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## IIPPF and BPG signs MOU on protection of intellectual property rights:

The International Intellectual Property Protection Forum of Japan (IIPPF) and the Brand Owners' Protection Group (BPG) – GCC & Yemen have signed a memorandum of understanding (MOU) in Dubai on 23rd June 2009 to cooperate on the protection of Intellectual Property Rights (IPR), combating of violations including counterfeiting and trademark infringement and complying with international property agreements and applicable national laws and regulations.



Mr. Kuniyasu Funaki, CEO of JETRO Dubai & MENA exchanging the MOU with Mr. Omar Shteiwi, Chairman of BPG

IIPPF was set up in Japan in 2002, as a place, where, companies and associations, having strong incentive to solve the problem of overseas infringements of intellectual property, can get together and organize opinions in the industrial world, and to take concerted actions towards domestic and foreign governmental agencies, and while reinforcing cooperation with the Government of Japan, greatly contribute to the protection of intellectual property. The forum is engaged in a range of activities from dispatching missions, to conducting PR programs and information exchange with related organizations in Japan and abroad. Japan External Trade Organization (JETRO) has acted as the IIPPF secretariat since 2006.

The BPG, established in Dubai in 2007 under a licence from the Department of Economic Development, is a group of world leading brand owners and legal consultants interested in the enforcement of intellectual property protection rights. The coverage area of the organization is GCC and Yemen. This organization seeks the enforcement of intellectual property laws, copyright, patent, and trademark protection, and licensing laws in order to protect consumers from counterfeits and all other forms of illicit trade.

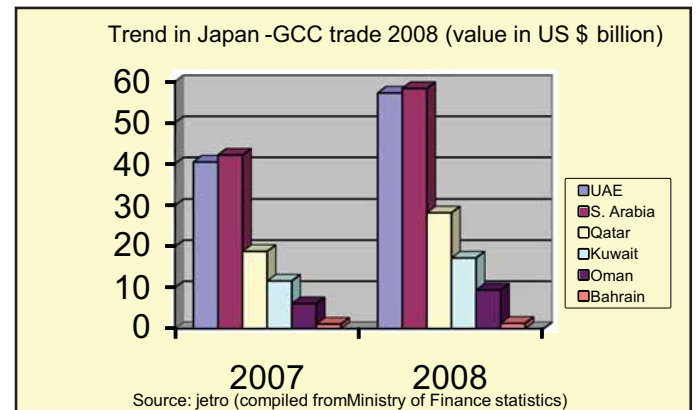
The main objectives of the MOU between IIPPF and BPG are the establishment of a strategic alliance and to set forth a framework of cooperation between the two organizations to protect the Intellectual Property Rights of the members and combat violation and counterfeits in accordance with the relevant international agreements and valid applicable laws and regulations.

The Dubai-based BPG has also signed a similar MOU on the same day with the China-based Quality Brand Protection Committee (QBPC) that led a major delegation to Dubai under its Chairman Mr. Jack Chang. The MOU calls for forming strategic alliance between the two organizations to focus on anti-counterfeiting activities in the region.

Earlier, on the same day of the signing of the MOUs, a joint delegation from IIPPF and the QBPC met Mr. Yousif Al Sahlawi, Executive Director of the Legislations and Policies Division, and other officials of Dubai Customs and discussed the subject of mutual cooperation and exchange of expertise in the field of IPR. While the Chinese Group was headed by Mr. Jack Chang, Chairman of QBPC, the Japanese group was headed by Mr. Kuniyasu Funaki, Chief Executive Officer (CEO) of JETRO - Dubai & MENA.

## Japan-GCC trade surge 43% in 2008:

Japan's trade with the GCC countries surged by 43.1% to US \$ 171.7 billion during the year 2008. Japan's exports to GCC increased by 28.4% to US \$ 27.6 billion, and imports from the GCC by 46.3% to US \$ 144.2 billion.

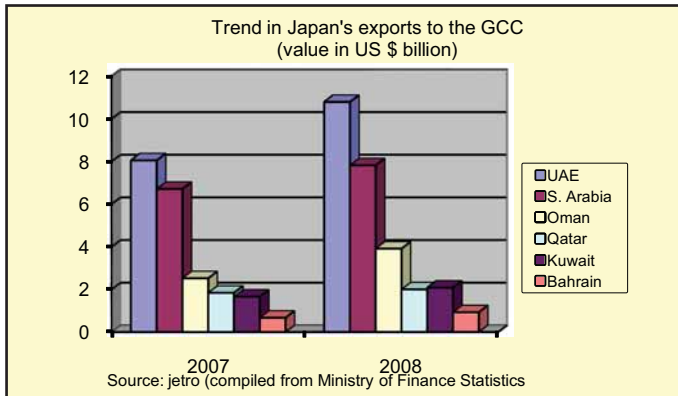


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The oil boom-backed economic expansion in the Gulf countries continued to support increased Japanese exports to these countries when the world was facing a financial crisis in 2008. The expansionary trend in the bilateral trade continued until the end of the 3rd quarter of 2008, and it was only in the 4th quarter some symptoms of a slowdown started to emerge in the Japan-GCC trade.



### Machinery and equipment – the driving force behind surge in exports:

Nearly 82% of the total exports from Japan to the GCC were machinery and equipment that saw an increase of 32.8% to US \$ 22.5 billion. The largest single item among the general machinery was mechanical shovels that grew in exports by 93.9% to US \$ 586 million, from 302 million in 2007. Front-end shovel loaders followed, with an increase in export by 92.8% to US \$ 384 million. Among electrical machinery, major increases in exports were recorded in liquid transformers (50.7%), automatic circuit breakers (100.4%), and electric voltage conductors (68.2%). A 38.2% increase was recorded in the export of passenger cars of gasoline engine, with a value of US \$ 10.7 billion in 2008. Export of cars above 3000 cc rose by 70.3% to US \$ 5.5 billion, compared to US \$ 3.2 billion in 2007. 32.1% increase was recorded in the export of goods wagons that reached a value of US \$ 2.03 billion in 2008.

Major exports to the GCC (Value in million US \$)

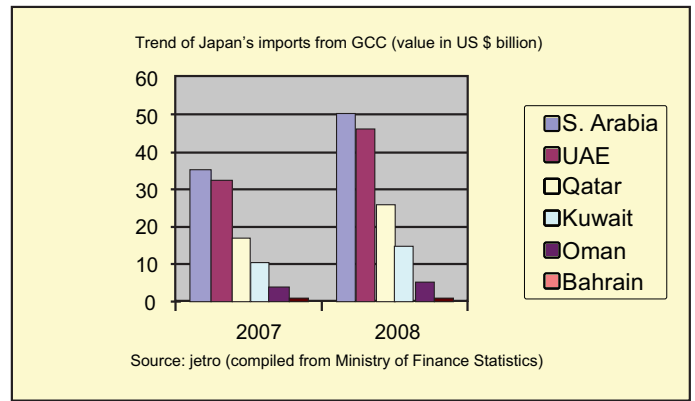
Items	2007	2008	G·Rate	Share (%)
General machinery	4,006.0	4,868.0	21.52	17.66
Transport equipment	10,925.2	15,408.3	41.03	55.91
Others	2,553.0	3,193.3	25.08	26.43
Total	21,470.8	27,559.3	28.36	100.00

Source: Jetro (compiled from the Ministry of finance Statistics)

Some of the other items that rose in exports were textiles (29.04%), ceramic products (28.86%), glassware (16.77%) and rubber products (20.24%).

### Crude oils dominate Japan's imports from the GCC:

GCC was the largest supplier of crude oils to Japan, meeting nearly 75% of Japan's crude oil requirements in 2008. The value of crude oil imports surged by 49.5% to US \$ 114.9 billion, and the volume stood at 1,125.7 million barrels. Japan also imported petroleum gases and other gaseous hydrocarbons worth US \$ 20.6 billion from the GCC in 2008.



