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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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HIGHLIGHTS OF THIS ISSUE

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JETRO BANGKOK Update



Mr. Masayasu HOSUMI
Newly appointed President, JETRO Bangkok and Chief Representative for ASEAN and South Asia

New JETRO Bangkok President Appointed for Thailand and Southeast Asia

The Japan External Trade Organization or JETRO, headquartered in Tokyo, Japan, today announced the appointment of Mr. Masayasu HOSUMI as the new president for its Bangkok office. Mr. HOSUMI succeeds Mr. Setsuo IUCHI, who returned to Japan.

Under Mr. HOSUMI’s leadership, JETRO Bangkok continues to carry on bilateral trade and investment tie-ups between Thailand and Japan. He said “We would like to expand our bilateral trade and investment relations with Thailand, a country that has been the center of the region and has always been open to the rest of the world.” In the meantime, regional cooperation will play more significant roles in the ASEAN Economic Community (AEC) 2015. Consequently, Thailand’s geographical advantages including Japanese business community’s keen interest in business expansion in this region will make the accession to AEC prosper.

Mr. HOSUMI earned a bachelor’s degree in economics from Yokohama National University in Japan. He has been serving the Ministry of Economy, Trade and Industry (METI) and other governmental organizations in Japan for over 30 years. His vast responsibilities and experiences cover international trade and energy policy as well as the police affairs.



Business Matching Conference BANGKOK

Dates : 19-21 October 2014

Time : 10.00AM - 6.00PM

JAPAN PAVILION at BIG 2014

Venue : BITEC Bangkok



“Japan House” pavilion to present more than 500 outstanding design and award-winning lifestyle products from 34 Japanese SMEs @BIG&BIH 2014

JETRO, in cooperation with Japan Institute of Design Promotion (JDP) jointly exhibited “JAPAN HOUSE” pavilion in order to showcase more than 500 items of Japanese lifestyle products, known for superior design, excellent function, high-quality materials and exceptional Japanese craftsmanship that help enrich quality living including decorative items, kitchenware, fashion accessories, health and beauty products and bathroom accessories from 34 Japanese SMEs from 24 prefectures who are seeking partnership with Thai and ASEAN retailers at BIG & BIH Fair 2014 from 19-23 October 2014.

Japan House is under ASEAN Caravan, a JETRO campaign to support entry of Japanese small and medium-sized enterprises (SMEs) in the fast growing markets of Southeast Asia through business matching, presentations at trade fairs and promotion via the Internet.

“It is expected that this year event will draw at least 1,000 business-matching cases to explore partnership and business expansion opportunities in Thailand, says Mr. Kazufumi TANAKA, Vice President of JETRO Bangkok.

Mr. Tanaka added that also this year event is the 3rd consecutive event which occupied more than 500 square meters and accommodated 34 booths as well as meeting rooms for business matching.

<Some of exhibitors who join the event include >



[Gincho Ind. Co., Ltd.] <http://www.gincho.co.jp>

Recipient of the Kids Design Award 2014

Under the corporate philosophy “We bring a smile to all children’s faces through learning and play”, Gincho plans and distributes safe and quality stationery and intellectual training toys. The company sells its broad lineup of products to

stationers, mass retailers and toy stores all around Japan.

[Marna Inc.] New exhibitor <http://www.marna-inc.co.jp/>

Recipient of the Good Design Award

Marna is a comprehensive houseware manufacturer planning, producing and distributing body-care goods, house-care products, kitchenware, relaxation goods and universal design products. As demonstrated by winning the Good Design Award and the iF Product Design Award, their products are



characterized by high-quality design. Releasing over 100 items every year, which has functionality developed from the perspective of consumers, the company is a leader of the industry.

[TRA Company Ltd.] <http://www.cheero.net/>

New exhibitor



TRA produces and distributes parts for machinery and accessories for mobile phones/tablets. With its high quality, reasonable prices and innovative design, the company has become popular in Japan, especially in the field of accessories for mobile devices. TRA intends to enhance its focus on expanding sales in overseas markets.



