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

1. Symposium for Thai SMEs

JETRO Bangkok, together with the Ministry of Commerce, hosted a symposium entitled ‘Symposium for Thai SMEs for their business expansion to the new markets’ on Wednesday October 20, 2010, 08:00-12:00hrs, at Grand Hall on the 2nd floor of BITEC during the BIG+BIH 2010 event (Oct 19-24).

Guest speakers included Japanese gurus such as:

JETRO Bangkok’s VP & Senior Economist (Asia Region) Mr. Seiya Sukegawa, “Penetrating the new market by utilizing FTA/EPA”-will provide practical information on how to utilize JTEPA, AJCEP and AFTA to promote trading benefits for Thai SMEs;

IDE-JETRO Bangkok Research Center’s Senior Researcher Dr. Masami Ishida, “Business Environment in AEC countries ~CLMV countries as case studies~”-will provide current business condition and opportunity in neighboring countries;

As well as accomplished brand owners such as:

TARAD.com - successful online shopping portal in Thailand that joins hands with Rakuten, Japan-based giant e-commerce that expands marketing coverage worldwide, including in Asia, USA and Europe to provide opportunities for Thai SMEs to export to the new markets;

LOFT - As their motto “Beyond the ordinary stores”, Loft came from Japan and is successful in adjusting to Thai market’s preference to attract Thai consumers. This time, Loft is to open up its “Treasure Box of Know-How” in branding their business.

THANN - Thai spa products with exquisite store concept and award-winning packaging designs. The brand won “Good Design Award” or G-Mark from Japan – the prize that is a symbol of design, function and quality excellence, and DE-Mark award by the Ministry of Commerce. Today, DE-Mark & G-Mark collaborate each other to open doors to each Thai & Japanese market by support from Ministry of Commerce, Japan Industrial Design Promotion Organization (JIDPO) and JETRO.



2. Introduction of a new Japanese staff coming to Bangkok

JETRO Bangkok welcomed following new Japanese staff to its office

Department	Successors	Predecessor
SME Promotion	Mr. Takao HAYASHI	Mr. Eisuki SAKAMOTO



Recent Publications

Magazines:

1. Japan Spotlight, November/December 2010



Publisher's Note	~ A Proposal to Establish G-10:(By Noboru HATAKEYAMA (Chairman/CEO, Japan Economic Foundation)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3838
Topics	~ Urgent Action Needed to Combat Hollowing-out of Industry/ Exporting Japanese Comedy to Asia/ Asian Hands at Helm in Growing Numbers:(By Hiroshi OKABE (Chief editor, Economic News Section, Kyodo News)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3839
Cover Story	~ Global Governance in 21st Century Key to Achieving World Peace & Prosperity:() http://www.jef.or.jp/journal/jef_contents_free.asp?c=3841 ~ 1 Overview of Global Governance World Needs Improved Governance System:(By Naoyuki HARAOKA (Editor-in-chief, Japan SPOTLIGHT)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3842 ~ 2 Unmet Expectations United States, United Nations & Global Governance:(By Constantine PAGEDAS (Executive vice president at International Technology and Trade Associates, Inc.)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3843 ~ 3 Global Governance from UN Perspective Case for Stronger Japanese Presence:(By Mari YAMASHITA (Director, United Nations Information Center, Tokyo)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3844 ~ 4 OECD: Natural Partner in New Global Economic Governance:(By Angel GURRIA (Secretary general, OECD)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3845 ~ 5 Global Governance at Crossroads:(By Takashi INOBUCHI (President, University of Niigata Prefecture)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3846 ~ 6 EU Contribution to Global Governance:(By Martin SCHULZ (Senior economist, Economic Research Center, Fujitsu Research Institute)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3847 ~ 7 International Cooperation for a Greener Future:(By Kumi KITAMORI (Counsellor in Environment Directorate, OECD)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3848 ~ 8 How to Integrate Regional Economy in East Asia:(By KE Long (Senior Research Fellow, Economic Research Center, Fujitsu Research Institute)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3849 ~ 9 Redesigning Japan's Strategy Amid Global Shift A Perspective from Southeast Asian Eyes:(By Friska PARULIAN (Associate researcher, Economic Research Institute for ASEAN and East Asia)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3850 ~ 10 A Greek Lesson in Democracy:(By Sahoko KAJI (Professor of economics & coordinator for the Professional Career Programme, Keio Univ.)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3851
Special Article	~ Rethinking Capitalism in Era of Global Recession:(By Editorial

