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Newsletter

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

1. New JETRO Bangkok President Appointed for Thailand and Southeast Asia



Bangkok (Aug 17, 11) - The Japan External Trade Organization or JETRO, headquartered in Tokyo, Japan, today announced the appointment of Mr. Setsuo IUCHI (pronounced E-U-CHI) as the new president for its Bangkok office. Mr. IUCHI succeeds Mr. Munenori YAMADA, who has returned to Japan.

Under Mr. IUCHI's supervision, JETRO Bangkok will carry on bilateral trade and investment plans between Japan and Thailand. He said "Thailand remains an attractive investment destination for Japanese investors. We believe in the potential of Thailand as the center of the growing dynamism of emerging markets in Asia. Additionally, we have a positive view

towards the new government and hope it will be able to boost the economy sustainably.

Mr. IUCHI earned a bachelor's degree in laws from University of Tokyo in Japan and a master's degree in business administration from Columbia University in New York, USA. He has been serving the Ministry of Economy, Trade and Industry (METI) in Japan for over 28 years. His responsibility covers a variety of disciplines concerning international trade policy, energy conservation, renewable energy, recycling, manufacturing industries as well as advanced industrial science and technology.



Recent Publications

Magazines:

1. Japan Spotlight, July/August 2011



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| Publisher's Note | ~ Coping with Natural Disaster:(By Noboru HATAKEYAMA (Chairman/CEO, Japan Economic Foundation)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3935 |
| Special Report | |
| Cover Story | ~ Post-disaster Outlook for Japan:() http://www.jef.or.jp/journal/jef_contents_free.asp?c=3935 ~ (Old)1 To Readers who, Worried about Post-disaster Safety, Hesitate to Visit Japan :(By Naoyuki HARAOKA (Editor-in-chief, Japan SPOTLIGHT)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3937 ~ 2 Japan's Economic Outlook after the Great Earthquake :(By Hidetaka YONEYAMA (Senior research fellow, Economic Research Center, Fujitsu Research Institute)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3938 ~ 3 Japan's Post-disaster Economic Policies :(By Keiichiro KOBAYASHI (Professor, Hitotsubashi University)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3939 ~ 4 Interview with Prof. Motoshige Itoh, Department of Economics, University of Tokyo Assessing the Short-term & Long-term Consequences of the March 11 Disaster for the Japanese Economy:(Interviewer: Naoyuki HARAOKA) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3940 ~ 5 The US Nuclear Renaissance: Before & After Fukushima Dai-ichi :(By Jac H. GOODMAN(Program director in ITTA's Energy Practice) & Eric LUNDELL(President of International Technology and Trade Associates, Inc. (ITTA))) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3941 ~ 6 Earthquake, Tsunami & Nuclear Meltdown in Japan: Impact on the Japanese & Regional Economies:(By Hank LIM (Senior research fellow at the Singapore Institute of International Affairs (SIIA))) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3942 ~ 7 Impact of the Earthquake in Japan on the Asian Economy :(By ONG Keng Yong (Director, Institute of Policy Studies and Ambassador-at-Large, Ministry of Foreign Affairs, Singapore) & Faizal YAHYA (Research fellow at the Institute of Policy Studies, Lee Kuan Yew School of Public Policy)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3943 ~ 8 The Regional Impact of Japan's Triple Disaster:(By Gary HAWKE (Emeritus professor, Victoria University of Wellington)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3944 ~ 9 What Kind of Planet Do We Want? Reflections on a Post-Fukushima World :(By Jean-Pierre LEHMANN (Professor of International Political Economy at IMD and Founding Director of The Evian Group)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3945 ~ 10 To Readers who, Worried about Post-disaster Safety, Hesitate to Visit Japan :(By Naoyuki HARAOKA (Editor-in-chief, Japan SPOTLIGHT)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3956 |