[Maruai Inc.] <http://maruai.co.jp/>

New exhibitor and Recipient of the Excellence Award in the Design Section, Japan Stationary Award

Maruai is a long-established paper company founded in 1888 in Yamanashi Prefecture, a region which has a 1,000-year history of Japanese paper production. With an extensive product lineup that has excellent design features and functionality, the company boasts a sales network of major stores all around Japan. Extra-large coloring pictures, sticky notes with messages and high-quality ring notebooks are the recent most popular items. The company is developing products that help people live a rich lifestyle.



[Yoshizaki Wood Works Co., Ltd.] <http://yoshimoku.co.jp>

New exhibitor

Yoshizaki has manufactured wood fittings and furniture over many years. Utilizing its technology, the company recently began to produce and distribute wooden loudspeakers. Yoshizaki develops distinctive products through a fusion between quality wooden materials produced in the region and traditional craftwork (indigo dyeing and fabric), and is expanding its sales across Japan. Its products, each of which is made with great care, make excellent gifts.



[Create Co., Ltd.] <http://www.createion.net/>

Recipient of the Good Design Award



Create produces and distributes hairdresser and hair-related products such as curling irons and hair dryers, many of which are patented not only in Japan but also abroad. Create's products are frequently introduced in magazines and the media. Its curling irons, in particular, hold a share of 80% in the Japanese beauty and barber industry. The company provides both specialized products to meet the high-level demand of professionals and those for general use that utilize the technology for professionals.



As for an exhibitor catalog, visit:

http://www.jetro.go.jp/en/goodgoodsjapan/asean/pdf/2014_GGJ_WEB_Bangkok02.pdf

JETRO Overseas Update

Opening ceremony of JETRO Vientiane: Enhancing the economic relationship between Japan and Laos

On April 28, JETRO organized the opening ceremony for JETRO Vientiane with attendance of Japanese METI Minister Toshimitsu Motegi. From Laos, Minister of Planning and Investment Somdy Douangdy, Minister of Industry and Commerce Khemmany Pholsena and other senior officials of the Lao Government, as well as related parties from Japanese business circles, joined the commemorative ceremony.

Establishment of a JETRO office in Vientiane was requested by Lao Prime Minister Thongsing Thammavong to JETRO Chairman and CEO Hiroyuki Ishige in person when Chairman Ishige visited Laos in August 2012. Since then, Laos has increasingly played a pivotal position as a land bridge of the Greater Mekong Sub-Region. In 2013, Laos joined the WTO and in 2015, the ASEAN Economic Community (AEC) will be established. Based on this trend, JETRO recognized that it would have much to contribute in this country and decided to proceed with establishment of a local office.

Aiming to start operations in July 2014, JETRO Vientiane will implement cooperative activities to enhance economic partnership between Japan and Laos focusing on two areas: attracting direct investment into Laos and providing support in developing local industries of the country.

For viewing opening ceremony's photos, visit:
http://www.jetro.go.jp/en/jetro/topics/1404_topics2.html



Opening ceremony of SME Overseas Expansion Platform Phnom Penh

On April 27, JETRO held the opening ceremony for the SME Overseas Expansion Platform Phnom Penh in Cambodia.

The platform, through stationed dedicated Japanese coordinators, aims to provide one-stop services to Japanese companies in the country such as providing business information, offering consultation to each company and making referral of potential business partners.

In fiscal 2013, JETRO established 10 platforms across the world. The Platform Phnom Penh is the first of the seven platforms scheduled to be established in fiscal 2014. With an increasing number of Japanese small- and medium-sized enterprises (SMEs) entering this country recently, member companies of the Japanese Business Association of Cambodia have tripled over the past four years. At the platform in Phnom Penh, comprehensive support will be provided by three coordinators: experts of legal affairs, accounting and local business practices.

For more information, visit:
http://www.jetro.go.jp/en/jetro/topics/1404_topics5.html



“Innovation, Science and Technology Cooperation between ASEAN-Japan” Workshop in Singapore

On May 16, JETRO co-organized the Innovation, Science and Technology Cooperation between ASEAN-Japan Workshop in Singapore with the Science and Technology in Society (STS) Forum and the Singapore Agency for Science, Technology and Research (A*STAR). This is the first workshop that offers an opportunity for discussions toward building and developing ASEAN-Japan partnership for innovation, science and technology. Approximately 70 representatives attended the event from related government agencies, universities, research institutes and business sectors in eight ASEAN countries and Japan.

