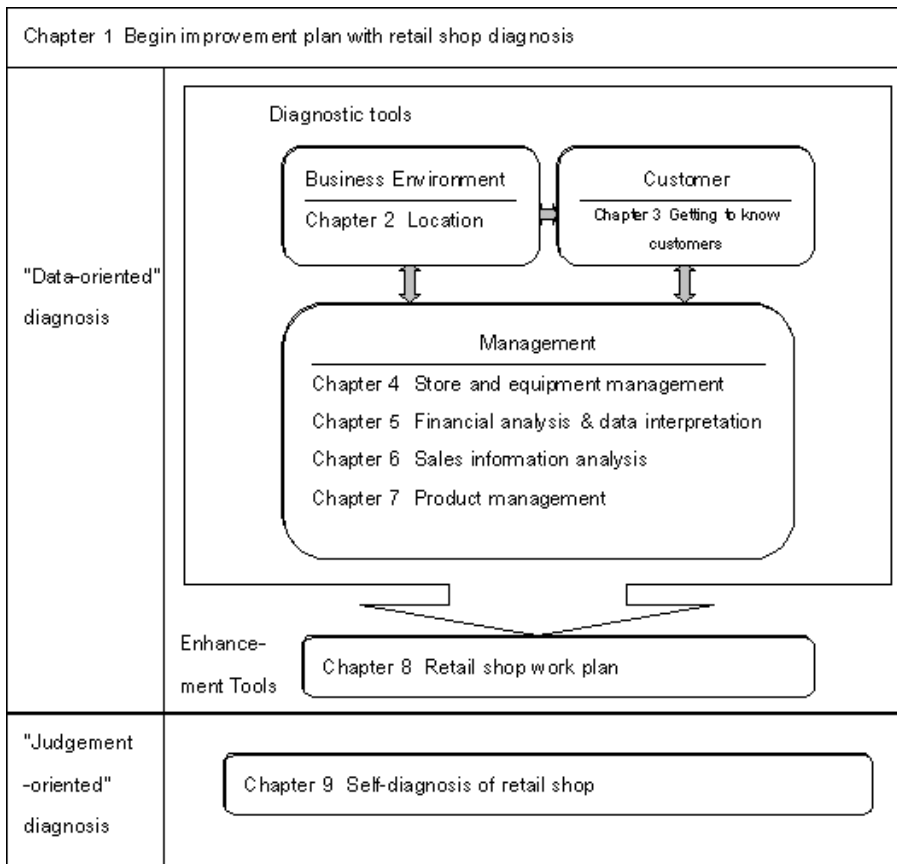


Thai health which the specialist into Thai available in following an operators college

The sequence of the guidebook is designed to educate readers on related factors that impact survival and growth of retail shops. The factors are:

- Business environment
- Customers
- Management

The guidebook includes applicable forms, calculation methods and examples for readers to realize the status of the three factors, identify the problems, and set up a strategy to improve the retail stores. The contents are divided into nine chapters as illustrated below.



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**Notification of BJT (Business Japanese Proficiency Test)**

BJT (Business Japanese Proficiency Test) measures non-native speakers' ability to use the Japanese for business. The BJT comprehensively evaluates the examinee's skill in using Japanese to deal with a variety of business-related tasks and problems. Until now JETRO has developed and popularized the BJT but from 2009, Japan Kanji Aptitude Testing Foundation will be the promoter of the test instead of JETRO. However the Technology Promotion Association (TPA) is still the co-organizer with Japan Kanji Aptitude Testing Foundation. There is no quality change and hereafter JETRO will cooperate and support for contributing the development of the test.

