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"Simply Japan" – JETRO's Antenna Shop at Dubai Mall:



As part of a program to develop overseas markets for Japan's small and medium enterprises (SMEs), Ministry of Economy, Trade and Industry (METI) of Japan, in association with JETRO Dubai, is organizing an Antenna Shop Exhibition in Dubai named "Simply Japan" between 3 and 14 November 2009. The Test-Marketing, or Market Monitoring Program, will be held at the Star Atrium within the Dubai Mall.

A total of 22 medium and small companies from Japan are taking part in the exhibition and sale, offering quality goods of Japanese origin, for household use. Products ranging from Japan's new and stylish house wares, interior decoration materials and ready-made textile products such as clothing, table mats etc, will be on sale. The program is devised to create awareness on the availability of such goods in Dubai, and seek the possibility of marketing them in this region. JETRO's Antenna shop at Dubai Mall will be open to public between 10 am to 10 pm Sunday to Wednesday and 10 am to 12 midnight from Thursday to Saturday. Visitors to the Japanese Antenna Shop at Dubai Mall will have a taste of Japanese original goods with a blend of quality and elegance.

Approximately 60 types of goods will be on display at the shop. Some items like folding papers and special papers for calligraphy etc. will be given away as gifts to shop visitors. Goods will be on special offer sales during the last three days of the event period.

Among the stylish kitchen wares, there are 'milky glasses' which are unique to Japan. They are made with bone ash and exposed to sudden differences in temperature, giving them a milky white colour. Glasses of this type were produced in great numbers during the Taisho period (1912-1926) and are currently liked by people not only in Japan, but people all over the world. Another type of glass is 'edo kiriko' born in the 19th century from a fusion of Japanese and European aesthetics. A uniquely Japanese technology for making facet glass has been developed that includes not only traditional geometrical patterns but also patterns featuring designs from the natural world.

Another item on sale is the Furoshiki Bags, made from furoshiki, traditional Japanese wrapping cloths, and feature a ring handle. They can be used in a wide variety of ways, including when wearing kimono or yukata robes, or, as an environment- friendly shopping bag.



Furoshiki Bags



edo kiriko glasses

Milky glasses



Another attractive item is 'Kokeshi' dolls of different kinds. Kokeshi dolls are one of Japan's traditional crafts made entirely from wood. They appeared in the first half of the 19th century when they were used as souvenirs for guests who visited hot springs in the Tohoku region of Japan. Kokeshi Samurai, Kokeshi Kosode, Kokeshi Shinka are some of the attractive Kokeshi dolls on display.

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Others on display and sale are Cao Maru - a fancy item with a unique texture, with which we can have fun changing its facial expressions by squeezing it in various ways, animal-shaped rubber bands made of silicone which returns to the original shape after use, Mizuho makeup brushes, Japan Art USB memory, Fresco graphics paper, the beautiful Koma small case for keeping accessories, bowls made from rugged bamboo, the stylish



Kokeshi dolls



Obi oblong platters, the traditional Sorori vase, the Guinomi Tam-aichimatsu sake cups, Japanese abaya made from the finest lustrous Japanese silk, carpet bags, hand bags made from antique Obi cloth, the award winning Tennage bag made from 100% natural timber sheets, the stylish Gamaguchi bags with special features, Hot care mat that prevents bedsores, the unique Igusa Rush Grass mats, the Rin sofas with wide low seats and gently curved back, the eye catching Rinpa cushion covers and many more.

JETRO has just concluded two similar market monitoring programs successfully, one at Moscow, Russia between 24th and 30th September 2009, and the other one at Sao Polo, Brazil between 22nd September and 4th October 2009.



Japanese technology to help solve world water problems

(Courtesy to report published by Mr. Taku Hiroki, Middle East Africa Division, JETRO Tokyo)

In January 2009, Japan has launched a program named "Team Water Japan" for the express purpose of addressing the various problems surrounding water resources. Japan is setting its goals in the global arena from the perspective of both business and its international contributions. 'Team Water Japan', comprises three major parts: the Water Security Council of Japan, which serves as the core organization, liaison committees made up of various water-related government agencies, and the committees and teams that establish research themes and discuss improvements. The Water Security Council of Japan has assembled together a collection of former prime ministers, leaders from business and academia, and experts, and is intended to recommend policies that cross sectoral boundaries.