The Workshop program detailed as below:

- **Organizers' address**
 - Mr. Koji Omi, Founder and Chairman, STS forum, Japan
 - Dr. Chuan Poh Lim, Chairman, A*STAR, Singapore
 - Mr. Hiroyuki Ishige, Chairman and CEO, JETRO, Japan
- **Session 1: Innovative Asia - Local environment, global vision and innovation (innovation, science and technology cooperation between ASEAN and Japan)**
 - **Chair:**
 - Mr. Fong Saik Hay, Chief Technology Officer, ST Engineering Group, Singapore
 - **Speakers:**
 - Dr. Chuan Poh Lim, Chairman, A*STAR, Singapore
 - Dr. Ryoji Chubachi, Chairman, National Institute of Advanced Industrial Science and Technology (AIST), Japan
 - Dr. Chadamas Thuvasethakul, Executive Vice President, National Science and Technology Development Agency (NSTDA), Thailand
 - Dr. Khai Nghiem, Former Deputy Minister, Ministry of Science and Technology (MOST), Viet Nam
 - Dr. Marzan Aziz Iskandar, Chairman, BPPT, Indonesia
 - Mr. Hirofumi Katase, Director-General, Industrial Science and Technology Policy and Environment Bureau, Ministry of Economy, Trade and Industry (METI), Japan
 - Mr. Raymund Liboro, Assistant Secretary, Department of Science and Technology, the Philippines
 - **Commentators:**
 - Mr. Eric Mun, Chief Technology Officer, Sembcorp Industries Ltd., Singapore
 - Mr. Ahmad Ibrahim, Chief Executive Officer, Academy of Sciences Malaysia, Malaysia
- **Session 2: ASEAN, ocean of young talents - Brain circulation and competitiveness (human resources development)**
 - **Chair:**
 - Dr. Michiharu Nakamura, President, Japan Science and Technology Agency (JST), Japan
 - **Speakers:**
 - HE Mr. Touch Visalsok, Under Secretary of State, Ministry of Education, Youth and Sport (MoEYS), Cambodia
 - Dr. Zakri Abdul Hamid, Science Advisor to the Prime Minister, Malaysia
 - Dr. Yongvut Sovapruk, Governor, TISTR, Thailand
 - Prof. Junichi Mori, Vice President for International Relations, Kyoto University, Japan
 - Prof. Awang Bulgiba Awang Mahmud, Deputy Vice-Chancellor, Research and Innovation, University of Malaya, Malaysia
 - Dr. Wilaiporn Chetanachan, Director of Corporate Technology, The Siam Cement PLC, Thailand
 - Mr. Bindu N. Lohani, Vice-President for Knowledge Management and Sustainable

- **Commentators:**
 Dr. Mohd Azraai Kassim, Deputy Vice Chancellor, Universiti Teknologi Malaysia (UTM), Malaysia
 Mr. Tan Wee Hin Leo, Immediate Past President, Singapore National Academy of Sciences (SNAS), Singapore
- **Concluding remarks**

For more information, visit:
http://www.jetro.go.jp/en/jetro/topics/1405_topics5.html



7th Dialogue between FJCCIA and Secretary-General of ASEAN in Philippines

On June 24, the Seventh Dialogue between the Federation of Japanese Chambers of Commerce and Industry in ASEAN (FJCCIA) and the Secretary-General of ASEAN was held in Manila, the capital of the Philippines. JETRO took the lead in organizing the dialogue and Chairman and CEO Hiroyuki Ishige attended.

The dialogue was also attended by ASEAN Secretary-General Le Luong Minh, Presidents of Japanese chambers of commerce and industry in each ASEAN country, Japanese Ambassador to ASEAN Koichi Aiboshi, ERIA Executive Director Hidetoshi Nishimura and JCCI President Toshio Nakamura.

For more information, visit:
http://www.jetro.go.jp/en/jetro/topics/1406_topics5.html



Counterfeit Product Identification Seminar in Myanmar

On August 22, JETRO co-organized the Counterfeit Product Identification Seminar in Naypyidaw, the capital of Myanmar, together with the Japanese Ministry of Economy, Trade and Industry (METI) and the Myanmar Ministry of Science and Technology (MOST). In this seminar, persons in charge of intellectual property rights at Japanese companies operating abroad explained methods to distinguish authentic products from imitations to officials of governmental authorities in Myanmar. Participants from both sides exchanged views, aiming to create concrete solutions to better curb counterfeit products.