**For more detail of the application for BJT, please access Japan Kanji Aptitude Testing Foundation's web link as below.**

<http://www.kanken.or.jp/bjt/index.html>

**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**



# Recent Publications

## Magazines:

### 1. Japan Spotlight, January/February 2009

<b>Publisher's Note</b>	~ Welcome, President Obama <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3552">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3552</a>
<b>Topics</b>	~ Panasonic to Buy Out Sanyo <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3553">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3553</a> ~ Japanese Financial Groups Up Global Presence <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3553">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3553</a> ~ Kabuki-za's Demolition Plan Triggers Controversy <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3553">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3553</a>
<b>Cover Story</b>	~ Technological Innovation of Bioenergy <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3555">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3555</a> ~ Energy Price & Japanese Economy <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3556">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3556</a> ~ Interview with Jun Arima, Deputy Director-General for Environmental Affairs, METI, Japan: Make Greater Int'l Contribution in Energy-Saving, New Energy Technologies, Main Developing Nations Need Goals for GHG Cuts <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3557">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3557</a> ~ New Energy Technologies <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3557">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3557</a> ~ Main Developing Nations Need Goals for GHG Cuts <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3557">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3557</a> ~ "Price Revolution": Technology Innovation, Productivity Enhancement Vital <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3560">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3560</a> ~ World's Energy System at Crossroads <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3561">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3561</a> ~ South Korea's Energy Strategy: Low-Carbon, Green Growth <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3562">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3562</a> ~ Asian Energy & Environment Outlook <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3563">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3563</a>
<b>Entrepreneur</b>	~ Interview with David B. Hoppe, founder and principal of Access International Law Group <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3564">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3564</a> ~ An American lawyer's mission: "Helping growing companies access international markets" <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3564">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3564</a>

<b>Special Article</b>	~ Doha Round, Multilateralism & Future of WTO <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3562">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3562</a> ~ US-Japan Relations: Japan Should Re-balance Policy Priorities <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3563">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3563</a>
<b>Viewpoints</b>	~ Australia's New Approach to Climate Change <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3565">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3565</a> ~ Reflections of a 'Ceiling Fan' Fan <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3567">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3567</a>
<b>Asian View</b>	~ Significance of China's FTAs/EPAs with Asian Neighbors <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3566">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3566</a>
<b>Promenade</b>	~ Farmer Philosopher Masanobu Fukuoka: Humans Must Strive to Know the Unknown (3) <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3568">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3568</a> ~ Greening Desserts by Clay-Ball Seeding <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3568">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3568</a>
<b>Challenging Region</b>	~ Wajima Lacquerware: Striving to Promote Japan's Leading Traditional Craft <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3569">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3569</a>
<b>Japanese Craft and Art</b>	~ Urushi in Japanese Culture (2) Makie Masterpieces of My Choice <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3570">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3570</a> ~ Craftwork for Prayer <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3571">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3571</a>
<b>Finance</b>	~ An Uncertain Fresh Start Gov't-run Financial Institutions Streamlined <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3572">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3572</a>
<b>Culture</b>	~ Japanese Desiring a Big Family <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3574">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3574</a>
<b>Economic Focus</b>	~ Foreign Affiliates' Business Activities in Japan As Seen from Statistics <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3573">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3573</a>
<b>Spotlight</b>	~ Too much is as bad as too little <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3575">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3575</a>



## 2. Japan Spotlight, March/April 2009

<b>Publisher's Note</b>	~ When Will This Crisis Hit Bottom? <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3577">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3577</a>
<b>Topics</b>	~ Record Budgetary Spending in Fiscal 2009/Japan's 1st Maglev Project on the Go/Tsukiji Market Seen Relocated in 2014 <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3581">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3581</a>
<b>Cover Story</b>	~ 1 Policy Implications of Population Aging <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3583">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3583</a> ~ 2 Aging Population in Asia & its Economic Impact <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3584">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3584</a> ~ 3 Interview with Rio Minami, managing director in charge of real estate operations at Carlyle Japan Offering Living Facilities for Seniors in Japan <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3585">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3585</a> ~ 4 Interview with Mark Colby, founder & chairman, CGI Inc. New Technologies Partly to Blame for Aging Issue-Extending Life Technologically Possible, But Expensive <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3586">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3586</a> ~ 5 Business Chances Emerge from Aging-Proposal by SECOM

