

JETRO Chicago Midwest NEWSLETTER

Japan External Trade Organization

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In this issue ...

- *Guest View: Leadership Program Furthers Friendship and Understanding between U.S. and Japan ... page 3*
- *Midwest U.S.-Japan Association Meeting in Words and Photos ... pages 4-5*
- *Attendees Comment on Midwest U.S.-Japan Association Meeting ... pages 6-7*
- *JETRO to Host Japan Pavilion at RSNA 2014 in Chicago ... page 8*
- *Chicago Food & Beverage Event features Chef Yoshi Katsumura ... page 9*

JETRO Assists Japanese Manufacturers at IMTS 2014 in Chicago

The International Manufacturing Technology Show (IMTS) was held at McCormick Place in Chicago from September 8-13. This year's show was one of the busiest in its history, according to its organizer, The Association for Manufacturing Technology (AMT). Over 114,000 attendees from 112 countries came to the event, an increase of almost 14% from the previous IMTS in 2012. More than 2,000 exhibitors showcased their products across nearly 1.3 million square feet of exhibition space. This year, JETRO assisted five small and medium-sized Japanese exhibitors at IMTS, arranging business matching meetings with American companies throughout the week. The companies JETRO supported at IMTS include:

Kashima Bearings Corporation

Plastic ball bearings, sliding bearings, and bearing units (pillow blocks)

<http://www.kashima-kagaku.com/index.html>

Kira America

Various metal cutting machining centers

<http://www.kiraamerica.com>

KOSMEK

Hydraulic and pneumatic clamping systems and die/mold changing systems

<http://www.kosmek.co.jp/english/>

See "IMTS" on page 2

Two Events Focus on Business Partnerships



From the Chief Executive Director

*Ichiro Soné
Chief Executive Director,
JETRO Chicago*

Autumn's crisp weather is now upon us. The seasons change, but Japan-U.S. economic relations remain steady and strong. JETRO participated in two very important events in September, and I would like to talk about them.

The 46th Annual Joint Meeting of the Japan-Midwest U.S. and Midwest U.S.-Japan Association was held in Des Moines, Iowa from September 7-9. More than 320 representatives from both countries attended the meeting,

including six governors from U.S. states in the Midwest (Iowa Governor Terry Branstad, Indiana Governor Mike Pence, Michigan Governor Rick Snyder, Missouri Governor Jay Nixon, Nebraska Governor Dave Heineman, and Wisconsin Governor Scott Walker), two governors from Japan (Saitama Governor Kiyoshi Ueda and Yamanashi Governor Shomei Yokouchi), as well as many corporate executives.

This year's theme was "Building a Robust and Sustainable Future" through innovations in renewable energy technologies and environmental solutions. Japan and the U.S. are the leaders in this field, so JETRO President Satoshi Miyamoto led a very interesting panel discussion with speakers from leading companies such as Toyota Motor Corporation and DuPont.

As in the past, what impressed me most at this year's conference was the "Kizuna" (bond of friendship) and "Trust" underlying the relationship between Japan and the Midwest, based on our common values.

Host Governor Branstad remarked on his sister state/prefecture relationship with Yamanashi, saying that, "In Iowa and Yamanashi, our people have similar traits, such as taking pride in what we do and in what we produce." Quick actions in times of crisis indeed build friendships and are long remembered. Governor Branstad cited the Iowa Hog Lift to Yamanashi when the prefecture's hog industry was devastated by a typhoon in 1959. Yamanashi helped Iowa during the floods in the

See "Chief Executive Director," page 10

IMTS 2014, AMT, and the Democratization of Manufacturing

Mario Winterstein took some time recently to answer a few questions about Japan and manufacturing.

How has Japanese companies' participation in IMTS changed over the years? What are the competitive strengths of Japanese exhibitors?

Japanese participation has been increasing steadily, notably in the last 15 years, because of increased demand for production equipment in automotive, appliances, medical and other industries, and also because of expansion in manufacturing itself, not only in the U.S. but also in Mexico and Canada.