In the first event of its kind in Myanmar, approximately 20 representatives attended on the Japan side from JETRO, METI, Tokyo Customs, Japanese companies and patent firms. On the Myanmar side, approximately 40 officials participated from MOST, the Ministry of Home Affairs, the Ministry of Industry, the Ministry of Finance (the customs), the Union Attorney-General's Office, the Ministry of Industry, the Ministry of Agriculture and Irrigation, the Supreme Court and the Intellectual Property Association of Myanmar.

For more information, visit:
http://www.jetro.go.jp/en/jetro/topics/1408_topics5.html



International Symposium on Service Industry in Philippines

On October 24, JETRO hosted an international symposium on the service industry in Manila, the Philippines, aiming to globally demonstrate competitiveness and advantages of the Japanese service industry and take initiative in this field. Under the common theme of "the service industry", the symposium was held in full collaboration with the 40th ASEAN-Japan Business Meeting (co-chaired by Toshiyuki Shiga, who is also Vice Chairman of Nissan Motor, and held from October 22 to 24 in Manila) organized by the Keizai Doyukai (Japan Association of corporate Executives). Lectures and panel discussions were presented by leaders of prospective companies in the service industry invited both from ASEAN and Japan. This is the second international symposium held by JETRO in this field following the first conference in Singapore in September last year. Targeting ASEAN, this year's event focused on actions to eliminate the restriction on foreign investment in the service industry and increase the presence of Japanese companies in the region.

Furthermore, on October 23, the day prior to the International Symposium on Service Industry, Chairman and CEO Hiroyuki Ishige of JETRO met with Philippine President Benigno Simeon Cojuangco Aquino III and exchanged views focusing on economic partnership between the Philippines and Japan.

For more information, visit:

http://www.jetro.go.jp/en/jetro/topics/1410_topics4.html



High Speed Rail Seminar in Malaysia

On November 4, JETRO organized the High Speed Rail Seminar in Kuala Lumpur, the capital of Malaysia to help the Japan Union win the order related to the Malaysia-Singapore High Speed Rail Scheme. The seminar was organized as an "all-Japan" effort by related parties such as the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), the Ministry of Foreign Affairs, the Ministry of Economy, Trade and Industry, the Japan Railway Technical Service (JARTS) and the Japan Overseas Rolling Stock Association (JORSA), attracting approximately 200 people from the Malaysian government, companies and media.

The seminar program was as below:

- **Opening remarks**
 - Akihiro Nishimura, Deputy Minister, MLIT
 - Soichi Yoshimura, Executive Vice President, JETRO
- **Keynote speech**
 - Tan Sri Syed Hamid bin Syed Jaafar Albar, Chairman, Land and Public Transportation Commission, Malaysia
- **Presentations**
 - Tsutomu Shimura, Deputy Director-General, Railway Bureau, MLIT
 - Yuji Fukasawa, Executive Vice President, East Japan Railway Company
 - Kazuaki Hiraishi, General Manager, Research Director, Research Center for Policy and Economy, Mitsubishi Research Institute, Inc.
 - Yukinori Horiguchi, Senior Vice President, Commercial Aviation & Transportation Systems, Mitsubishi Heavy Industries, Ltd.

For more information, visit:

-Mr. Toshiyuki Sakamoto, Deputy Director-General for Trade Policy, Trade Policy Bureau, Ministry of Economy, Trade and Industry, Japan

For more information, visit:
http://www.jetro.go.jp/en/jetro/topics/1411_topics4.html



Opening ceremony of JETRO office in Chengdu, China

On November 28, 2014, JETRO opened a new office in Chengdu, Sichuan Province, its eighth office in China and the 75th throughout 56 countries in the world.

Chengdu is the largest consumer market in China’s western region. Situated in a basin, the city has the ability to pull in a large number of customers from surrounding areas. Many foreign retailers such as Ito-Yokado and Isetan are located in the downtown area.

Other Japanese-affiliated firms operating in Chengdu are Toyota Motor Corporation, Seven-Eleven Japan Co., Ltd., UNIQLO Co., Ltd., KOBELCO Construction Machinery Co., Ltd., NEC Corporation and Fujitsu Limited, among many more. As of November 2014, the number of companies belonging to the Chengdu Japanese Commerce and Industry is approximately 135.

