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## HIGHLIGHTS OF THIS ISSUE

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Consequently, at the food event, JETRO has supported 7 leading Japanese restaurant operators who represent regional specialties across the nation to approach their prospective customers in order to gain first-hand understanding of targeted customers' preference as below:

**C ROISSANT DONUT NEY YORK:** a trendy hybrid of oil-free half-croissant and half-donut, guaranteed healthy snack

**C UP 'N ROLL:** a renown sushi restaurant from Mikawa, Aiji with more than 30-year experience of making flavorful dishes

**K INSHIRO :** all about noodles and other Japanese specialties from Nagasaki Prefecture, Kyushu region including a variety of Japanese noodle menus such as Jampong, Sara Udon, ramen, Udon, Soba, Somen etc. that can be enjoyed by the whole family.

**M IGUEN :** Healthy Japanese Noodle Soba restaurant: soba noodles made from organically grown buckwheat, a healthy selection that facilitates digestion, a delicious selection for the newer generation that is health-conscious.

**M ATSUYA :** “Japanese Kitchen to Bangkok” guaranteed freshness without preservatives. Over 1,000 branches in Japan with its signature “Gyudon” or Japanese beef bowl.

**T ENJIN:** an award-winning Udon restaurant from Yokohama, its “Tsihama horumun udon” received the “Silver Grand Prix” at the 4th B-1 Grand Prix

**T ODAI Ramen :** unique “Tokushima ramen” from Tokushima prefecture



## Events in Japan

### 1. Seminar on Promotion of Foreign Investment in Yokohama

The City of Yokohama and JETRO Yokohama jointly hosted the Seminar on Promotion of Foreign Investment in Yokohama on March 24. The seminar aimed to present the national government's endeavors in expanding foreign investment in Japan, advantages in conducting business in Yokohama and case examples of two companies already in business in the city. It detailed the attractiveness of Yokohama as a global business base with both fulfilling commercial and private scenes.

The seminar topics included:

**Expanding foreign investment in Japan**

•Mr. Shigeki Maeda, Director-General, Invest Japan Department, JETRO

**Advantages in conducting business in Yokohama**

•Mr. Seiji Murozono, Director, Growth Strategy Promotion Department, Economic Affairs Bureau, City of Yokohama

**Case examples of companies already in business in Yokohama (planned, two companies)**

•Ms. Masami Kawasaki, General Manager, External Affairs/ CSR Department, Public Affairs & Communications Department, Huawei Japan

•Mr. Stuart Harrington, General Manager, Atlassian



### 2. 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, the Japan External Trade Organization (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.

For more information, visit the website:  
[http://www.jetro.go.jp/en/jetro/topics/1302\\_topics1.html](http://www.jetro.go.jp/en/jetro/topics/1302_topics1.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.

#### Survey of Business Sentiment on Japanese Corporations in Thailand for the 2nd half of 2013

The survey has been conducted by Japanese Chamber of Commerce (JCC) in Bangkok, Thailand from 13 November to 12 December 2013. 412 Japanese firms out of 1,504 JCC members (excluding 11 governmental organizations) replied the questionnaires with the response rate at 27.4%.

The survey topics include

- |   |   |
|---|---|
| 1. BUSINESS SENTIMENT   | 2. SALES  |
| 3. PRE-TAX PROFIT/LOSS  | 4. CAPITAL INVESTMENT (MANUFACTURING SECTOR)                                  |
| 5. EXPORT TREND   | 6. PROSPECTIVE FUTURE MARKETS   |
| 7. BUSINESS BASE FOR THAILAND-PLUS-ONE POLICY                                   | 8. EXCHANGE RATES USED IN BUSINESS PLANS                                      |
| 9. PROCUREMENT SOURCE OF PARTS/MATERIALS  | 10. CHALLENGES FOR CORPORATE MANAGEMENT                                       |
| 11. REQUESTS TO THE THAI GOVERNMENT   | 12. EFFECT OF FLOODS AND MEASURES   |
| 13. LABOUR SHORTAGE AND MEASURES  | 14. MEASURES TO ADDRESS THE LOWER BIRTH RATE AND AGING POPULATION IN THAILAND |
| 15. MEASURES REQUIRED TO STRENGTHEN THE CONNECTIVITY WITH NEIGHBORING COUNTRIES | 16. ASEAN ECONOMIC COMMUNITY (AEC)  |
| 17. REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP)                          |   |

For more information, visit the website:  
[http://www.jetro.go.jp/thailand/e\\_survey/pdf/jccaut13eng.pdf](http://www.jetro.go.jp/thailand/e_survey/pdf/jccaut13eng.pdf)



## Results of JETRO's Survey on Japanese Foods Directed at Overseas Consumers - Japanese dishes rank top as most popular foreign cuisine in six-city survey of emerging markets -

### Outline

1. **Objective:** To explore habits of food consumers overseas, hear opinions about Japanese cuisine and food products directly from those consumers and take advantage of demand. Also to help expand exports of Japanese food products with the results of the survey.
  2. **Investigation period:** December 4 to 18, 2013
  3. **Survey method:** Web-based questionnaire
  4. **Subject cities:** Moscow (Russia), Ho Chi Minh (Vietnam), Jakarta (Indonesia), Bangkok (Thailand), Sao Paul (Brazil), Dubai (United Arab Emirates)
- \* Based on the emerging markets listed in the Japan's Export Strategy for Agricultural, Forestry, Fishery and Food Products by Country/Item created by Ministry of Agriculture, Forestry and Fisheries, six subject cities from those emerging markets were chosen as their countries are large importers of food from Japan in value terms.
5. **Respondents to the survey:** Male and female consumers residing in the subject cities in their teens to fifties (not including Japanese residents).
  6. **Sample number:** Total of 3,000 subjects consisting of 500 from each city
  7. **Notes:** The previous year's survey was conducted among countries centering on high rank destinations for Japan's exports of agricultural, forestry, fishery and food products. (Seven countries and regions such as China, Hong Kong (China), Chinese Taipei, South Korea, the US, France and Italy)

For more information, visit the website:  
<http://www.jetro.go.jp/en/news/releases/20140328186-news>



## Results of JETRO's FY2013 Survey on the International Operations of Japanese Firms

From November through December 2013, the Japan External Trade Organization (JETRO) conducted a survey of 9,800 companies either involved in or interested in business overseas on their status and future plans. The survey received valid replies from 3,471 firms (a 35.4% response rate), of which 2,791 were small and medium-sized enterprises (SMEs). According to the survey, Japanese companies continue to be motivated to explore overseas markets despite the trend of reversal of the yen's appreciation as well as the domestic economic recovery. An increase was seen in the proportion of firms which are active in expanding exports. In addition, over 60% of Japanese firms still intend to expand their operations overseas including new investment and adding to existing operating bases. In terms of target countries, a wait-and-see attitude regarding China and a shift toward ASEAN have become clear.

For more information, visit the website:  
<http://www.jetro.go.jp/en/news/releases/20140324533-news>



## Exploring Japan

- Some testimonials of foreign-affiliated companies that are seeing success in the Japanese market have expressed viewpoints on “\*\*\*Why to Invest in Japan\*\*\*” and “\*\*\*JETRO Services and Supports\*\*\*”.
- Appeals to direct investment in Japan for foreign firms from 2010 to February 2011

### \*\*\*Why to Invest in JAPAN\*\*\*

"Japanese market as "highly technology- and service-oriented."

**AVL Japan K.K. (Austria)**

a subsidiary in Japan for the development of power train systems and instrumentation and test systems in the Japanese automotive market in 1995

"The existence of top-notch engineers makes the Japanese market very attractive."  
"The Japanese are tough and possess a strong spirit of cooperation."

**LitePoint Japan K.K. (United States)**

a subsidiary provider of test solutions for the development of wireless devices in 2010

"It is necessary to locate R&D functions near our existing customers."

**Umicore Japan K.K. (Belgium).**

its Japanese base to produce positive-electrode materials for lithium ion batteries in April 2011

"It is an attractive market not only because of continued liberalization, but also because customers place proper value on high quality services."

**Prudential Holdings of Japan, Inc. (United States)**

"In addition to being highly sophisticated, Japanese consumers are particularly sensitive to fashions among consumers in Asia and have a background of enjoying the cultures of different countries through traveling"

"Company expects the trendsetting power of the Ginza flagship store to spread brand awareness from Japan to other Asian countries."

**Tommy Bahama (US), 2013**

freestanding store including a bar and a restaurant in Ginza, Tokyo

#### Sources:

- 1) "Talk to JETRO First about business in Japan" brochure
- 2) [http://www.jetro.go.jp/en/invest/success\\_stories/](http://www.jetro.go.jp/en/invest/success_stories/)

## \*\*\* JETRO Services & Supports \*\*\*

Sources: [http://www.jetro.go.jp/en/invest/success\\_stories/](http://www.jetro.go.jp/en/invest/success_stories/)

“Working with JETRO made it much easier for us to expand our business to Japan. JETRO has provided support to us in the US and Japan. They found information that ‘Tommy Bahama wants to expand its business to Asia’ and offered support to us. I believe that it is a great service. It was JETRO who introduced us to a partner crucial for entering the Japanese market. In addition, regarding the laws and rules in doing business in Japan, JETRO’s advice was very helpful. JETRO’s high degree of professionalism was very important for us”.

Mr. Brian Pearce, Managing Director of Tommy Bahama (Asia)  
freestanding store including a bar and a restaurant in Ginza, Tokyo

“JETRO helped us out not only regarding the laws in establishing a company and other support in application and registration, but also in various other aspects from visa support to introducing office space. It would have been very difficult to arrange introductions and hearings with companies in Kobe without JETRO. We have been able to make negotiations since, and have introduced potential joint venture companies to each other and are even discussing collaborative projects. Since Kobe is our first office in Japan for BGI, it is indispensable to be introduced to industry related-parties to expand our business operations in the future. We are deeply grateful for comprehensive support from JETRO when starting up our company in Japan.”

Mr. Liu, Director, BGI JAPAN K.K.  
Its branch in Kobe, Japan in September 2011, one of the largest biological science research institutes in the world

In setting up the subsidiary, JETRO’s Invest Japan Business Support Center (IBSC) provided the company with a range of support such as offering temporary office space and providing market overviews in the fields of Japanese renewable energy and information on related subsidy programs offered by local governments.

“It was very beneficial that JETRO promptly prepared a temporary office for us, as the number of our employees has sharply increased following our joint venture with juwi. Moreover, we appreciate that JETRO provided us with information on the Japanese energy market which is normally hard to come by, allowing us to conduct operations in an efficient manner”

Mr. Masaya Hasegawa, President of juwiShizen Energy Inc.  
A renewable energy plant construction firm established a joint venture in Tokyo

JETRO has provided Infosys with temporary office space, free of charge, at IBSC Nagoya. Additionally, JETRO has assisted Infosys in seeking permanent office space, and connecting with local government officials and potential clients. The local governing regions, Aichi Prefecture and Nagoya City, welcome foreign capital investment and, together with JETRO, have provided launch support for Infosys including recruitment and information about living in the local area.

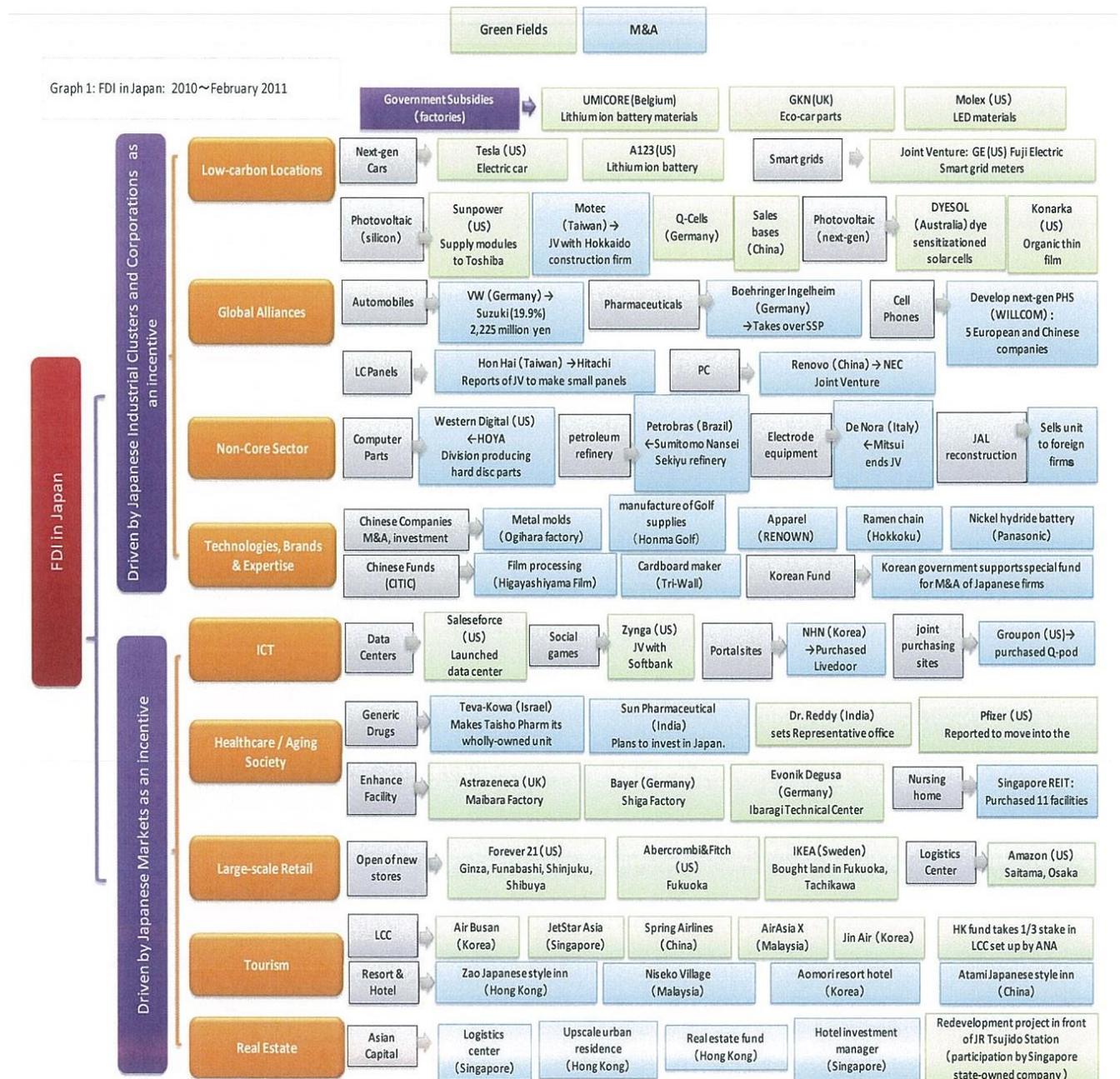
“The combined support provided by JETRO and the local government went further than just material support such as the free office space; it also provided great encouragement that enabled us to get the new office ready with peace of mind”.

Mr. Nitin Datar, the Nagoya office manager, Infosys  
the global leader in next generation IT consulting

### Appeals to direct investment in Japan for foreign firms

The key incentives for direct investment in Japan can be divided into two main groups, (1) Japan's industrial clusters and corporations, and (2) the Japanese market.

Pattern (1) can be further classified by the keywords "low carbon technology location", "global alliance", "disposal of non-core divisions" and "technology, brand & expertise". Likewise, pattern (2) can be further classified using the keywords "information communication technologies (ICT)", "medical treatment & aging society", "large-scale retail", "tourism" and "real estate"(Graph 1).



Source: Prepared by JETRO based on press releases and media reports.

Source: JETRO Sensor, May 2011

For more information of "Investing in Japan", visit <http://www.jetro.go.jp/en/invest/>

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