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| Special Article | ~ Australia-Japan Negotiations on a Preferential Trade Agreement:(By Ross STOCKALL (Director of Stockall Research)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3949 |
| Viewpoints | ~ 1 Surviving the Great Tohoku Earthquake :(By Mukesh WILLIAMS (Poet, scholar and teacher)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3946 ~ How Do Japanese People React during a Time of National Crisis?:(By Niclas ERICSSON (Editor-in-chief, "Ambassadeur Magazine")) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3947 |
| Interview | ~ Ambassador Hans Dietmar SCHWEISGUT, Head of the European Union Delegation to Japan Future Directions in the Relationship between the European Union & Japan (old):(Interviewer: Helen FUJIMOTO (Speaking Circles facilitator)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3948 ~ Ambassador Hans Dietmar SCHWEISGUT, Head of the European Union Delegation to Japan Future Directions in the Relationship between the European Union & Japan :(Interviewer: Helen FUJIMOTO (Speaking Circles facilitator)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3957 ~ OldAmbassador Hans Dietmar SCHWEISGUT, Head of the European Union Delegation to Japan Future Directions in the Relationship between the European Union & Japan :(Interviewer: Helen FUJIMOTO (Speaking Circles facilitator)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3955 |
| Study in Japan | ~ 1 Mobility Flow of Students & Academics Between Countries in Asia Key to Achieving Long-term Solidarity of the Region:(By Naoyuki HARAOKA (Editor-in-chief, Japan SPOTLIGHT)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3950 ~ 2 The JET Program's Legacy of Community-level Exchange :(By Michael WAIN (Administer, the US-Japan-South Korea Legislative Exchange Program (LEP/TLEP)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3951 ~ 3 Foreign Students' Exchange Program: New Implications for Japan :(By Tomoharu WASHIO (Professor, School of International Studies, Kwansei Gakuin University)) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3952 |



2. Japan Spotlight, September/October 2011



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| Publisher's Note | ~ How Should We Break Impasse to Reduce GHG? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3958 |
| Special Report | ~ COVER STORY: White Paper on International Economy & Trade 2011 http://www.jef.or.jp/journal/jef_contents_free.asp?c=3966 ~ 1 Overcoming the Disaster, Working towards Revitalization & Strengthening of Global Economic Network http://www.jef.or.jp/journal/jef_contents_free.asp?c=3967 ~ 2 What the Tohoku Earthquake Means for Japan & the World http://www.jef.or.jp/journal/jef_contents_free.asp?c=3960 ~ 3 Brazil Enhances its Sustainability of Development, & Future of Japan-Brazil Relations @ http://www.jef.or.jp/journal/jef_contents_free.asp?c=3961 ~ 4 Interview with Marcos Bezerra Abbott GALVAO, Ambassador |

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| | <p>of Brazil in Japan - Looking to Future of Japan-Brazil Relations http://www.jef.or.jp/journal/jef_contents_free.asp?c=3962 ~ 5 BOP Technology Mission to Peru & Bolivia http://www.jef.or.jp/journal/jef_contents_free.asp?c=3963 ~ 6 The Challenge for Economic Development in Central America: How to Attract Foreign Direct Investment http://www.jef.or.jp/journal/jef_contents_free.asp?c=3964 ~ 7 The Rules of WTO & EPAs: Legal Infrastructure of the Global Supply Chain http://www.jef.or.jp/journal/jef_contents_free.asp?c=3965</p> |
| Special Article | <p>~ Global Safety of Nuclear Energy Lessons from Fukushima & Chernobyl http://www.jef.or.jp/journal/jef_contents_free.asp?c=3968</p> |
| Study in Japan | <p>~ Serving an International Campus in Heart of Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3972</p> |
| Young Researcher | <p>~ 1 In What Ways are Employees Satisfied/Unsatisfied with Their Workplace? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3973 The Effects of Wise Leaders on Employee Satisfaction in Japan ~ 2 Members of Parliament & Their Activities in Japan http://www.jef.or.jp/journal/jef_contents_free.asp?c=3974</p> |
| Interviews | <p>~ 1 Belmiro José MALATE, Ambassador of Mozambique Visions of Great Potential New Directions in Japan-Mozambique Relations http://www.jef.or.jp/journal/jef_contents_free.asp?c=3969 ~ 2 Ian JOHNSON, secretary general of the Club of Rome Opening up Dialogues on Energy & World Economy http://www.jef.or.jp/journal/jef_contents_free.asp?c=3970 ~ 3 Ikujiro NONAKA, professor emeritus at the Graduate School of International Corporate Strategy of Hitotsubashi University What Kind of Leadership Would Make the IT Society More Creative & Affluent? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3971</p> |