The only other major import from the GCC was semi-finished aluminium, mainly from the UAE and Bahrain, valuing around US \$ 430 million.

### Saudi Arabia – Japan's largest trading partner:

Saudi Arabia was Japan's largest trading partner among the GCC countries and the largest supplier of crude oils to Japan in the world. Saudi – Japan trade grew by 38.6% to US \$ 58.3 billion in 2008.

Japan's exports to Saudi Arabia rose by 16.6% to US \$ 7.8 billion, through increased export of machinery and equipment. Export of road tractors for semi-trailers increased by 991% to US \$ 75 million from just 7 million in 2007, making Saudi Arabia Japan's largest market for this commodity in the world. Export of goods wagons increased by 48.6% to US \$ 810.5 million.

Saudi Arabia supplied Japan with 441.5 million barrels of crude oil, covering 29.09% of Japan's total imports of crude oils in 2008. Due to this huge supply of oil to Japan, Saudi Arabia became the 3rd largest supplier of goods to Japan, after China and the US, with a value of US \$ 50.5 billion. Saudi Arabia was also the world's largest supplier of liquefied propane and 3rd largest supplier of liquefied butanes to Japan in 2008.

### UAE - Japan's largest export destination:

UAE remained to be Japan's largest export market among the GCC states, with a share of 39.2% in 2008. Japan's exports to the UAE grew by 34%, with export of transport equipment surging 40.6% to US \$ 5.2 billion. Among general machinery, UAE was Japan's largest market for self-propelled cranes, with an export growth of 91.4% to US \$ 131.3 million. For electrical machinery, UAE topped among Japan's markets for automatic circuit breakers, electric conductors and liquid transformers. UAE also remained to be Japan's major markets for colour television sets, digital video cameras, and different kinds of electric home appliances.

Japan's imports from the UAE, the 2nd largest supplier of crude oils to Japan, grew 43.7%, to US \$ 46.4 billion. Japan imported 369.2 million barrels of crude oils from the UAE in 2008, covering 25.1% of Japan's total crude oil imports. UAE was Japan's 5th largest supplier of petroleum gases, valuing US \$ 5.6 billion, where Japan stood 1st in the supply of liquefied butanes, and 3rd in liquefied propane. UAE was also the largest source of aluminium for Japan among the GCC countries.

### Qatar - top supplier of Petroleum gases to Japan:

Japan's trade with Qatar - the 3rd largest trading partner and the top supplier of petroleum gases to Japan among the GCC countries - rose by 50.4% to US \$ 28.2 billion in 2008. Qatar was Japan's 2nd largest market for heat exchange units (US \$ 80.4 m) and 3rd largest market for electric voltage conductors (US \$ 77.2 m) in 2008.

Japan's imports from Qatar surged by 54.8% to US \$ 26.2 billion. Qatar was Japan's 4th largest supplier of crude oils in the world. Qatar was also Japan's 3rd largest supplier of petroleum gases in the world, for which the value surged by 65.1% to US \$ 8.1 billion. Qatar was Japan's 2nd largest source of propane and butane gases and 4th largest source of natural gas in the world.

### Kuwait – Big surge in automobile exports

Japan – Kuwait trade increased by 48.5% to US \$ 17.2 billion in 2008. Japan's major exports to Kuwait remained to be passenger motorcars. There was a major increase (124.4%) in the export of higher capacity diesel cars, which reached US \$ 30.5 million from 13.6 million in 2007.

Kuwait was Japan's top supplier of light oils and oil preparations in the world in 2008, for which, the import value reached US \$ 2.5 billion. Crude oil was the largest single commodity of import from Kuwait, valued at US \$ 11.3 billion.