Japan's importance at IMTS has been proportional to its participation in manufacturing, especially the large and important companies that have been participating in the U.S. market for decades and have enjoyed very good business. Their growth has been in part due to their partnerships with U.S. domestic



Guest View

*Mario C. Winterstein
Global Services
Director, The
Association for
Manufacturing
Technology (AMT)*

See "Guest View: Manufacturing," page 8

In this issue ...

- *Guest View: The Democratization of Manufacturing ... page 1*
- *Midwest U.S.-Japan Association Meeting in Words and Photos ... pages 4-5*

- *Attendees Comment on Midwest U.S.-Japan Association Meeting ... pages 6-7*
- *Chicago Food & Beverage Event features Chef Yoshi Katsumura ... page 9*
- **Back to Page 1**



Japan Prime Minister Shinzo Abe made a special appearance at JETRO's Invest Japan Seminar 2014 in New York on Tuesday, September 23, to promote his economic growth agenda designed to make Japan the best place in the world to do business. JETRO Chicago's Ichiro Soné and Robert Corder attended.



Chef Yoshi Katsumura greets JETRO Chicago's Ichiro Soné at a Japan food and beverage event on September 17. See page 9 for more about this event.



On Wednesday, August 13, JETRO Chicago welcomed the students and faculty from Hope College/Meiji Gakuin University's Global Management Seminar. After spending two weeks in Holland, Michigan, the students visited Chicago to learn how JETRO promotes trade and investment.



MBA students from Northern Illinois University's College of Business met with JETRO on Friday, September 19. The students learned about the current state of Japan's economy and Abenomics, Paro and the service robot industry, and basic Japanese business etiquette.

IMTS ... from page 1

MST Corporation

Metal cutting tool collet holders for machining centers
http://www.mst-corp.co.jp/english_top.html

NSK (Nihon Shoryoku Kikai Co., Ltd.)

Ultrasonic trimming and chamfering via robot arm
<http://www.n-s-k.co.jp/en/>

In addition to JETRO's support activities at the show, our President Satoshi Miyamoto came to Chicago from Tokyo and visited IMTS, meeting with several Japanese exhibitors and observing new products and technologies available in the manufacturing industry. President Miyamoto's tour of IMTS will be helpful in determining JETRO's future activities at the next IMTS in 2016. JETRO also met with AMT officials to discuss future possibilities for participation and partnership. We thank AMT for their generosity of time during such a busy show, and for their friendship over the years connecting American and Japanese businesses.

JETRO President Satoshi Miyamoto visited the International Manufacturing Technology Show, along with JETRO Chicago's Ichiro Soné. At right, Mr. Miyamoto examines a new robot at the Fanuc exhibit.



Contact JETRO Chicago • www.jetro.org

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For general information, call the number above, or for a specific inquiry, use the form at www.jetro.org (select "Contact JETRO" from the menu bar at left).



The JETRO Chicago team offers a wide variety of business support services for companies in the Midwest planning to initiate a business presence or seeking to add to their existing investment in Japan, and/or work with Japanese companies. Please feel free to contact us.

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In this issue ...

- JETRO Assists Japanese Manufacturers at IMTS 2014 in Chicago ... page 1
- Midwest U.S.-Japan Association Meeting in Words and Photos ... pages 4-5

- JETRO to Host Japan Pavilion at RSNA 2014 in Chicago ... page 8
- Chicago Food & Beverage Event features Chef Yoshi Katsumura ... page 9
- Back to Page 1

Leadership program helps develop a network of communication, friendship and understanding between U.S. and Japan



Guest View

Kathleen Motzenbecker
Executive Director,
Minnesota Trade
Office

When George Packard, current President of the U.S. Japan Foundation, entered high school in the late 1940's at St. Paul's School in Concord, New Hampshire, he met a very different type of roommate:

Minoru "Ben" Makihara, who would later become CEO of Mitsubishi Corporation. Both went on to become successful businessmen and diplomats, but at the time their differences seemed vast. They hailed from two completely different cultures: American and Japanese, societies that had recently been in a bitter war.