Reference: JETRO Chengdu

Address:

20-3, Tower 2, Raffles City Chengdu, No. 3, Section 4,
South Renmin Road, Wuhou District, Chengdu, China 610041

Start of services: November 28, 2014

Areas covered: Sichuan Province, Chongqing City, Yunnan Province and Guizhou Province

Employees: 3 persons (1 staff member transferred from Japan and 2 local staff members)

For more information, visit:
<http://www.jetro.go.jp/en/news/releases/20141128560-news>



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

JETRO opens 40th domestic office in Ibaraki

On June 1, JETRO opened its 40th domestic office and first in the northern Kanto region with the establishment of JETRO Ibaraki in the city of Mito, at the request of Ibaraki Prefecture. An opening ceremony was held on June 19.

JETRO Ibaraki will make full use of JETRO's network of 73 overseas offices in 55 countries to support the export and global advancement of products, manufactured goods and technology of the prefecture. Ibaraki boasts the second largest value of agricultural shipments in Japan, a manufacturing industry made famous by the companies in Hitachi and Kashima and scientific technology in Tsukuba and Tokai Village, which will contribute to realizing an Ibaraki open to the world.

For more information, visit:

http://www.jetro.go.jp/en/jetro/topics/1406_topics4.html



ATPF Working Level Meeting in Saga

On June 5 and 6, JETRO hosted the Asian Trade Promotion Forum (ATPF) Working Level Meeting in Saga, a prefecture in the western Japanese island of Kyushu, with 40 participants from organizations in 24 countries and regions.

The forum was established in 1987 at the advocacy of JETRO with the objective of enhancing trade in Asia through information exchange, implementation of cooperative projects and strengthening networks among ATPF members. Currently 24 countries and regions have joined the forum. The Working Level Meeting (WLM) is held annually and this was the first time in 16 years that participants from all ATPF member organizations took part. Discussions proceeded under subjects which included support for business partnership among regional industrial clusters. A meeting of the ATPF Exhibition Industry Committee (AEIC) and the Investment Working Group were also organized during the same period.

For more information, visit:

http://www.jetro.go.jp/en/jetro/topics/1406_topics3.html



Agriculture mission from Myanmar: Great interest in Japanese agricultural business and services

From October 25 to 31, JETRO invited a mission from Myanmar and held a program in the Kanto Region and Niigata Prefecture in Japan. The mission consisted of six members including executives of leading companies in the agricultural business field and the head of the Department of Industrial Crops Development of the Ministry of Agriculture and Irrigation.

In line with the priority agenda of the Myanmar Government, which focuses on modernization and increased productivity in agriculture, the program comprised a series of

events that would contribute to growth of the country and creating business opportunities for Japanese companies. In a seminar, the mission members introduced their needs for Japanese technology, services and products related to agriculture. They also visited companies and took part in business matching.

The mission's activities include:

- **Seminar and business matching:**
On October 29, the "Myanmar Agricultural Business Seminar" was convened in Tokyo. In this seminar that attracted over 150 attendees from Japanese companies and business circles, the mission members made presentations regarding the agricultural situations in Myanmar; in the business matching, Japanese companies which were interested in procuring raw materials for processed food from Myanmar or selling agricultural machinery and spare parts for the country attended.
- **View exchange meeting with companies in Niigata Prefecture:**
In Niigata, a session was held where manufacturers of agricultural machinery in the prefecture and the mission members made presentations. Both companies from Myanmar and Niigata provided an introduction about their operations, demonstrated characteristics and performance of their products and exchanged views with each other. In the networking event with companies and local governments in the prefecture, attendees, including the participant companies in the "Mission to Myanmar" which was dispatched by the Niigata Chamber of Commerce and Industry last year, were involved in active discussions about future business potential between the two countries.
- **Site visits:**
The mission members also visited plants for agricultural machinery, a facility for biomass and stores for agriculture-related products. Proactive questions were delivered to the staff regarding performance of the machines and possibility to use them in Myanmar.

For more information, visit:

http://www.jetro.go.jp/en/jetro/topics/1410_topics7.html



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

New Reports from JETRO

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

JETRO Survey: Analysis of Japan-China Trade in the first half of 2014 (based on imports of both countries)

Summary points:

1.Characteristics of the first half of 2014

- 1.1) Exports: increase for the first time in three years, led by strong demand for transportation equipment and general machinery
- 1.2) Imports: recovery in wide range of products, resulting in increase on first half-year basis for first time in two years
- 1.3) Trade deficit with China: a record high on first half-year basis

2. Outlook for 2014:

- 2.1) Exports: marginal upward trend
- 2.2) Imports: modest increase
- 2.3) Total trade value and trade balance: total trade value to increase for the first time in three years, trade deficit with China to become largest ever

3.China's share of Japan's exports second largest after that of US (source: "Trade Statistics of Japan" [Ministry of Finance])

For more information, visit:

<http://www.jetro.go.jp/en/news/releases/20140822008-news>



2014 JETRO Global Trade and Investment Report - On making Japan a base for international business circulation -

Key points -

1. World trade and investment on its way to recovery. Moderate resurgence of world economy.
2. Japanese trade marks deficits for three consecutive years
3. Japanese outward FDI reaches record high
4. Realization of FTAAP through the promotion of TPP and RCEP
5. Asian consumer markets becoming solid both in scale and quality
6. Strategic development of promising overseas markets
7. New developments among Japanese companies seen in reorganization of their overseas bases
8. Foreign-affiliated companies regard Japan's expensive business costs as problematic. Signs of improvement can also be seen.
9. Nationwide effort necessary to increase inward FDI into Japan
10. Challenges Japanese corporations face in making Japan hub of international business circulation

For more information, visit:

<http://www.jetro.go.jp/en/news/releases/20140807856-news>

<http://www.jetro.go.jp/en/news/releases/20140807856-news/overview.pdf>

Exploring Japan

[Guide to “Industrial Tourism in Japan” Page available at JETRO web site](#)

As tourism in Japan is booming as seen in the number of international visitors to Japan in October 2014 which reached 1,271,700, an increase by 37% and from January to October 2014, the total number of visitors amounted to 11,009,000, an increase by 27.1% (figure credit to Japan National Tourism Organization’s 2014 Foreign Visitors & Japanese Departures), one choice to be picked as an alternative to make visit to Japan more worthwhile is industrial tourism.

What to discover!

Enjoy factory tours, plant tours, craft centers, industrial museums, farm tours, brewery tours and more. From cutting edge technology to traditionally crafted artisanal goods, Japanese producers excel at the art of creation. See the process, taste the results and meet the people who make Japan such a fascinating and innovative place.

The Art of Making Things

How is it made? How does this work? What makes it go? Enter the fascinating world of industrial tourism, where you can learn about the process of invention and manufacture, from ideas to release. In seeing how—and why—things are made, you can also glimpse the inner workings of a nation. Through the lens of industry, you can learn Japan’s history and the industries that drive its economy and its vision for the future.

From the Meiji Restoration during which Japan’s industrial revolution blossomed, to the post-war economic boom to the present, Japan has sprinted to become one of the richest and most economically powerful countries in the world. Japanese products are everywhere: cars in Russia, consumer electronics in the USA and trains in China. In addition to the ubiquitous electronics, Japanese traditional and pop culture is making real headway abroad, with sake lovers in Seattle, pottery aficionados in Adelaide and Japanese snack and candy fan blogs popping up all over the internet.

In a country where high tech sits cozily elbow-to-elbow with thousand-year-old traditions, the juxtapositions may seem incongruous. How funny to see a monk with a mobile phone! How striking to watch a refined lady dressed in a beautiful kimono board a bullet train! How strange to see a shrine squeezed in next to a skyscraper!

By delving into industrial tourism, the observer can glean a greater understanding of how these contrasting images came to coexist in one frame.

Japan is well known for its high tech sectors, with giants of industry in cars, cameras, and consumer electronics. Much of the world uses electronics that were designed or conceived in Japan. Semiconductors, bullet trains, hybrid vehicles, solar panels—if you look around, you won’t have to search very far to find something from Japan.

The country is also known for its tradition’s artistry and craftsmanship, to be found in items like washi paper, kimono, ceramics, lacquerware and musical instruments. Japanese cuisine, too, is gaining traction: beyond sushi, international gastronomers are learning the delights of sake, soba noodles, tea, and mochi.

But what do these industries say about the country? How did these products, these companies, come about?

