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JETRO Bangkok Update

1. New Chairman and CEO of JETRO nominated



On October 1, 2011, Hiroyuki ISHIGE was nominated as Chairman and CEO of the Japan External Trade Organization. It is the first time for such a selection to be made through a public audition.

Over the next four years, he will work to further contribute to:

- Helping Japanese SMEs expand their business overseas
- Promoting Japanese exports abroad
- Promoting foreign investment into Japan
- Contributing to the formation of trade agreements such as EPAs and FTAs

Mr. Ishige graduated from the University of Tokyo with a degree in economics in 1974. He started his professional career at the Ministry of International Trade and Industry (MITI) the same year. After the reorganization of MITI to the Ministry of Economy, Trade and Industry (METI), he became Director-General of the Trade Policy Bureau in 2007, and then was appointed Vice-Minister for International Affairs of METI in 2008. In 2011, Hiroyuki Ishige became Chairman and CEO of the Japan External Trade Organization (JETRO).

<Message from Chairman ISHIGE>

<http://www.jetro.go.jp/en/jetro/profile/message/>



2. New Japanese staff coming to Bangkok introduced

JETRO Bangkok welcomed following new Japanese staff to its office

Department	Successors	Predecessor
Vice President	Mr. Kazufumi TANAKA	Mr. Hiroyuki NEMOTO
Intellectual Property	Mr. Yasuo OHKUMA	Mr. Michitaka OHATA



3. As the result of Japanese Ministry of Economy, Trade and Industry (METI) Minister Yukio Edano's visit to Thailand, JETRO's cooperation for the implementation of METI's initiatives to support Thailand's post-floods recovery has been announced on January 11, 2012.

<Support for Thai local companies>

- Support the recovery of Thai industries by taking measures such as dispatching experts and business matching. In doing so, conduct business survey to approximately 100 Thai companies in order to figure out concrete needs (e.g., quick resuming of manufacturing, matching with Japanese companies, etc).
- Rebuild Thailand's confidence for investors through i) organizing seminars in Japan in cooperation with relevant government agencies of Thailand and ii) dispatching business missions (comprised of Japanese companies) from Japan, ASEAN member states and Southern China.



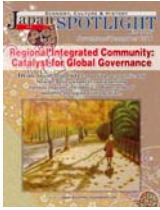
- Enhance business relations between Thailand's competitive industries (e.g., restaurants, food-processing, spa, etc) and Japan through increasing business missions and matching opportunities.
- Further promote OVOP program, by displaying and showing-up selected Thai products at key airports of Japan.
- In cooperation with Japanese Chamber of Commerce in Bangkok and Ministry of Labor, Thailand, organize job-matching seminars and job fairs for the Thai unemployed who lost their jobs due to the flood to find another job at Japanese enterprises.

<Support for Japanese companies in Thailand>

- Set up a face-to-face consultation service desk for Japanese companies, which suffered from flooding and are in need of specific advice on legal, tax and accounting matters. (cf. organize a seminar on legal/tax/accounting matters on January 11th, 2012)
- In cooperation with JODC/AOTS, dispatch experts to flood-suffered Japanese companies for quick resuming of their operations.

Recent Publications

Magazines:



1. Japan Spotlight, November/December 2011

Publisher's Note	<p>~ 11.9 Should Not be Defeated by 9.11 http://www.jef.or.jp/journal/jef_contents_free.asp?c=3976</p>
Cover Story	<p>~ 1 World Market Governance: What the EU Experience Can Teach Us http://www.jef.or.jp/journal/jef_contents_free.asp?c=3977</p> <p>~ 2 Applying Lessons Learned from Canada's Experience with NAFTA http://www.jef.or.jp/journal/jef_contents_free.asp?c=3978</p> <p>~ 3 Japan & Asian Region after Fukushima http://www.jef.or.jp/journal/jef_contents_free.asp?c=3979</p> <p>~ 4 Mercosur: Purpose & Perspectives http://www.jef.or.jp/journal/jef_contents_free.asp?c=3980</p> <p>~ 5 Ethiopia & Prospects for Regional Economic Integration in Africa http://www.jef.or.jp/journal/jef_contents_free.asp?c=3981</p> <p>~ 6 The Asia-Pacific Region - a Place for New Knowledge Management for the Global Economy http://www.jef.or.jp/journal/jef_contents_free.asp?c=3982</p> <p>~ 7 Japan-China-South Korea FTA & TPP as Seen by China http://www.jef.or.jp/journal/jef_contents_free.asp?c=3983</p> <p>~ 8 Regional Integration in East Asia: Progress & Forecast http://www.jef.or.jp/journal/jef_contents_free.asp?c=3984</p> <p>~ 9 India-Japan Economic Partnership: Beginnings of a New Era http://www.jef.or.jp/journal/jef_contents_free.asp?c=3985</p> <p>~ 10 Can Services RTAs Facilitate Global Services Trade? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3986</p>
Special Article	<p>~ 1 How Can Nation Branding Strategy Help Deal with Harmful Rumors? http://www.jef.or.jp/journal/jef_contents_free.asp?c=3987</p> <p>~ 2 Ideal Industrial Structure of Japan's Energy Industry http://www.jef.or.jp/journal/jef_contents_free.asp?c=3997</p>

Interviews	<p>~ 1 Masahiro Kawai, Dean of Asian Development Bank Institute Outlook of Global Governance & Currency Management http://www.jef.or.jp/journal/jef_contents_free.asp?c=3989</p> <p>~ 2 Junichiro Kawaguchi, "Hayabusa" project manager, Japan Aerospace Exploration Agency (JAXA) "Hayabusa" - Journey to Renewal of Japanese Innovation http://www.jef.or.jp/journal/jef_contents_free.asp?c=3996</p> <p>~ 3 Katsunori Tanaka, Mitsubishi Real Estate Company Incubating International Entrepreneurs in Marunouchi, Central Tokyo http://www.jef.or.jp/journal/jef_contents_free.asp?c=3991</p>
Study in Japan	<p>~ New Education & Fukuzawa's Legacy at Keio SFC (Part1) http://www.jef.or.jp/journal/jef_contents_free.asp?c=3992</p>
Recent JEF Activity	<p>~ Asia-Japan JEF Forum in Taipei on Oct. 12 Stressed Catalyst Role of Taiwan in Trade Liberalization Efforts in Asia http://www.jef.or.jp/journal/jef_contents_free.asp?c=3993</p>
From a Reader	<p>~ Beyond the Table: Resemblance of Dishes in Japanese & Peruvian Cuisines http://www.jef.or.jp/journal/jef_contents_free.asp?c=3994</p>



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

1. JETRO invited 50 buyers from around the world to business-matching event in Japan

From, November 2-4, JETRO invited 50 overseas buyers from all over the world to a business-matching event at “IFFT 2011”, Japan’s largest premier trade fair for all interior products.

The aim of this event was to connect the overseas buyers with Japanese SMEs from the six Tohoku prefectures, Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima, and two other prefectures affected by the earthquake, Ibaraki and Chiba.

Through this event, we supported SMEs from the affected areas in developing their overseas distribution channels. We have received Positive feedback from the participating overseas buyers, saying many of the introduced Japanese products were excellent in design, functionality and quality, and the fair provided them with a fabulous opportunity to add their new line of business. Several buyers reached an agreement to sign a contract with the Japanese SMEs during the event.

***Japanese Participants:**

27 companies from the six Tohoku prefectures, Ibaraki and Chiba

***Buyers Invited:**

50 buyers representing 47 companies from 12 countries; China including Hong Kong, the US, Canada, France, Switzerland, Denmark, Hungary, the UK, Australia, Singapore, Israel and Russia

***Main categories of buyers:**

Large upscale department stores, famous wholesale and retail sellers of interior/commodity products, famous retail sellers (specialized/select shops etc.) of furniture, interior products, tableware, kitchenware and other related products, and companies running restaurants.