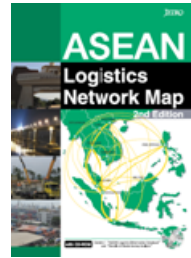


	<a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3587">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3587</a> ~ 6 Japan's Medical/Assistive Device Industries: How METI Aids Their Development <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3588">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3588</a> ~ 7 Aging Population in Japan & Burgeoning Workforce in India: Opportunities for Cooperation <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3589">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3589</a> 8 South Korea's Looming Aging Crisis Demographic Change & Challenges of Graying Ahead <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3590">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3590</a> ~ 9 Aging in Asia: Strategic Implications <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3591">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3591</a>
<b>Special Article</b>	~ 1 Systemic Subprime Crisis Plea for Social Control of Financial Innovations <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3592">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3592</a> ~ 2 A Fresh Look at Japan As Concept Leader in the Design of Industrial Processes <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3593">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3593</a>
<b>Business Profile</b>	~ Interview with Senri Tanida, President, Tanita Corp. Controlling Obesity Delights Earth Weight, Nutrition & Exercise - All Combined for Business <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3594">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3594</a>
<b>Asian View</b>	~ China's 2009 Economic Outlook <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3595">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3595</a>
<b>Viewpoint</b>	~ Globalizing Architectural Education in Japan <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3596">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3596</a>
<b>Challenging Region</b>	~ Inducing Continuous Innovations TAMA Association <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3597">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3597</a>
<b>Japanese Crafts and Arts</b>	~ Urushi in Japanese Culture (3): Preservation of Urushi Artifacts <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3598">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3598</a>
<b>Promenade</b>	~ Koban Symbol of Japan's Forces of Order <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3599">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3599</a>
<b>Finance</b>	~ Banks No Longer Necessary? Convenience Stores Turning Banking Points <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3600">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3600</a>
<b>Keeping up with Times</b>	~ Foul Winds Lashing Cell-Phones <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3582">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3582</a>
<b>Economic Focus</b>	~ Key to Longer-term Economic Recovery: Productivity Improvement by Technological Innovation- Productivity Data Show Importance of Supply Side - <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3601">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3601</a>
<b>Culture</b>	~ Tent Village & Che Guevara <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3602">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3602</a>
<b>Spotlight</b>	~ Randoseru - The School Backpack <a href="http://www.jef.or.jp/journal/jef_contents_free.asp?c=3603">http://www.jef.or.jp/journal/jef_contents_free.asp?c=3603</a>



**Publication:**  
**ASEAN Logistics Network Map**

JETRO published a revised and updated version of its “ASEAN Logistics Network Map” on December 2nd in Japanese, and plans to release the English version this February. The report, which examines ASEAN’s key logistics routes and suggests areas for improvement, was first published in 2007. A similar publication, the “India Logistics Network Map” (in Japanese) is due out later this year.



**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)**

**For more information, please contact:**  
**Mr. Tetsuo Shibata and Mr. Tomofumi Abe**  
**Asian Cooperation Division**  
**Phone: (03) 3582-5170**





## Events in Japan

### 1. Thailand Investment Seminar

On February 6th, JETRO, together with the Thailand Board of Investment and other organizations, hosted a "Thai Investment Seminar" to provide an opportunity for Japanese business leaders to learn about the current topics in Thailand and the new Thai administration's visions for the future. The event included a keynote speech by Thailand's new prime minister, Abhisit Vejjajiva, and speeches about the country's investment policies and business environment by its Minister of Industry and other high officials and business figures.



### 2. OVOP airport markets to continue until March 2010

JETRO's "One Village, One Product (OVOP)" airport markets will be continued until March 2010. Launched in 2006, the markets showcase and sell culturally representative and attractive products from Least Developed Countries, with the aim of introducing such products in the Japan

market and thereby boosting exports of such countries.

#### **-Narita International Airport: (daily, 9:00-20:30)**

Location: 4th floor, Passenger Terminal 1, Central Bldg.

(Note that the market will be closed from March 15th to the 31st for renovation.)

#### **-Kansai International Airport: (daily, 10:00-22:00)**

Location: Domestic Departure & Arrival Lobby, 2nd floor, Passenger

Terminal Bldg., South

(The market was moved to the above location this past March 1st.)

#### **-Ground-breaking ceremony for Japan Pavilion at Expo 2010 Shanghai China held**

On February 27th, the ground-breaking ceremony for Japan's national pavilion at the Expo 2010 Shanghai China took place, with attendance by former Japanese Prime Minister Yasuo Fukuda. JETRO is the official organizer of the Japan pavilion at the expo, which will be held from May to October 2010.



## What's new on the net?

### **Survey of Business Sentiment on Japanese Corporations in Thailand for autumn of 2008**

Japanese Chamber of Commerce in Bangkok (JCCB) conducted "Survey of Business Sentiment on Japanese Corporations in Thailand for autumn of 2008" on 1,285 JCC member firms (excluding 13 governmental organizations) from 30 October to 1 December 2008, and received the response from 341 (26.5 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 (MANUFACTURING SECTOR)
9. PROSPECTIVE MARKET IN THE FUTURE (MANUFACTURING SECTOR)
10. EFFECTS/IMPACTS OF FTAs/EPAs WHERE THAILAND INVOLVES
11. IMPACTS OF WORLDWIDE FINANCIAL CRISIS
12. RESPONSE TO PRODUCT LIABILITIES LAW
13. REQUESTED POLICIES AND ADMINISTRATIVE MANAGEMENT BY THAI GOVERNMENT

#### **For the full survey**

**In English, visit** [http://www.jetro.go.jp/thailand/e\\_survey/pdf/jccaut08eng.pdf](http://www.jetro.go.jp/thailand/e_survey/pdf/jccaut08eng.pdf)

**In Thai, visit** <http://www.jetro.go.jp/thailand/thai/pdf/jccaut08thai.pdf>



# Exploring Japan

## 3rd 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 3rd Series of Highlights of the Guide.

### 2. Examples of reducing environmental burden

The page 3 and 4 of this chapter present brief examples of how to reduce the environmental burden.

#### Example 1: Promoting environmental-friendly driving

Although environmental-friendly driving has been promoted in company A, there is no progress since drivers lack understanding. Therefore, the company does its best in discussing with Mr. A, who has years of driving experience as well as leadership and is able to convince other drivers on the following topics: 1) the awareness of environmental-friendly driving and 2) doing everything they could to support environmental-friendly driving. The results are that Company A can save on energy costs by 12% compared to earlier and promote the environmental-friendly driving idea to other drivers through the briefing of Mr. A.

Drivers

Mr. C, Mr. B, Mr. A, Mr. D



Promotion of environmental-friendly driving through Mr. A's practice. Other drivers also learn it through

Mr. A



The company can save 12% on energy costs compared to earlier days without the environmental-friendly driving promotion.

Vehicle Controller

#### [References]

+ Activity Report, CO2 Reduction Promotion Committee

III. Environmental-Friendly Driving Guidebook – Transportation Administrators and Product Receiver's Cooperation – (CGL, 2nd Period, CO2 Reduction Promotion Committee (Published March 2008))

[http://www.logistics.or.jp/green/report/07\\_report.html#co2\\_2007](http://www.logistics.or.jp/green/report/07_report.html#co2_2007)

+ Environmental-Friendly Driving Guidebook (Truck Association of Japan)

+ Environmental-Friendly Driving Guidebook for Administrators and Controllers (Kanagawa)