### Oman – 55% growth in exports:

Japan's trade with Oman grew by 54.6% to US \$ 9.4 billion in 2008. Exports to Oman grew by 55% to US \$ 3.9 billion, the highest rate of growth among the GCC countries. Export of passenger motorcars, exceeding 3000 cc, more than doubled in 2008 to reach an amount US\$ 1.3 billion, making Oman the 5th largest export market for Japan in the world for luxury passenger cars.

Japan's imports from Oman grew by 54.2% in 2008. Oman became a major supplier of crude oils and liquefied natural gas (LNG) to Japan in 2008 by becoming the 9th largest supplier of crude oil and 7th largest supplier of LNG. Oman held the No. 1 position among Japan's suppliers of fresh or chilled beans among foodstuff. Japan's foodstuff import from Oman grew by 5.9% in 2008, valuing at US \$ 8.6 million.

### Bahrain:

Japan's exports to Bahrain were valued at US \$ 932.2 million, a major jump from the previous year. Noted increases in exports were recorded for marine rotary engines (55.7%), 360-degrees revolving mechanical shovels (88.1%), and parts for malt treatment machines and gas and diesel engines.

Among transport machinery, export of road tractors for semi-trailers, and goods wagons jumped by 112.4% and 40.8% respectively.

Crude oil imports from Bahrain declined by 78.6% to US \$ 25.6 million in 2008, from US \$ 119.9 million in 2007. Import of unwrought aluminium fell by 20.6% to US \$ 54.3 million from US \$ 68.4 million. Bahrain had also entered into Japan's petroleum gas market with an export of liquefied propane valued at US \$ 5.5 million in 2008.

### Current situation of Japanese Economy:

As per the 'Tentative Economic Outlook Forecast' published by the Cabinet Office of Japan in April 2009, the national economy was worsening with prospects of significant employment adjustments due to declining levels of production. The real GDP, which had declined by 12.1% during the 4th quarter of 2008 over the same period a year ago, was forecasted to be 3.3% lower during fiscal year 2009.

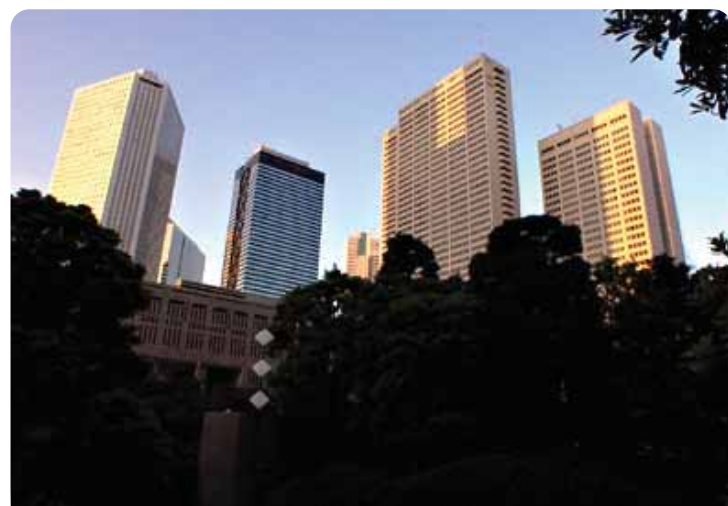
According to the 'Indices of Industrial Production' published by the Ministry of Economy, Trade & Industry (METI), industrial production was up by 1.6% in March 2009 compared to a 9.4% decline in the previous month.

The corporate Financial Statement Statistics published by Ministry of Finance (MOF) indicated that the corporate profits fell by 64.1% during the 4th Quarter of 2008 against a 22.4% decline in the 3rd quarter, compared to figures corresponding to the same periods in the previous year. Business Investment, according to the same MOF statement, was down by 17.3% during the 4th Quarter 2008, compared to the same period in 2007. On exports, the MOF statement said that it declined by 45.4% in February, and 41.1% in March of 2009, compared to figures for same periods a year ago.