	Staff, Japan SPOTLIGHT) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3853
Asian View	~ Why Do Southeast Asians See Japan As a Declining Power?:(By Rodolfo SEVERINO (Former ASEAN secretary general)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3855
Culture	~ The Reality of War:(By Naofumi KANEKO (Chief editor, Cultural News Section, Kyodo News)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3852
Viewpoints	~ 1 Japan-Croatia: A Beautiful Friendship :(By Drago STAMBUK (Ambassador of Croatia in Japan)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3854 ~ 2 Cultural Challenges in Business Development between India & Japan:(By Sanjeev SINHA (President, Sun & Sands Advisors)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3856
Finance	~ Forex Margin Trading at Crossroads Shakeout Looming on Tougher Curbs:(By Katsuhiko SAKAI (Senior staff writer and deputy editor at Economic News Desk, Jiji Press)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3860
Keeping up with Times	~ Tsukiji Market Gives Foreigners a Glimpse of "Japan Unmasked":(By Isao ADACHI(Commentator, Jiji Press)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3840
Personal Profile	~ Putting Robots to Commercial Use Will Change Society:(Interviewer: Yoshihiro KATAOKA (Writer)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3857
Japanese Crafts and Arts	~ 300 Years in Gold Leaf Business Hori Metal Leaf & Powder Co.:(By Toshimasa YOKOZAWA (Professor, Faculty of Business Management, Asia Univ.) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3858
Economic Focus	~ How to Restore Japan's Fiscal Health in Line with Economic Growth :(By Naoyuki HARAOKA (Editor-in-chief, Japan SPOTLIGHT)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3859



What's new on the net?

New Reports from JETRO

Below are some recently published reports now available on the JETRO website.

Survey of Japanese Manufacturers in the US and Europe & Turkey

Against the backdrop of uncertainties in the US and European economies due to the euro crisis and the risk of a double-dip recession, roughly 70% of Japanese manufacturers in both the US and Europe expect to post an operating profit in 2010, largely on the back of increased sales.

Comparing operating profits for this year and last, the difference between ratios of firms citing "improved" and "declined" (by both firms in the US and Europe) was the largest in a decade. Looking ahead to 2011, more than 90% of firms in both regions expect profits to "improve" or "remain the same," revealing firms' positive outlook.

For the full report, visit:

<http://www.jetro.go.jp/en/news/releases/20100930124-news>



JETRO Adds Section on Japan's Infrastructure to Website

Responding to the growing need worldwide for infrastructure, in particular in Asia, where the Asian Development Bank expects some \$US8 trillion will be spent in the next decade, JETRO added a new section to its website highlighting Japan's strengths in several core infrastructure fields, namely water, nuclear power and high-speed rail.

The site details some of Japan's technological advancements and accomplishments in these areas as well as examples of how Japan is already collaborating with countries worldwide in infrastructure projects.

For the full report, visit:

<http://www.jetro.go.jp/en/infrastructure/>



Survey of Japanese-Affiliated Firms in Asia and Oceania

About 60% of respondents expect improved operating profits in 2010, compared to just 28.6% in 2009, showing a strong recovery from the sluggish performance seen in the last two years due to the financial crisis, soaring resource prices and inflation. This improvement was largely driven by increased sales in local markets. Continued improvement is expected in 2011.

In line with a recovery in profits, firms are planning to expand business operations, especially in emerging economies. The percentage of firms planning expansion rose by more than 10 points over the 2009 survey, with "develop new markets (expand business/sales network)" topping the list of expansion plans.

For the full report, visit:

http://www.jetro.go.jp/en/reports/survey/pdf/2010_08-biz.pdf



Summary of the Result of the 2010 JETRO Survey on Business Conditions of Japanese Companies in the U.S. and Canada

For the full report, visit:

http://www.jetro.go.jp/en/reports/survey/pdf/2010_09_biz.pdf



Exploring Japan

Introduction to

Why to invest in Japan!



Japan acts as 3 windows of new business opportunity

Currently, the world's eyes are on Asia. Japan is full of business opportunities due to its strong ties with this rapidly developing region.

In Asia, Japan

- (1) is recognized as a leading center for innovation and,
- (2) boasts highly attractive business and living environments, in terms of safety, medical services, etc.
- (3) is one of the world's largest economies, is also attracting increased global attention for its "soft power," i.e., positive view of Japan in the areas of fashion, contents, food and more.

Japan offers foreign companies these three windows of opportunity:

(1) Innovation Hub

- With its rapidly growing economy, Asia is becoming increasingly influential in the world economy. Japan, as a country in Asia, plays an important role as a "bridge nation" connecting Asia and the world, which contributes to Asia's growth.
- Japan has great potential to become a regional hub and a R&D center in Asia, as exchanges of personnel, goods and money accelerate within Asia.

(2) Business Platform

- Japan plays an important role as a "bridge nation" connecting Asia and the world, which contributes to Asia's growth.

(3) Trendsetter

- Japan is a huge market with one of the world's largest economies. In addition, sectors with large growth potential exist in Japan, including health and tourism markets.
- Japanese consumers are sensitive to fashion and make new fashion a part of their lives quickly. Therefore, Japan offers a market for test marketing before entering Asian markets. Japan also attracts attention as a country with "soft power," which sets trends for fashion and entertainment content in Asia.

For more information, visit http://www.jetro.go.jp/en/invest/whyjapan/pdf/3_windows.pdf

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