IFFT Official Website:

<http://www.iffit-interiorlifestyleliving.com/en/outline.php>



2. Japanese food a hit at ANUGA 2011 in Germany, the world’s

largest food and beverage trade fair

ANUGA 2011 was held in Koelnmesse October 8 - 12 this year and for five days much lively business discussion took place among 155,000 visitors from 180 countries. JETRO hosted a pavilion for 15 participating Japanese food companies, who between them engaged in about 1,000 business talks. Especially popular products in this event were Japanese teas, bean cakes, vinegars and plum wines. JETRO will continue its promotion of Japanese food exports in the future.

<Schedule of recent and upcoming food trade matching events>

- 1) Sake market tour and business-matching event in Chicago, Chicago, US Oct.31 - Nov. 6, 2011
- 2) Japan Pavilion at “Korea Food Expo 2011” (former “Food Week”) Seoul South Korea Nov. 9 - 12, 2011
- 3) Business-matching event for Hokkaido products in Hong Kong 2011, Hong Kong Nov. 23 - 26, 2011
- 4) Trial food sale and feedback study by Japanese food companies in Thailand, Yangon, Myanmar Dec. 2011
- 5) Japan Pavilion at “Winter Fancy Food Show 2012” San Francisco, US Jan.15 - 17, 2012

<Schedule of coming food related missions>

- 1) Exploration of food markets in Italy Rome/Parma/Milan Nov. 6 - 11, 2011
- 2) Exploration of food markets in China such as Liaoning, Jilin and Heilongjiang Shenyang/Dalian/Changchun, China Nov. 8 - 13, 2011
- 3) Publicity event for Tohoku farm products Taiwan Dec. 10 & 11, 2011



3. JETRO introduced Japanese green energy technology and products at COP17

From November 28 to December 9, JETRO held an exhibition and seminar at the Climate Change Response Expo, a side event at COP17 in Durban, South Africa. In

the exhibition, we displayed green energy technology and products which Japan excels at, amidst great expectations from visitors for the role Japan can play in Africa's green growth.

While in the seminar, the Japanese government and private sectors jointly introduced a broad range of concrete support and solutions Japan can provide for issues in global climate change.

Exhibition overview

Date: November 28 - December 9, 2011

Title: 3L* Innovations in Africa - by Japanese Green Technologies

*3L stands for "Lighting (promoting clean energy)," "Linking (recycling)" and "Lifting (power and rail infrastructure)."

Official website of South Africa Climate Change Response Expo:

<http://www.ccrexpo.com/>

Japanese participants: 24 companies

Exhibited products: mobile photovoltaic units, small-sized wind power generators, coating agents for anti-UV glass, mobile water purifiers, devices for catalytic cracking of waste plastics etc.

Visitors: about 3,500

Seminar overview

Date: November 29, 2011

Speakers: Officials from Japan's Ministry of Economy, Trade and Industry (METI), participating companies in the exhibition, the Japan International Cooperation Agency (JICA), the Japan Bank for International Cooperation (JBIC) and JETRO

Participants: about 300



4. The ATPF Working-Level Meeting held in disaster-hit Sendai

On December 8 and 9, JETRO held the ATPF Working-Level Meeting for the first time in Sendai, instead of the usual venue of Tokyo, in a show of support for the restoration of the earthquake-affected areas.

The objective of the meeting was to prepare for the 25th ATPF CEO Meeting to be held next April in Bangkok and hosted by the Department of Export Promotion of Thailand's Ministry of Commerce. The Working-Level Meeting was attended by 20 out of 23 member organizations and the program included a city tour to directly

show the visiting members how far along the area has recovered from the disaster.

The ATPF was established in 1987 to enhance trade in Asia. It is comprised of trade promotion organizations from each member country in the region and holds a CEO meeting once a year to promote mutual understanding and cooperation between its members.

Official website of ATPF:

<http://atpf.org/>



5. JETRO held Macedonian business forum hosting the prime minister

On November 30, 2011, JETRO held a business forum co-hosted by the Government of the Republic of Macedonia at JETRO Headquarters in Tokyo inviting the Macedonian prime minister and other top officials. In the midst of the economic crisis in Europe, Macedonia achieved an economic growth rate of 5.2% in the first half of 2011. This achievement was made possible by various efforts adopted by the Macedonian government to improve the investment environment, such as the following:

- Sound and stable macro economy
- Introduction of incentives for foreign investors
- Enhancement of market access through free trade agreements
- Infrastructure development to provide a high-level of competitiveness as an export base
- Enrichment of education to foster a highly-educated, competitive workforce

As a result of such governmental strategies, more and more foreign companies are becoming interested in establishing their manufacturing bases in Macedonia.