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

1. Asia Caravan to start seven-month sales promotion for "Good Goods Japan"

JETRO started Asia Caravan in China on July 12th. The event, running until the end of next January, is aimed to help Japanese SMEs introduce their potential consumers in the Chinese market to products such as daily commodities and cosmetics. 100 companies from across Japan joined the event. JETRO supported them in promoting their businesses at several venues such as the main showroom in Shanghai and pop-up stores meant to gauge market potential in other cities including Tianjin and Wuhan. The companies also joined Chinese Internet shopping mall, Taobao, to gain potential e-commerce customers.

Participants included 18 firms from the disaster-hit Tohoku region. JETRO was hoping the event provided all the participating companies with opportunities to establish sustainable sales channels in the Chinese market.

**For more information, please contact:
JETRO Creative Industries Promotion
Department
Email: caravan-china@jetro.go.jp**



2. "Japanese Food Promotional Event" at Food Expo 2011

From August 11th to 13th, JETRO set up the Japan Pavilion at Food Expo 2011 in Hong Kong. The expo was one of the country's largest exhibitions focusing on agricultural products, food and beverages. The Japan Pavilion aimed to provide 40 participating companies with business opportunity in Hong Kong—the largest importer of Japanese foods in 2010. JETRO projects sales channels in the country possibly extended to other Asian countries as well.

To support this, JETRO held the promotional event from 15:30 to 17:30 on August 13th at Public Hall Entertainment Stage. Targeting non-business visitors as well, hands-on events such as a quiz show and a tasting are being planned.

**Information about the products to be exhibited is available at:
<http://www.jetro.go.jp/ttpe/foodexpo2011>**

**For more information, please contact:
JETRO Hong Kong
Phone: 852-2526-4067 Fax: 852-2868-1455**

E-mail: afb-foodexpo11@jetro.go.jp

Food Expo official website:

<http://www.hktdc.com/fair/hkfoodexpo-en/HKKTDC-Food-Expo.html>



3. Opening ceremony of JETRO Wuhan office

On July 17th, JETRO held the opening ceremony of the Wuhan office in Hubei, China. JETRO's 7th office in China attracts much attention as it is JETRO's first base in inland China. JETRO took the occasion to renew a pledge to promote businesses in the region. The ceremony was celebrated by about 200 attendees including Mr. Banri Kaieda, Japan's Minister of Economy, Trade and Industry, Mr. Wang Guosheng, Governor of Hubei Province and Mr. Uichiro Niwa, Ambassador of Japan to China. At the reception, food products from Oita and Fukushima were introduced. The delicacies from the Wuhan's sister cities emphasized the affinity between the cities as well as the safety of Japanese food.

**For more information, please contact:
Overseas Offices Division
Phone: (03) 3582-5530
E-mail: PLD@jetro.go.jp**



4. JETRO's support for businesses in post-earthquake Japan

Clear signs of recovery are now visible. To facilitate the progress, JETRO has continued to provide precise information for disaster-affected businesses.

1. Confidence in Japanese food steadily returning in Hong Kong and Thailand

On September 9th, JETRO held a seminar detailing efforts made to restore confidence in the Japanese food market in Hong Kong and Thailand following the March disaster. Before an audience of about 90 businesspeople in charge of Japanese food exports, staff from JETRO Hong Kong and Bangkok elaborated the situation in each country. Their presentations covered local retailers and Japanese restaurants, consumer sentiments toward fresh/processed food imported from Japan and the current status of each government's import restrictions on Japanese food products.

The report about Hong Kong, the largest importer of Japanese food products, pointed out special efforts made to emphasize how delicious

Japanese food is, including PR events such as the "Love, Japanese Food" campaign run by local industrial groups and a tasting at JETRO's Japan Pavilion in Food Expo. A survey conducted at the expo was also introduced, which showed that over 85% of respondents expressed an affinity toward Japanese food products.