<http://www.pref.kanagawa.jp/osirase/taikisuisitu/car/01ecodrive.html>

Example 2: Reduce number of trips by using bigger vehicles

**Before**  
Use of 4-ton trucks from plant A and B to Warehouse C

**After**  
Use of 10-ton trucks from Plant A → Plant B → Warehouse C since Plant A and Plant B are not far from each other



[Reference]

+ A Mix of Examples of Logistic for Resource Saving (CGL, 1st Period, Logistic Promotion for Resource Saving Committee (Published March 2005)) <http://www.logistics.or.jp/green/case/index.html>

Example 3: Change of Transportation Mode

**Before**  
Use of 4-ton trucks from plant A and B to Warehouse C

**After**  
Cooperate with the management team to deliver goods that take longer transportation time by train



[Reference]

+ Activity Report, CO2 Reduction Promotion Committee

II. Change of Transportation Mode – (CGL, 2nd Period, CO2 Reduction Promotion Committee (Published March 2008))

[http://www.logistics.or.jp/green/report/07\\_report.html#co2\\_2007](http://www.logistics.or.jp/green/report/07_report.html#co2_2007)

+ Upstream Logistics Management Guidebook Ver.2, A collection of documents and surveillance sheets to promote the change of transportation mode – (CGL, 1st Period, Environment Improvement Committee

(Published March 2006))

[http://www.logistics.or.jp/green/report/06\\_report.html#genryu2006](http://www.logistics.or.jp/green/report/06_report.html#genryu2006)

+ A Mix of Examples of Logistic for Resource Saving (CGL, 1st Period, Logistic Promotion for Resource Saving Committee (Published March 2005))

<http://www.logistics.or.jp/green/case/index.html>

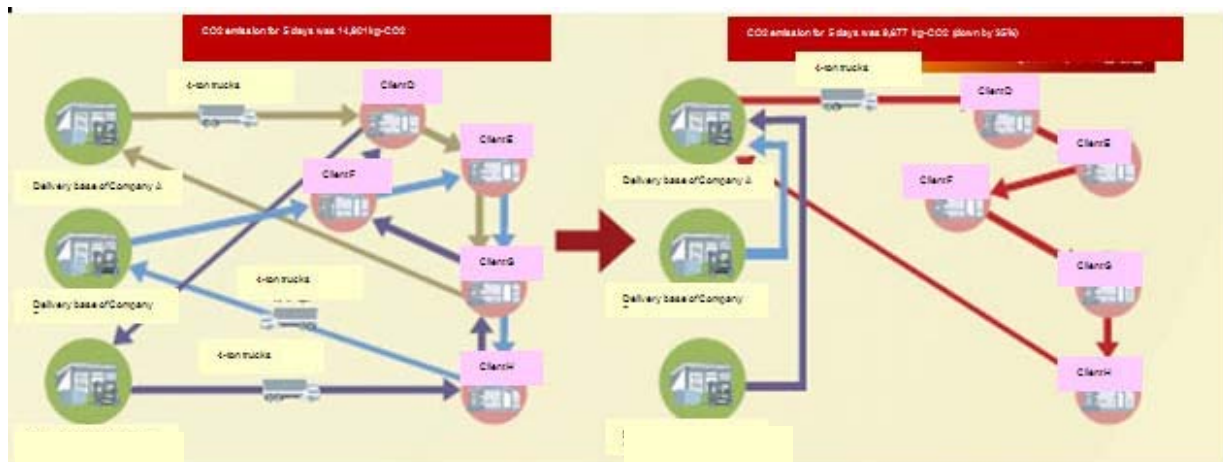
Example 4: Bundle Delivery

Before

After

Deliver products from the delivery base of Company A, B, C

Deliver products at one time from the delivery base of Company A



➔ Transportation route of Company A  
 ➔ Transportation route of Company B  
 ➔ Transportation route of Company C

Transportation route of Company A

Transportation route of Company B

Transportation route of Company C

A simulation to compare between a situation in which there are 3 delivery bases in the same area and there is only one delivery base for collective use.

