



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

HIGHLIGHTS OF THIS ISSUE

- ★ **JETRO BANGKOK UPDATE** **PAGE 2**
 - PM Yingluck presided over the opening ceremony of Designing a Happy Journey: Reviving Kyushu through Creativity Exhibition
 - The Lectures of Logistics Improvement
 - JETRO's Invitation to Environmental and Energy Sector Business Meetings in Osaka 2013
- ★ **EVENTS IN JAPAN** **PAGE 5**
 - JETRO-JEF International Symposium: FTAs as a Growth Strategy for Asia Discussion over ideal regional economic integration in the Asia-Pacific region
 - JETRO Zone at FOOD EX JAPAN 2013
- ★ **WHAT'S NEW ON THE NET?** **PAGE 7**
 - The 22nd Survey of Investment Related Costs in Asia and Oceania (FY 2011 survey)
 - Survey of Japanese-Affiliated Companies in Asia and Oceania (FY 2012 Survey)
- ★ **EXPLORING JAPAN** **PAGE 8**
 - Executive summary of Field Survey Concerning Overseas Presence in the Service Industry FY2012

J E T R O B A N G K O K U p d a t e



PM Yingluck presided over the opening ceremony of Designing a Happy Journey: Reviving Kyushu through Creativity exhibition

On Monday, March 15, 14:00 hours, Prime Minister Yingluck Shinawatra together with Transport Minister Chadchart Sittipunt, Advisor to PM Veerapong Ramangkul, Chairman of Strategy for Reconstruction and Future Development Committee presided over the opening ceremony of

“Designing a Happy Journey: Reviving Kyushu Through Creativity” exhibition” at TCDC.

The Exhibition has featured selected designer of Kyushu Railway Company (JR Kyushu), Mr. Eiji Mitooka’s works with user-centered philosophy focusing on the user’s convenience, and also capturing the local identity through the use of local materials. His works for JR Kyushu Company for over 25 years have been showcased in this Exhibition, including the exterior and interior of 29 trains, the development of railway stations, property projects, public relations media, etc.



The Exhibition is a collaborative activity between Kyushu Railway Company (JR Kyushu) and Thailand Creative & Design Center (TCDC), in association with Don Design Associates (DDA) with support from JETRO, Bangkok. The exhibition has been open to public 10:30-21:00 hours from 16 March - 26 May 2013 @ Gallery 2, TCDC.



For more information, visit the website:
<http://www.tcdc.or.th/eventse.php?lang=en&act=view&id=477>

The Lectures of Logistics Improvement

The Thai National Shippers' Council (TNSC) in cooperation with Japan Institute of Logistics Systems (JILS) with the support of JETRO Bangkok organized the seminar on "The Lectures of Logistics Improvement" on Tuesday, January 29, 2013. The seminar comprising interactive presentation of case examples of such initiatives and exchange of information are of great significance for broadening the base of improvement activities and sharing useful hints for promoting the rationalization and efficiency of logistics. In addition to the introduction of case examples of improvement initiatives implemented by Logistics Qualification System Program (LQSP) certified professionals, the first round of lectures has put the spotlight on the expected impact on logistics of the ASEAN Economic Community (AEC), which will be inaugurated in 2015, as well as on various points for logistics improvement. As such, the Logistics Improvement Lectures represented a program of great significance in considering the future developments in logistics.

The lecture's topics included

- 1) **AEC and Logistics Connectivity: ASEAN to Global** by Khun Paiboon Ponsuwanna, Chairman of TNSC;
- 2) **The viewpoint of Logistics Improvement and Action Examples** by Mr. Kazunobu TOKUDA, Vice President of JMA Consultants (Thailand) Co., Ltd.;
- 3) **Presentation of Logistics Improvement by LQSP-Certified Individual**
 - a. **Logistics Cost Reduction within Organization: Warehouse & Procurement** by representatives of Epson Toyocom (Thailand) Co., Ltd.
 - b. **Container Yard for JIT Export Orientation: Background, Problems and Solutions** by representative of Yusen Logistics (Thailand) Co., Ltd.
 - c. **Increase Performance of Distribution to Support Dealer Demand under Speed, Low Cost and Control** by representative of Panasonic Siew Sales (Thailand) Co., Ltd.
- 4) **Importance of Logistics and HRD** by representatives of Japan Institute of Logistics Systems (JILS)

For more information, visit the website:
<http://www.tnsc.com/html/content/view/2317/210/>



JETRO's Invitation to Environmental and Energy Sector Business Meetings in Osaka 2013

JETRO Bangkok has invited 2 Thai companies of industrial waste, recycling and renewable energy businesses to attend the business meetings of environmental and energy sector from January 30-31, at Osaka, Japan.

Apart from the business meetings, JETRO also organized site visits of DINS Sakai Corporation specializing in bio - ethanol from wood based biomass and Panasonic Green Energy Park specializing in the smart energy system.



Events in Japan

JETRO-JEF International Symposium: FTAs as a Growth Strategy for Asia Discussion over ideal regional economic integration in the Asia-Pacific region

On February 4, 2013, JETRO hosted an international symposium themed "FTAs as a Growth Strategy for Asia" at JETRO Headquarters in Tokyo jointly with the Japan Economic Foundation (JEF).