According to the report about Thailand, in the wake of the disaster, JETRO Bangkok swiftly provided necessary information by holding seminars for buyers, distributing leaflets and updating the JETRO website. JETRO also supported unique PR events such as a tuna cutting show. The report also introduced government-private sector collaboration made by JETRO Bangkok, the embassy, and Japanese companies in the country, which provided significant support for the Japanese food industry until the Thai government eased its import restrictions in August.

Thus, in Hong Kong and Thailand, consumer confidence in Japanese food has been restored to its level from before the disaster.

2. Updates on "Japan Earthquake Recovery Briefing

(<http://www.jetro.go.jp/en/earthquake/>)"

Under the category "Businesses with Japan" at <http://www.jetro.go.jp/en/earthquake/>, JETRO relates recent activities of foreign companies doing business either in Japan or with Japanese companies. Please keep up with the latest

information including through regularly updated videos.

The website of the Prime Minister's Office of Japan (<http://www.kantei.go.jp/foreign/index-e.html>) updated its webpage titled "Countermeasures for the Great East Japan Earthquake (<http://www.kantei.go.jp/foreign/incident/index.html>)." The page is accessible under the category "Useful Links" at <http://www.jetro.go.jp/en/earthquake/>.



5. "Subsidy Program for Projects Promoting Asian Site Location in Japan"

JETRO is currently serving as secretariat and accepting applications for the Subsidy Program for Projects Promoting Asian Site Location in Japan.

The government-backed program is aimed at encouraging global companies to establish their headquarters and R&D sites in Japan so that such projects stimulate the Japanese economy.

For the details, please see <http://www.jetro.go.jp/en/invest/newsroom/announcements/2011/20110816884.html>



What's new on the net?

New Reports from JETRO

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

IDE-JETRO and WTO's report on a new measurement of international trade

The Institute of Developing Economies, JETRO (IDE-JETRO) and the World Trade Organization (WTO) jointly published "Trade patterns and global value chains in East Asia: from trade in goods to trade in tasks." The launch of the publication was held in Geneva on June 6th, chaired by Professor Takashi Shiraishi, president of IDE, and Mr. Pascal Lamy, Director-General of the WTO. The report is remarkable for its new statistical measurement, "trade in value-added." The analysis was made possible, in large part, by IDE-JETRO's international input-output data. IDE-JETRO and the WTO are hoping the publication promotes analysts and policy makers to endorse the new concept not only in East Asia but throughout other regions as well, especially in the developing world.

For the full report, visit:

http://www.ide.go.jp/English/Press/20110606_news.html

2011 Global Trade and Investment Report

Since 1956, JETRO has published an annual report on global trade and investment. The report for 2011 is comprised of three chapters:

1. The current state of the global economy, trade and foreign direct investment
2. Export restrictive measures and other rules for global trade
3. Business opportunities for Japanese companies toward recovery from the disaster

According to the report, world trade showed a 22.2% surge to 15.0 trillion USD while global foreign direct investment (FDI) registered its third straight decline in 2010. Japan's exports in 2010 grew by 32.1% to 767.0 billion USD (customs clearance basis), and imports by 25.2% to 691.4 billion USD, showing a dramatic recovery from a significant trade volume reduction in 2009. The earthquake in March, however, had a considerable impact on Japan's trade. Based on the detailed analysis of the impact, JETRO makes proposals toward the recovery.

For the full report, please see

<http://www.jetro.go.jp/en/news/releases/20110811498-news>

Japan-China Trade in the First Half of 2011

JETRO's half-yearly report has provided prompt analysis of Japan's largest trading partner. The report is remarkable for its in-depth analysis such as features on export/import items. Its figures are described on a dollar basis, which helps researchers to make comparisons of data regarding international trading.

The report showed Japan's total trade with China rose 17.9% year-on-year to 163.2 billion USD in the first half of 2011, setting a new record on a first half-year basis. This figure was the second highest on a half-year basis after the 163.5 billion USD registered in the second half of 2010. Japan's exports to China rose 14.3% to 78.2 billion USD while its imports from China rose 21.4 % to 84.9 billion USD. The increase in imports surpassed that of exports which was affected by the Great East Japan Earthquake. Japan's trade with China posted a 6.7 billion USD deficit, up 4.3 times year-on-year.