The great misunderstandings resulted in the most destructive bombing our world has ever seen. Yet the two young men forged a bond through friendship: sports, academia and a love for cultures that transcended their geographical differences and created a bond that lasts well into their eighth decade.

That friendship, which was recently celebrated in Seattle, inspired a bilateral fellowship program called the U.S. Japan Leadership Program (USJLP). Now in its fifteenth year, the purpose of USJLP is to develop a network of communication, friendship and understanding among the next generation of leaders in both countries so that never again will the U.S. and Japan be at such crossroads. Both Packard and Makihara recognized that the relationship between two of the world's most powerful democracies and economies has become so complex and

broad-ranging that it is beyond the ability of governments or specialists to manage. Even with extended engagement, our relationship could suffer from misunderstandings, neglect or stereotyped images of each other that arise from our very different histories and cultures.

USJLP aims to change that, one relationship at a time. The program fosters a continuing dialogue among future leaders in a broad variety of professions and jump-starts this process by bringing some 20 young leaders together from each country for two intensive weeklong conferences over two years, with discussions revolving around historical and current issues in bilateral relations. Through serious conversation as well as recreation and shared cultural activities it seeks to nurture lifelong friendships, much like the one created between Packard and Makihara. USJLP fellows and delegates are emerging leaders who keep in touch with each other throughout their careers through a dedicated website, directory, frequent reunions and a semi-annual newsletter. To date, 323 young leaders have participated in the Program.

My own experience in USJLP has been simply invaluable. At the time of my fellowship, I was serving with the Illinois Trade Office and managing exports from Asia Pacific. Yet my exposure to Japan had been very limited. Meeting USJLP cohorts intensified my understanding of Japanese culture and politics, allowing me a greater understanding to this fascinating country. The friendships made through USJLP create opportunities for international engagement that last a lifetime.

I look forward to celebrating the next fifteen years of this wonderful organization! For more info: www.usjlp.org.

December 4 Chicago Program: "Abenomics and The Japan-U.S. Economic Partnership"

The International Business Council (IBC) of the Illinois Chamber of Commerce, in partnership with the Consulate General of Japan at Chicago and the Japan External Trade Organization (JETRO), cordially invites you to a luncheon program to discuss U.S.-Japan trade relations and the fundamentals and achievements of Abenomics.

"Abenomics and The Japan-U.S. Economic Partnership," will take place Thursday, December 4, from 12:30 – 2:00 p.m. at the Langham Hotel, 333 N. Wabash Avenue in Chicago.

Presentations will provide an overview of Japan's key economic sectors and investment trends within the current framework of regional agreements and the Asia-Pacific economic integration to enhance trade and investment opportunities.

Join us at this event to learn about how your business can better define a competitive strategy for investing and entering the U.S.-Japan marketplace.

Keynote speakers include: Mr. Masaharu Yoshida, Consul General, Consulate General of Japan at Chicago; Mr. Ichiro Soné, Chief Executive Director, JETRO Chicago; and Mr. David D. Johnson, Executive Vice President & CFO, Molex.

Advance registration is recommended, as seating is limited. Register now by contacting Brigid Kathleen at ibc.chamber.events@gmail.com.

Attracting Foreign Visitors: Explore the world of industrial tourism in Japan!

Industrial tourism is growing in Japan. Visitors can enjoy factory tours, plant tours,



craft centers, industrial museums, farm tours, brewery tours and more. From cutting edge technology to traditionally crafted artisanal goods, Japanese producers excel at the art of creation. See the process, taste the results and meet the people who make Japan such a fascinating and innovative place.

You can learn more in this new video, available at <http://www.jetro.go.jp/en/videos/>.

In this issue ...

- From the Chief Executive Director ... page 1
- Guest View: The Democratization of Manufacturing ... page 1

- Guest View: Leadership Program Furthers Friendship and Understanding between U.S. and Japan ... page 3
- Back to Page 1

At the 46th Annual Midwest U.S.-Japan Association Conference ...

Prepared by **Ralph Inforzato, JETRO Chicago**

The 46th Annual Joint Meeting of the Midwest U.S.-Japan Association and Japan-Midwest U.S. Association took place September 7 through 9, in Des Moines, Iowa. The conference, with a theme of "Building a Robust and Sustainable Future," attracted 320 representatives from the Midwest region and Japan.

Six Midwest governors attended: Terry Branstad (IA), Mike Pence (IN), Rick Snyder (MI) Scott Walker (WI) Jay Nixon (MO), Dave Heineman (NE); along with Governor Kiyoshi Ueda, Saitama Prefecture and Governor Kiyoshi Yokouchi of Yamanashi Prefecture.

The theme, "Building a Robust and Sustainable Future," referred in part to innovations in renewable energy technologies and environmental solutions. However, the key messages and themes from the Midwest and Japanese governors was that, above all else, the sustainable future goes beyond technological advances and R&D budgets: it is based on a close human relationship between and among Americans and Japanese.

This message of sustaining the human relationship element and building on our common values of the U.S. Midwest-Japan relationship was mentioned by each governor. The conference's host governor, Iowa's **Terry Branstad** focused on his Japanese sister state relationship with Yamanashi Prefecture saying that, "In Iowa and Yamanashi, our people have similar traits, such as taking pride in what we do and in what we produce." That quick action in times of crises indeed builds friendships and are long remembered as Governor Branstad cited the Iowa Hog Lift to Yamanashi when the prefecture's hog industry after it was devastated by a typhoon (1959). Yamanashi and Iowa have had a sister state relationship since 1960.

Governor Branstad cited the fact it was Yamanashi that helped Iowa during the floods in the summer of 1993 and the severe snowstorm in February 2014. In return Yamanashi Governor **Shomei Yokouchi** said that in fact the Iowa Hog Lift was important to his prefecture and restored the Yamanashi pork industry in fact, "It was the 39 Iowa hogs that were the true patriots." Governor Yokouchi responded to Governor Branstad's thanks for assisting Iowa in its times of need by saying, "To provide funds to our friends in times of a crisis is our duty." During this visit to Iowa, both governors signed MOUs to initiate an exchange of students and young business professionals.

Governor **Mike Pence** explained the fact that while there are approximately 250 Japanese facilities in Indiana and it is the only state to have three Japanese automotive assembly facilities, the Hoosier state and the Midwest are more than a mere region for Japanese business operations. The governor said, "Indiana and the Midwest are places where Japanese families call home." Michigan Governor **Rick Snyder** also cited the fact that in Michigan there are 460 Japanese facilities employing 37,000 employees, "These are Michiganders." There are 12,000 Japanese nationals living in the state and 2,000 Japanese students who, "we very much admire and are very thankful for." Governor Snyder said, "There is such a level of trust between Michigan and Japan that it results in good things. It is trust that must be earned and when it is, trust makes things happen, it is trust that makes a relationship." Along this theme, Wisconsin Governor **Scott Walker** said, "This annual conference plays an important role in moving Wisconsin's



Indiana Governor Mike Pence and JETRO President Satoshi Miyamoto share their thoughts at the Midwest U.S.-Japan Association Meeting.



From left: Consul General of Japan at Chicago, Mr. Masaharu Yoshida; Ralph Inforzato, JETRO Chicago; Governor Dave Heineman, State of Nebraska; His Excellency Kenichiro Sasae, Ambassador of Japan to the United States; and Ichiro Soné, JETRO Chicago.



JETRO President Satoshi Miyamoto (left) and JETRO Chicago's Ichiro Soné greet Wisconsin Governor Scott Walker.

In this issue ...