Macedonian economic and political outlook

Mr. Nicola Gruevski, Prime Minister of the Republic of Macedonia

Macroeconomic overview and investment opportunities in the energy and infrastructure industries

Mr. Zoran Stavreski, Deputy Prime Minister and Minister of Finance of the Republic of Macedonia

Investment opportunities in Macedonia

Mr. Bill Pavleski, Minister for Foreign Investment of the Republic of Macedonia
Mr. Visar Fida, Director of Macedonia's Agency for Foreign Investment and Export Promotion

Investment incentives and companies already present in the Macedonian market

Mr. Victor Mizo, CEO of the Macedonian Free Zones Authority



6. Investment mission dispatched to inland China

Japanese companies in the industrial fields, such as car parts makers and machine manufacturers used to mainly focus on coastal areas in China as their industrial bases. However, as wage levels in the region are on the increase, these companies are now more interested in expanding inland. JETRO organized "Investment Mission to Inland China (Chongqing, Wuhan)," mainly for small and medium sized Japanese manufacturers.

The mission's objective was to visit Chongqing City and Wuhan, the capital of Hubei province, where companies in the Japanese automobile industry are actively moving their operations, to observe the

investment climate in these areas. With the prospect of greater investment coming to the region, Chongqing City has decided to establish a base for the Japanese electric and electronic industry in Chongqing and held its plate-unveiling ceremony during the mission.

Mission overview

Date: November 28 - December 2

Participating companies: 22

Main activities:

- Seminar on the investment climate in inland China
- Visit to Liangjiang New Area, a new economic development zone
- Meeting with the Chongqing municipal government
- Visit to Japanese car parts manufacturers and car makers
- Seminar on the investment climate in Wuhan
- Visit to the Wuhan New Port Authorities and Wuhan New Port
- Inspection of the Japanese industrial base in the Donghu development zone



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

New Reports and Events from JETRO

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

Results of 2011 Survey on Business Conditions of Japanese Manufacturers in Europe, Turkey and North America

<http://www.jetro.go.jp/en/news/releases/20111024858-news>

Results of 2011 Survey on Business Conditions of Japanese-Affiliated Firms in Asia and Oceania

<http://www.jetro.go.jp/en/news/releases/20111026492-news>

Results of 2011 Survey on Business Conditions of Japanese Firms in Latin America

<http://www.jetro.go.jp/en/news/releases/20111114297-news>



Exploring Japan

Presentation on Japan's Challenges Towards Recovery, released on October 2011 available at Ministry of Economy, Trade and Industry (METI) website (<http://www.meti.go.jp>)

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A. Japan Faces an Unprecedented Challenge

(Enormous Earthquake, Tsunamis and Nuclear Accident)(PDF:817KB) 

1. Damage
2. Rescue Efforts and Foreign Assistance
3. Nuclear Power Stations

B. Key Challenges (PDF:1,321KB)

1. Cool Down of the Reactors
2. Contain the Spread of Radioactive Substances (sea, soil and atmosphere)
3. Rigorous and Intensive Monitoring
4. Ensure the Safety of Food, Products and Ports and Airports, and Decontamination

C. Impact on Japanese Economy (PDF:753KB)

1. Reconstruction and Recovery
2. Estimated Economic Damage of the Earthquake and Plan for Reconstruction
3. Electricity and Energy Policy
4. Steps in Policy Measures for Reconstruction

D. Information Sharing and Cooperation and with the International Community (PDF:317KB)

1. Cooperation with International Organizations
2. Speedy Dissemination of Accurate Information
3. Press Release by International Organizations

For full paper, visit
http://www.meti.go.jp/english/earthquake/nuclear/japan-challenges/pdf/japan-challenges_full.pdf

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