At the symposium, FTA (free trade agreement) negotiators and leading experts on FTAs from 11 major countries and regions throughout Asia-Pacific gathered together to discuss ideal regional economic integration in the Asia-Pacific region in three separate sessions, each under its own theme.

The program began with opening remarks delivered by JEF Chairman and CEO Noboru Hatakeyama. This was followed by a keynote address by the Vice-Minister for International Affairs, Ministry of Economy, Trade and Industry (METI) of Japan, Nobuhiko Sasaki, about challenges in Japanese trade policies.

In the first session panelists discussed the status of bilateral and regional FTAs in the Asia-Pacific region. This was followed by a session on changes in the political and economic environment which affect those accords, in which JETRO Chairman Hiroyuki Ishige took part as a panelist. The final session covered future prospects for FTAs in the region.

With detailed and frank discussion among the panelists and other speakers, the symposium provided a convenient opportunity for all present to deepen their understanding of FTAs and trends in regional economic integration.



JETRO Zone at FOODEX JAPAN 2013

JETRO ZONE at FOODEX JAPAN 2013 aims to offer firms from developing countries an opportunity to introduce their

products with potential in the Japanese market, which will lead to the development of food industry in these countries.

JETRO ZONE included a total of 66 booths

- 56 Exhibitor booths of which about half of it have been used for African companies.
- 10 JETRO booths (information desks, kitchen for exhibitors, tasting booth, etc.)
- Business center for JETRO Zone's exhibitors has been installed besides these 66 booths.

JETRO ZONE is a pavilion organized by JETRO in “FOODEX JAPAN” as a support program for companies in developing economies to enter the Japanese market. JETRO Zone welcomes 56 companies who want to introduce their products in person. There will be special offers for the exhibitors by JETRO.

FOODEX JAPAN is one of the largest food & beverage trade shows in the Asia-Pacific region with 37 years of history. The show attracts 75,000 professional buyers from all over the world. Many key food & beverage trade buyers especially visit from neighboring Asian countries such as Korea, China, and Taiwan. FOODEX JAPAN offers a foothold in Asia and will become the gateway to expand opportunities in Japan and also across the world through Asia.

For more information of the event, visit the website:
www.jma.or.jp/foodex



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.

The 22nd Survey of Investment Related Costs in Asia and Oceania (FY 2011 survey)

http://www.jetro.go.jp/en/reports/survey/pdf/2012_06_01_biz.pdf



Survey of Japanese-Affiliated Companies in Asia and Oceania (FY 2012 Survey)

http://www.jetro.go.jp/en/reports/survey/pdf/2013_01_01_biz.pdf

Exploring Japan

Executive summary of Field Survey Concerning Overseas Presence in the Service Industry FY2012

Outline of the Survey

JETRO conducted a survey of 6,000 companies in the Japanese service industry (survey period: October to November 2012; valid survey forms sent out: 5,876 companies; valid replies: 1,352 companies; response rate: 23.0%).

With the purpose of grasping the actual situation of overseas expansion in the Japanese service industry, the survey attempted to quantify the main venture destinations of each company, countries or cities receiving priority attention, the purpose and method of setting up ventures and issues related to overseas expansion, among other matters.

Analysis, including that for correlation, was then carried out by analyzing the questionnaire results and produced the following validated results.

Key points of the Survey

1. The Japanese service industry attaches the highest value to China, followed by Thailand and the United States. Looking by city, Shanghai still continues to attract the biggest attention since the last survey while other Asian cities such as Bangkok and Dalian also ranked high on the list. (Dalian has gone up to 3rd place from 5th in the last survey while Jakarta, which was not among the top ten cities last time, has made a leap to 4th place.)

2. Looking at the order of destinations, more than 80% of the 106 companies that have expanded into another country after initially setting up operations in China have chosen an Asian country as the second destination. Also, more than 60% of the 81 companies that have expanded into another country after initially setting up operations in the US have chosen an Asian country as the second destination. These facts indicate the trend of an increased interest within the Japanese service industry in emerging countries in Asia.

3. Looking at the size of business, while major companies have until now taken the lead in venturing into overseas markets, recently small and medium-sized enterprises (SMEs) are also starting to look overseas for business expansion. The last few years have especially seen active overseas business expansion by SMEs. Considering that there are many SMEs with no experience of overseas ventures, the number of SMEs deciding to advance into overseas markets is expected to increase further.

4. Many companies in the service industry say they are facing "human resources issues," especially with "acquiring global human resources." Also, many companies that have not yet chosen to go ahead with overseas expansion cite the "lack of human resources within the company necessary for overseas expansion" as a reason for not venturing abroad. One can say that the difficulty in "acquisition and education of global human resources" has been a bottleneck for the Japanese service industry that discourages overseas expansion.

Further information, visit

http://www.jetro.go.jp/en/news/releases/20130321414-news/Executive_Summary.pdf

For further information, please contact:

Ms. Chutima D.

Public Relations Department

Tel: (662) 253-6441-5 Ext. 147

Fax: (662) 253-2020

E-mail: bqk-pr@jetro.go.jp