Many of these industries grew out of cultural touchstones. For example, the iconic bullet train is made by a company that first specialized in shipbuilding—an obvious specialty for an island nation. Their prowess with heavy metals easily lent itself to developing rolling stock. And the story of nihonshu, or rice wine, is the story of the country's most important dietary staple and the farmers who grow it. A company that makes high-end china is easy to understand in a country with a long fine history of pottery, but the connection to solar panels becomes clearer when you realize that ceramics technology was used in the development of solar tech.

Japanese innovators haven't created these things in a vacuum—they've certainly taken cues from other cultures and studied developments made by companies abroad. Cars, ships and porcelain ceramics were all made in Japan under the compulsion of the makers to do it for themselves: to make things domestically and to have less reliance on imports. Though these products were born from inspiration by others, the end results were uniquely Japanese. Of course, there are many homegrown products that were made exclusively in Japan. And in turn, these results were sent out again into the world to spur on the next round of innovations.

Industrial tourism gives us a window into the daily lives of citizens, a look at how people spend their time and the way they make a living, as well as the things that they use every day to make life run more smoothly. How are these livelihoods tied to a place's history, natural resources, skills and strengths? How does the community lean on the industry and what do they give in return? By learning about local industry, we can put a product or company in a greater context. And with that context, we can more fully appreciate the product and the world around us.

So why not go to the source? In Japan, passion for monozukuri, or the art of making things, is strong. Quality, sophistication and attention to detail are key elements in Japanese products, and highly skilled craftspeople abound in this small archipelago. Whether it's leading-edge technology or age-old traditional handicrafts, Japanese makers strive for excellence. Come, meet some of the people and see the process for yourself.

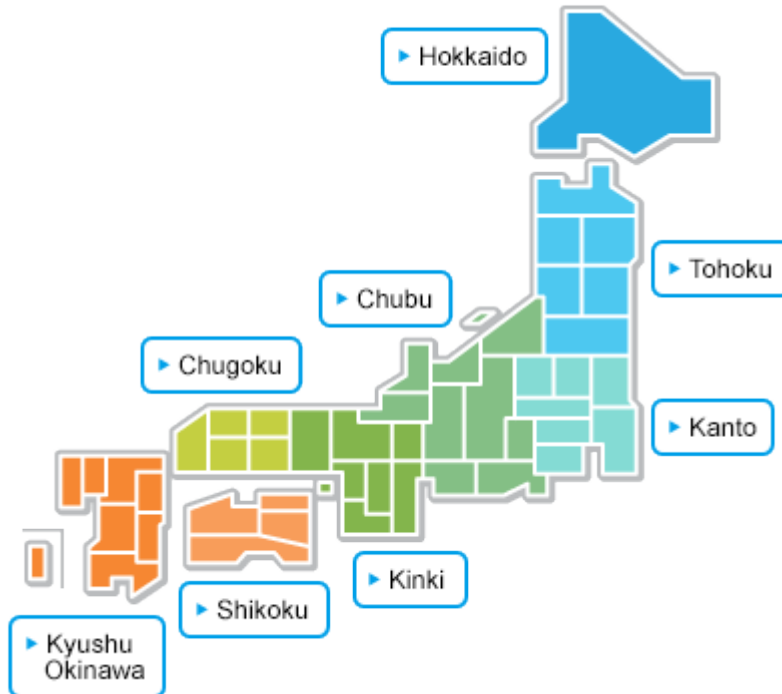
Enjoy factory tours, plant tours, craft centers, industrial museums, farm tours, brewery tours and more. From cutting edge technology to traditionally crafted artisanal goods, Japanese producers excel at the art of creation.

Source: http://www.jetro.go.jp/en/ind_tourism/making_things.html

@ http://www.jetro.go.jp/en/ind_tourism/, what to explore

Information on industrial tourism could be browsed by “Area” and “Category”. Informative resources for picking are waiting to serve your expectation to fulfill your visit to Japan.

By areas, regions are presented



By category, below listings are shown:



[Food, agricultural and fishery products](#)



[Art, design and traditional goods](#)



[Fashion and textiles](#)



[Life science](#)



[Machinery and heavy industry](#)



[Manufacturing and infrastructure](#)



[Energy and the environment](#)



[Service industry and retail](#)



[Content \(media/entertainment\)](#)

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