As per figures published by the Ministry of Internal Affairs and Communication (MIC) on Consumer Price Index, private consumption was down by 3.5% in February and by 0.4% in March 2009 compared to same periods in 2008. Unemployment rate rose from 4.4% in February to 4.8% in March and to 5.4% in June 2009, in comparison with figures during the same periods in the previous year, as per MIC's report on Unemployment Service.

According to a recent announcement from the Statistical Bureau of Japan, consumer price fell at a record pace in May 2009. Consumer price including fresh food fell 1.1% from a year earlier after edging down 0.1% in the preceding two months. This was the sharpest drop since the survey began in 1971.

The monthly Economic Report published by the Cabinet Office in June 2009 says that the economy is in difficult situation, while movements of picking up are seen in some areas. The report continued to say that, as for short-term prospects, with worsening employment situation, the economy was likely to remain severe for the time being. However, the economy was expected to pick up as external economic conditions improve. The government would pursue its top priority of achieving economic recovery in the near term by implementing the 'Economic Policy Package' and other measures, the report said.



## Japan's Economic Policy Packages:

Faced with the task of reversing a sliding economy, government of Japan has been announcing several stimulus packages since 2008. In April 2009, the Japan Cabinet Office has announced the allocation of Japanese Yen 56.8 trillion (approx. US \$ 568 billion) as an 'Economic Policy Package'. Top priority was given in the package, on avoiding a negative spiral of the economy by around the latter part of FY 2009, and on ensuring a bottoming-out and turnaround of the economy from the latter half of FY 2009 to around latter half of FY 2010, and on getting on a new growth path from around the latter part of FY 2010. These timeframes were rough estimates and subject to significant changes depending on economic conditions and other factors. This policy package was expected to boost real GDP growth rate by around 2 percentage points in FY 2009 and create around 0.5 million jobs in one year.

Under immediate measures to avoid a negative spiral, the policy package called for increased subsidies for employment adjustments, for supporting re-employment and developing vocational skills, for creating new jobs, for protecting dispatched workers, for preventing withdrawals of job offers, for supporting foreign workers and for housing and daily-life support measures.

Through financial measures, the package also called for the promotion of the smooth exercising of financial intermediary functions and facilitation of corporate financing.

The Policy Package was also aimed at investing for the future, through a low-carbon revolution, health, longevity and child-rearing, and by realizing the potential of the Japanese economy and development of infrastructure to deal with challenges of the 21st century. The low-carbon revolution is expected to be attained by way of increased generation of solar power, propagation of fuel-efficient vehicles and energy-efficient equipments, innovation of transportation and physical distribution of infrastructures based on low-carbon technologies etc. The Health, longevity and child-rearing programme called for revitalizing local health care service, accelerating the development of new medical care technologies and strengthening the long-term care service. This program is also aimed at expanding the fund for child-rearing and taking measures to ensure that children can attend school irrespective of family economic conditions.

The realization of potential of Japanese economy and development of infrastructure are aimed at realizing the potential of agricultural, forestry and fisheries sectors, development of cutting-edge technologies, enhancing human resources and support for SMEs, development of infrastructure for cooperation between regions and for enhancement of the competitiveness of regions, realizing the potential by utilizing IT and by promoting tourism.

## Japan aims at 15% cut in carbon emission by 2020:

In a recent speech, Prime Minister Taro Aso has said that Japan would try to cut greenhouse gas emission by 15% from 2005 level, as its midterm target for 2020. The Prime Minister, making the speech on environment on 10th June 2009, said that he preferred to make twice the effort in order to achieve this ambitious target. He said that meeting this target would involve a greater reduction of emissions by boldly taking in contributions in the area of solar power generation and others.