A prime example is the GRWA – the Global Water Recycle System Association. This committee was formed in November 2008 for promoting Japan's water control technology to the world, which has approximately 30 private businesses from various industries, including electronics manufacturers and construction companies, as its members. Through collaboration with the government and academia, the association aims at an early establishment of the water circulation system business overseas. Its main activities consist of verifying the effectiveness of model businesses in accumulating management and operational expertise, and conducting market research on the needs of other countries as well as foreign laws/regulations.

Another example is "Team Water Industry Japan." This team, led by the Japan Water Industry Association, explores, together with other member companies, possibilities for overseas expansion. 'Team Water Industry Japan' gives top priority to the utilization of ODA activities when undertaking overseas expansion and intends to approach related government agencies and organizations to promote ODA businesses in the countries concerned. In addition to the two teams mentioned above, new teams are continuously being formed under this scheme.

A report, "Toward the International Expansion of Japan's Water Business and Water-related Technology," released by the Ministry of Economy, Trade and Industry in 2008, indicated that water business around the world were showing strong tendencies towards expansion. According to a forecast by the Council on Competitiveness-Nippon (COCN) mentioned in the report, the scale of the global market encompassing the major fields of management and operations in the water treatment business is expected to expand to 100 trillion yen by 2025 from 60 trillion yen in 2005.

Japan's renowned advanced technology in water management

The private section has accumulated less expertise in the water service sector in Japan, as this job has been the responsibility of the public works agencies. However, the advanced technology with which the public sector - mostly notably local municipalities - has managed and operated their water supply and sewerage systems has been no less than world-class.

Unlike many other countries in the world, Japan has not always enjoyed abundant water resources. According to "Water Resources in Japan," a report released by the Ministry of Land, Infrastructure, by utilizing its efficient water recycling and advanced water treatment membrane technology, Japan has been able to ensure abundant water resources for its citizens, in spite of low rainfall, in comparison with the world's average rainfall.

On the other hand, Japan's private sector is renowned for its world-leading technology in the area of seawater desalination, water supply and sewerage treatment. Japanese businesses have maintained a successful track record in the international market by utilizing their strengths in the water business market.

However, the size of this particular market is estimated to be only about 1 trillion yen, and even when plant construction utilizing this technology is included, the market is expected to increase only to a maximum of 10 trillion yen. Consequently, businesses contemplating entry into the global water business market will, no doubt, find the prospects of capturing the management and operations field, with its 100 trillion yen market, more enticing.

International contributions to become other major pillar

One of the underlying facts behind Japan's development is its dependence on overseas water resources. Japan's food self-sufficiency rate on a caloric basis is low at approximately 40%, illustrating Japan's dependence on the considerable volume of food imported from overseas. Needless to say, such food was grown using the water resources of the exporting countries. Items of apparel and lumber imported into Japan are also products of the exporting countries' water resources.

According to the "2006 Human Development Report" released by the United Nations Development Programme (UNDP) in November 2006, the standard amount of water required for a single person to live a normal life is at least 20 liters per day. There are roughly 1.1 billion people around the world who cannot secure this minimum amount of safe water and have access to only five liters of water per day. There seems to be no end to the struggle for water around the world, and thus finding solutions to the water problem is directly linked to ensuring human security.

Topics on Economy, Business and New Technology:

Japan's economy on recovery path:

According to Bank of Japan's surveys on Japan's economic situation, Japan is on a path of slow recovery, with business sentiments rising 15 points to minus 33 for big manufacturers during the 3rd Quarter of 2009. Bank of Japan, which is also the Central Bank of Japan, has also reported a five points' rise in the business sentiments for non manufacturers, showing confidence is up amid signs of an economic recovery. Japan's

Autumn in Dubai



leading English Daily - Japan Times - quoted Bank of Japan as saying that Japan's economic conditions were showing signs of recovery. The indications that the bank had pointed out were the increase in public works spending, upward ticks in exports and production, progress in inventory adjustments - both at home and abroad - and recovery in overseas economies, especially emerging ones. Analysts, however, have cautioned that downside risks still exist in the form of weak domestic demand, high unemployment and the climbing yen, which works against exports.