For the full report, please see

<http://www.jetro.go.jp/en/news/releases/20110823987-news>.

Upcoming events

JETRO has added more exhibitions to the 2011 schedule. For new business opportunities, please check the latest information at

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

Survey of Business Circumstance on Japanese Corporation in Thailand by Japanese Chamber of Commerce in Bangkok, Thailand (Spring or First Half of 2011)

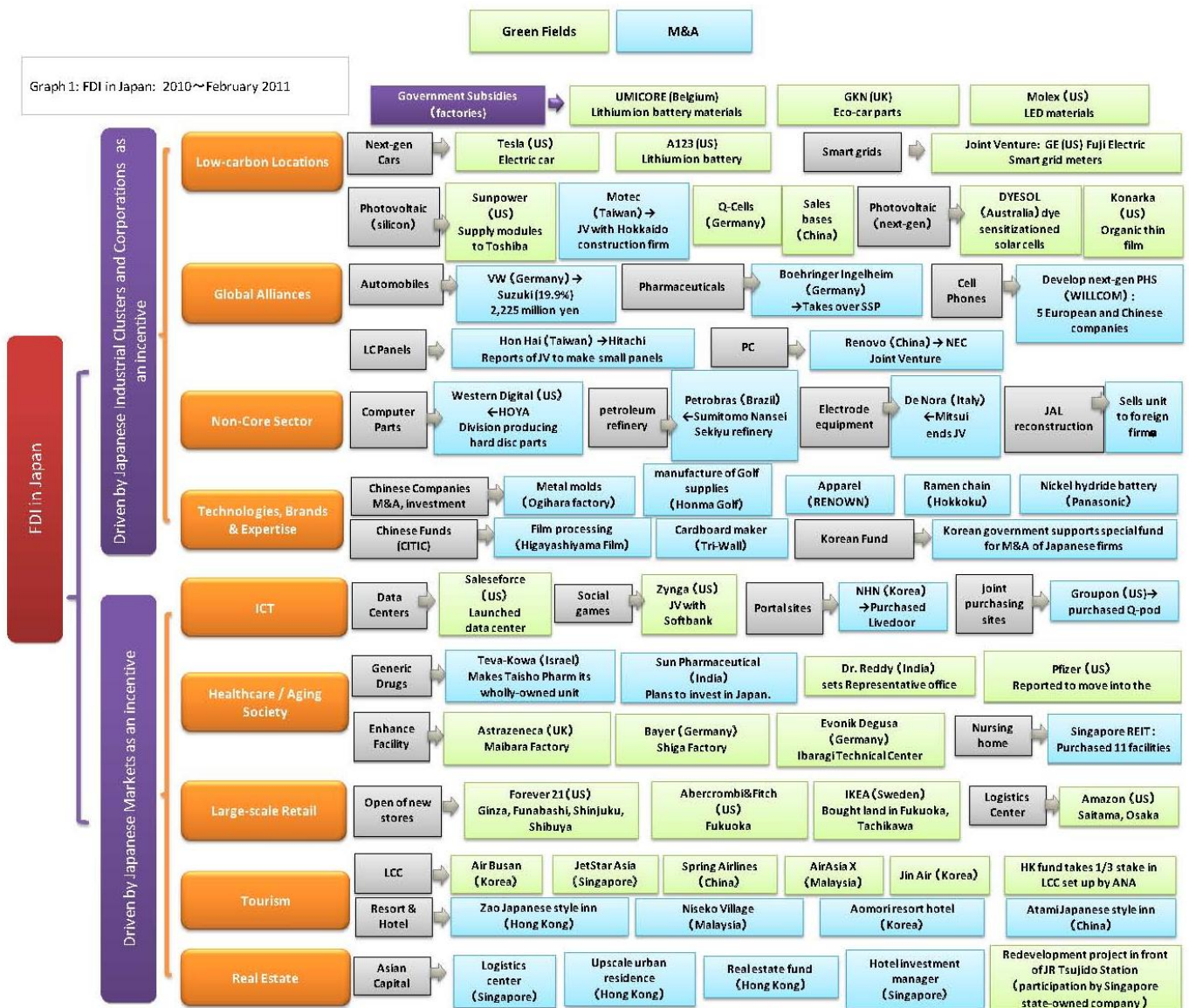
http://www.jetro.go.jp/thailand/e_survey/pdf/jccspr11eng.pdf