[Reference]

+ Suggestions on environmental burden reduction measures on account of product delivery – Processed food delivery model – (CGL, 2nd Period, Green Supply Chain Committee)

[http://www.logistics.or.jp/green/report/07\\_report.html#trade\\_2007](http://www.logistics.or.jp/green/report/07_report.html#trade_2007)

+ A Mix of Examples of Logistic for Resource Saving (CGL, 1st Period, Logistic Promotion for Resource Saving Committee (Published March 2005)) <http://www.logistics.or.jp/green/case/index.html>

Example 5: Revision of Product Delivery Conditions

Before

**Delivery from Company A to retail shops of Distribution Company B every day (use delivery-to-household service)  
(Distribute the products the same day of the order, and reach the recipients next morning)**

After

**Consult with the management team and the Distribution Company B to reduce delivery in separate lots, and spare one more day to aggregate the products for delivery as one lot (reduce number of product delivery by 30% and reduce use of boxes, for example)**



Reference to the essentials when revising delivery conditions

“Revision of delivery conditions” cannot be implemented easily. This chapter lists the essentials for the revision of delivery conditions as follows:

<The Essentials for the Revision of Delivery Conditions>

Revision of Product Delivery Conditions

Delivery conditions that should be revised to promote soundness of the environment

- Small-lot-yet-frequent delivery
- Punctual Delivery
- Time planning

Thoroughness

Thoroughness in revising the product delivery conditions effectively to reduce environmental burdens and delivery costs

Visualization

Using revised examples to reduce environmental burden and delivery costs / Controlling effects on environmental burdens and delivery costs from levels of services

Policy

Establishing a team for delivery discussion both internally and externally / Separating delivery costs from product prices / Fine-tune between delivery departments and special discounts for big orders / Publicizing

about delivery contracts

Internally



Related persons are informed about the environmental burden and transportation costs resulted from the improved delivery conditions



Externally

Support system from related agencies and the government

Tools to visualize the delivery conditions that pose problems to businesses, for example

Development of an evaluation tool that is able to control the environmental burdens and transportation costs from different levels of service

- Present a handbook that explains about the process, general documents and contract, or examples of delivery condition revision
- Make a list of delivery companies that perform environmental-friendly delivery. Publicize the names and grant business governance awards to the companies.

[Reference]

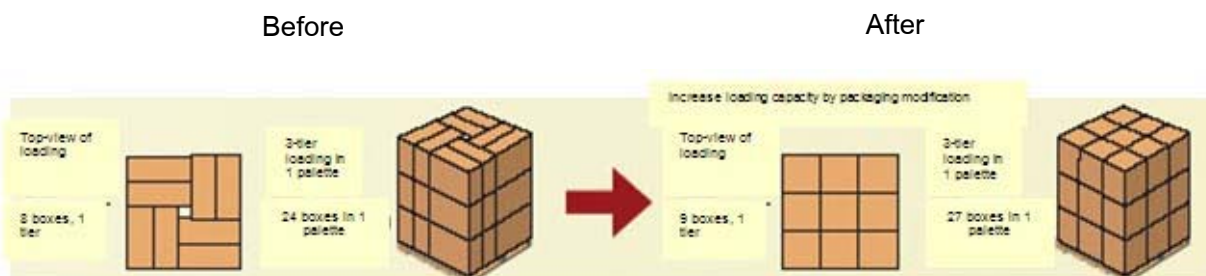
+ Suggestions on environmental burden reduction measures on account of product delivery – Processed food delivery model – (CGL, 2nd Period, Green Supply Chain Committee)

[http://www.logistics.or.jp/green/report/07\\_report.html#trade\\_2007](http://www.logistics.or.jp/green/report/07_report.html#trade_2007)

+ Study of environmental burden reduction by means of delivery condition revision (CGL, 1st Period, Logistic Promotion for Resource Saving Committee (Published March 2006))

[http://www.logistics.or.jp/green/report/06\\_report.html#syoushigen2006](http://www.logistics.or.jp/green/report/06_report.html#syoushigen2006)

Example 6: Upstream Management (Design modification for loading benefits)



\* If transported by all 12-ton trucks without increasing the number of packages, CO2 can be cut down by 11% in one year

\* Product contents remain the same before and after the improvement

[Reference]

+ Upstream Logistics Management Guidebook Ver.1 – (CGL, 1st Period, Upstream Management for

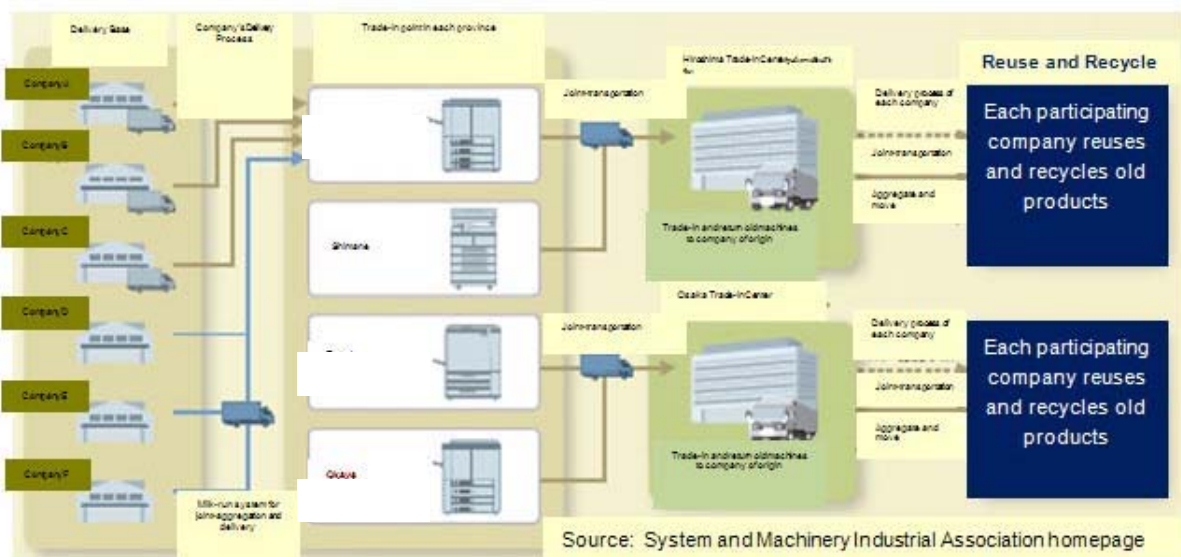
Environment Improvement Committee (Published March 2005))

[http://www.logistics.or.jp/green/report/06\\_report.html#genryu2005](http://www.logistics.or.jp/green/report/06_report.html#genryu2005)

Example 7: Reverse logistic structure for maximizing use of resources

System and Machinery Industrial Association emerged from the cooperation among 9 companies that provide multifunction copying machines and office equipment. The association has established a system that supports customers to trade in old equipment bought from any companies at a trade-in center in order to buy new machines at discount. The old machines will be sent back to the company of origin. Currently there are 38 warehouses and 7 trade-in centers on the route from Hokkaido to Okinawa. As of 2006, over 100,000 used machines were traded in, which improved reuse and recycle of resources.

Illustration: Trade-in system (Chugoku region)



[Reference]

+ Survey on reverse logistics Ver.2 (CGL, 1st Period, Reverse Logistics Survey Committee (Published March 2006))

[http://www.logistics.or.jp/green/report/06\\_report.html#genryu2005](http://www.logistics.or.jp/green/report/06_report.html#genryu2005)

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