Bank of Japan's survey expects the business sentiments at large manufacturers to rise another 12 points in the October-December quarter to minus 21. The outlook for small business is also bright, with small manufacturers expected to rise 8 points to minus 44 and small non-manufacturers projected to rise 7 points to minus 17.

The Japan Times quoted Bank of Tokyo as saying that both manufacturers and non-manufacturers planned to cut investment by an average of 10.8 percent in the fiscal year ending March 2010, which is more than the reduction reported in June. Capital spending would be cut by 25.6 per cent by large manufacturers, while small manufacturers were expected to cut capital spending by 39.7 per cent according to the banks' report.

UAE - Leading export market for Japan among the GCC during the 1st half of 2009

Japan's exports to the United Arab Emirates were valued at US \$ 3.08 billion during the first six months of 2009, 37.5% lower than the value during the corresponding period in 2008. However, UAE remained to be the top export market for Japan among the GCC countries, covering 39.3% of the GCC market. The decline in exports was attributed to several factors, including a lower demand and shortage of credits in the region, and the strengthening of the Japanese yen. Japan's imports from the UAE plunged by 68.2% as a result of the sharp decline in the crude oil price as well as a decrease in the volume of Japan's crude oil imports from the UAE in the backdrop of the global economic slowdown.

Japan-GCC trade during the 1st half 2009 declined by 52.4%, with Japan's exports to the GCC declining by 36.8% and imports by 55.1%. The value of Japan's exports to the GCC were down to US \$ 7.85 billion during 1st half 2009, compared to US \$ 12.43 billion during the same period in 2008. Value of Japan's imports from the GCC plunged to US \$ 32.08 billion from US 71.50 billion during the same period.

Japan-GCC trade – 1st half 2009 (value in million US dollars)

Country	Export	Import	Total	G.Rate %*
S. Arabia	2,513.3	11,683.0	14,196.3	-52.04
UAE	3,084.3	9,081.0	12,165.3	-57.34
Qatar	780.3	6,627.6	7,407.9	-43.02
Kuwait	449.4	3,412.2	3,861.6	-52.26
Oman	857.6	1,144.6	2,002.2	-50.75
Bahrain	169.5	136.1	305.6	-53.86
Total	7,854.4	32,084.5	39,938.9	-52.42

Source: JETRO (Compiled from Ministry of Finance statistics)

*Comparative growth rate from 1st half of 2008

GCC being Japan’s major source of fuel oils, the fall in the average price of crude oils from above US \$ 100 a barrel during the first half of 2008 to around US \$ 50 a barrel during the same period in 2009 has greatly affected the overall trade between Japan and the GCC. The decline in the trade in 2009 reversed several years of rapid growth in the trade between the two blocks.

Japan’s world trade during the first half of 2009 fell by 34.4% to US \$ 505.1 billion, compared to US \$ 770.6 billion during the same period in 2008. Trade with all regions has declined in varying degrees, with Asia declining by 28.8% to \$ 246.2 billion, with USA by 37.8% to US \$ 69.2 billion, with China by 21.39% to US \$ 102.8 billion, with EU (15) by 34.2% to 57.8 billion and with Middle East by 52.0% to US \$ 46.7 billion.



Autumn in Japan

Japan’s Auto makers to unveil new hybrid models at Tokyo Motor Show

Major automobile manufacturers in Japan are waiting to unveil their new technological concepts at the forthcoming 41st Tokyo Motor Show 2009. The show that starts on 23rd October and runs until 4th November 2009 at the Makuhari Messe Exhibition Hall in Chiba, will be a spring board for major automakers to jump into the new auto-world market that is slowly recovering from a recession.

According to the Japan Automobile Manufacturers Association (Jama), eight car manufacturers from Japan - Suzuki Motor, Daihatsu Motor, Toyota Motor, Nissan Motor, Fuji Heavy Industries, Honda Motor, Mazda Motor and Mitsubishi Motor are participating in the exhibition, with most of them planning to unveil new hybrid concept cars that support reduction of carbon emission.



Mr. Junji Nakao (left) has recently joined JETRO Dubai as one of its directors. Mr. Junji, is on deputation to JETRO Dubai from the Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF)