

July 9, 2019

NEW JETRO Bangkok President Appointed for Thailand and Southeast Asia

Bangkok (July 2019) - JETRO Bangkok welcomes new President, Mr. Atsushi TAKETANI, the successor of Mr. Hiroki MITSUMATA, who returns to Japan.

Mr. Taketani recognizes JETRO Bangkok's roles and missions to continue to prosper the bilateral economic relationship particularly trade and investment between Thailand and Japan. In the regional context, JETRO Bangkok is pleased to make concerted efforts with Thailand to expand the cooperation and partnership into neighboring countries to make fruitful and sustainable advancement in the region.

Mr. Taketani emphasizes JETRO's contribution to promote more start-up and innovation activities and to upgrade industries in line with the Thai government's economic policies such as "Thailand 4.0" Moreover, he focuses on enhancing more cross-border connectivity within the region since Thailand is situated as a gateway to neighboring countries including Great Mekong Subregion (GMS).

Mr. Taketani joined the Ministry of International Trade and Industry (MITI, current METI), Japan in 1990. Throughout his extensive working experiences for almost 30 years at METI, he has served many key positions related to various policy areas such as economy, industry, energy and environment, including Director of Global Environment Affairs Office in 2008, Director of Electric Device Industry Strategy Office in 2009, Director of Gas Market Division, Agency for Natural Resources and Energy (ANRE) in 2012 and Director of Petroleum Refining and Reserves Division, ANRE in 2013. Prior to coming to JETRO Bangkok, he was **Deputy Commissioner for International Affairs of ANRE, METI.**

Apart from works at METI, in 2006 he was Counselor (Economy, Trade and Industry) at the Embassy of Japan in the United State of America and in 2015, he was Director General, Planning Department, JETRO Head Office in Japan.

Mr. Taketani earned a bachelor's degree in laws from University of Tokyo in 1990 and his master's degree of political science from the Stanford University in 1997.

Mr. Atsushi TAKETANI

Newly appointed President, JETRO Bangkok and
Chief Representative for ASEAN