Exploring Japan

Highlights of Invest Japan Report: “New Trends for Direct Investment in Japan” released in JETRO Sensor of May 2011

- The Great East Japan Earthquake placed a heavy toll on the Japanese economy. Various policies and measures will be needed for the economy to recover, and also encouraging foreign corporations to invest in Japan is one important approach. This report will broadly examine some of the trends among foreign firms in Japan prior to the earthquake, which could provide some hints for how to best proceed during this period of reconstruction. This report compiles trends for direct investment in Japan between January 2010 and February 2011 from this viewpoint.
- Nine Keywords for Discerning Direct Investment Patterns include



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

Keyword 1: Low Carbon Technology Location

Main Point 1: Site location for setting up green industry for factories has been determined, based on

government subsidies.

Main Point 2: US electronic vehicle (EV) makers, lithium ion battery firms have entered the Japanese Market.

Main Point 3: In the field of solar batteries, not only crystalline silicon solar cells, but next-generation organic thin-film and dye-sensitized solar cells have entered the Japanese Market.

Keyword 2: Global Alliance

Main Point 1: In the automobile industry, Volkswagen (VW) has invested in Suzuki Motors and the two companies are forging an alliance in the global market

Main Point 2: In the electronics industry, Chinese PC makers and Taiwanese LC panel makers are forming JVs with Japanese companies

Main Point 3: Japanese companies' search

Keyword 3: Selling Off Non-core Businesses

Main Point 1: HOYA sells its hard disc glass media division to a US firm

Main Point 2: As part of its restructuring, Japan Airlines (JAL) sells its in-flight meal service company to a Singapore firm

Main Point 3: Major trading firms dissolve joint ventures with foreign firms

Keyword 4: Technologies, Brands & Expertise

Main Point 1: Sudden increase in the purchase of Japanese firms by Chinese companies. How these firms value the technologies, brands and expertise of the Japanese firms cannot be missed.

Main Point 2: There are also cases of actively accepting Chinese investment with an eye on business expansion in China and Asia.

Main Point 3: Increase of activity involving China government-affiliated investment funds. A Korea government-affiliated organization is establishing a fund to purchase small to medium-size firms.

Keyword 5: Information Communication Technologies (ICT)

Main Point 1: Establishment of data centers with eye on the rapid growth of cloud computing

Main Point 2: Entry of foreign firms targeting "new market" where social games and coupons bought together

Main Point 3: South Korea's largest portal site operator purchases Livedoor

Keyword 6: Medical Care / Aging Society

Main Point 1: Foreign firms showing interest in Japan's generic drug market, due to government policies promoting generic drugs

Main Point 2: Foreign firms in Japan are looking to expand their production facilities

Main Point 3: Eyeing Japan's aging society, Singapore capital continues to buy nursing homes since 2008

Keyword 7: Large-scale Retail

Main Point 1: Growing number of "fast fashion" stores selling trendy items at low prices

Main Point 2: Continued expansion of furniture / membership-system volume retailers

Main Point 3: Internet-based retailer Amazon expanding distribution bases

Keyword 8: Tourism

Main Point 1: Accelerated entry of Asian low-cost carriers (LCC) into the Japanese market

Main Point 2: Hong Kong fund purchases long-established inn near Mount Zao, Malaysia fund purchases large resort (Niseko, Hokkaido)

Main Point 3: Chinese, Korean funds have also purchased hot spring inns (Atami) and resort facilities (Aomori)

Keyword 9: Real Estate

Main Point 1: Prominent moves by Asian funds (Singapore, Hong Kong)

Main Point 2: Singapore fund purchases distribution facilities

Main Point 3: Hong Kong fund purchases upscale urban residences and TSE-listed real estate fund

For more information, visit

<http://www.jetro.go.jp/en/invest/reports/pdf/market110815.pdf>

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