"It is an extremely ambitious target which would aim to achieve a 33% improvement in energy efficiency. This level of improvement would even exceed the 30% rise in efficiency at the time of the oil crisis in the 1970s" the Prime Minister said. He compared his target with the mid-term 13% reduction target of Europe and the 14% reduction target of the US from the 2005 level. The prime Minister claimed that unlike Europe and US, Japan's aimed target would be net, calculated on the basis of energy saving and energy conservation efforts to be taken in Japan as well as of other domestic efforts. Additional reduction by Japan such as those through emissions credit purchase and reforestation were estimated to reach 5.4% under the Kyoto Protocol. The Prime Minister added that he would decide on such additional reductions under the forthcoming (post-2012) framework after discerning the course of future international negotiations.



## Mitsubishi Motors unveils i-MiEV electric car:

Mitsubishi Motors, a leading vehicle manufacturer in Japan has recently introduced its version of electric vehicles in Japan. The i-MiEV, which stands for Mitsubishi innovative Electric Vehicle, is based on Mitsubishi's i-series of mini cars. The 3.395-meter x 1.475-meter car is powered by 88 lithium-ion batteries that run an electric motor installed under the floor. It can go 160 km on a single charge.



The egg-shaped, four-seater hatch-back is the latest addition to a cadre of environment-friendly cars that have been introduced since Honda Motor Company's Insight hybrid and Toyota Motor Corp.'s remodelled Prius hybrid.

The widely watched electric vehicle is the pillar of MMC's green car strategy. "We started to develop EVs more than 40 years ago in 1966 and stepped up the research," MMC President Osamu Masuko told reporters in Tokyo.

"It is the ultimate 'eco car' that solves all of the problems -- air pollution, global warming and dwindling gasoline supplies," he said. "We believe it will challenge the new era and the top technology." Masuko also pledged that MMC will step up production of EVs to make them more than 20 percent of overall production by 2020 and widen the line-up.

The car is expensive than its competitors and the high price comes from its lithium-ion batteries, which are lighter and more powerful than the nickel metal hydride batteries used in most hybrids.

With a high-speed charger, the i-MiEV can be charged in just half an hour. But a 200-volt household charger takes about seven hours, and a 100-volt charger takes 14 hours..

## JETRO Updates

### JETRO Invitation Program for Exhibitions in Japan:

#### FoodexJapan 2010:

JETRO has issued invitations for participation in different exhibitions in Japan, with participation cost partly covered by JETRO.

One of the major exhibitions is the 'Foodex Japan 2010', which will be held at the Makuhari Messe (Nippon Convention Center) in Tokyo, from 2nd to 5th March 2010. A JETRO Zone will be set up within the fair and provide developing countries with an opportunity to introduce promising foodstuff from their countries

and help develop leads for entering the Japanese market. A total of 60 booths will be set up under the JETRO Zone, out of which, 50 booths will be offered to developing countries at subsidised rates. 10 booths will be retained by JETRO as administration office, information and consulting desks, kitchen etc. The fees per booth (3m x 3m) with basic facilities, will be US \$ 1025/- for developing countries and US \$ 525/- for least developed countries. The normal fee is US \$ 5,770/-per booth. Other costs such as travel, hotel, food etc. are to be borne by the participants. For more details, please log on to: <http://www.jetro.go.jp/en/news/announcement/20090609405-news>

#### MECT 2009:

Another major exhibition for which JETRO invites application is the "Mechatronics Technology Japan 2009 – MECT 2009" which will be held at the Nagoya International Exhibition Hall (Port Messe Nagoya), between 14th and 17th October 2009. Firms in advanced machine tools and related product fields, which are interested in investing in Japan or, currently seeking Japanese partners to establish business in Japan, are being invited to apply. A total of 25 companies (one booth per company) will be selected through JETRO screening process. Cost of participation, such as booth space, basic booth stand, round-trip airfare (economy) and program related transportation within Japan for one person per booth, accommodation in Japan at a hotel designated by JETRO for the duration of the exhibition will be borne by JETRO.

More details could be obtained from <http://www.jetro.go.jp/en/news/announcement/20090522653-news>