- JETRO Around the Midwest ... page 2
- Guest View: Leadership Program Furthers Friendship and Understanding between U.S. and Japan ... page 3

- JETRO to Host Japan Pavilion at RSNA 2014 in Chicago ... page 8
- Chicago Food & Beverage Event features Chef Yoshi Katsumura ... page 9
- Back to Page 1

46th Annual Midwest U.S.-Japan Association Conference

economy forward and while continuing to build our relationship with Japan.” He said that it is a time to renew friendships and also open to discuss new opportunities.

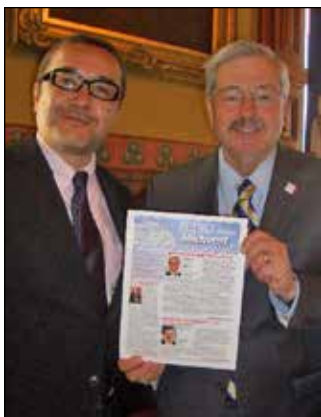
Governor Pence remarked, “The closer we work together, the more opportunities arise.” He said that the future will depend more and more on committing as a state to develop skill levels for the workforce by enhancing technical and vocational education a priority in every Indiana high school. The theme of workforce education to support advanced manufacturing companies was also stressed by Missouri Governor **Jay Nixon**: “We will provide the skill levels needed by manufacturers.”

Governor Walker also indicated that the Midwest strengths are in agriculture and manufacturing. He said, “that the U.S. economy is coming back based on the tremendous economic growth of the Midwest states, which are leading the nation’s comeback.”

Saitama Governor **Kiyoshi Ueda** indicated that for Japan, the key for global competition lies with Japanese prefecture governors, not with the central government. It is up to Japan’s governors to create economic revitalization. There must be friendly competition among the Japanese prefectures for economic revitalization similar to the friendly economic competition that he sees among the Midwest governors. He said that the future workforce in Saitama and Japan must have a global mindset. Since 2011, the prefecture created a large \$10 million fund that sponsors Saitama students to study abroad. Already 1,100 students are studying in 36 countries. The central government has recognized this Saitama program. He added, these people will be the next generation of workers. Governor Ueda made his eleventh consecutive conference appearance making him the longest serving Japanese or Midwest governor to participate in the Joint Meeting.



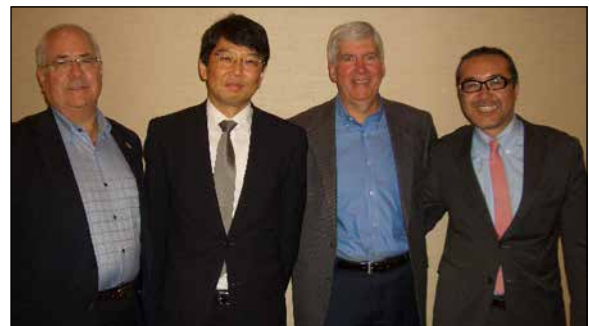
(Photos above) JETRO President Satoshi Miyamoto moderated the Executive Panel Discussion at the conference. The panel is pictured in the bottom photo. From left, Kaneichi Maebara, Vice Chairman & President, Japan Association of Corporate Executives; William J. Fehrman, President and CEO, MidAmerican Energy and President, MidAmerican Renewables, LLC; Mr. Miyamoto; Hiroyoshi Yoshiki, Managing Officer, Toyota Motor Corporation; and Jan Koninckx, Ph.D., Business Director Biorefineries, DuPont Industrial Biosciences.



Iowa Governor Terry Branstad welcomed Ichiro Soné to his Des Moines office on Tuesday, September 2. They met for a briefing in advance of the Midwest U.S.-Japan Association Conference.



Missouri Governor Jay Nixon and Ichiro Soné, JETRO Chicago, exchange greetings at the conference.



From left, Doug Smith, Senior Vice President, Michigan Economic Development Corporation, JETRO President Satoshi Miyamoto, Michigan Governor Rick Snyder and Ichiro Soné, JETRO Chicago.

In this issue ...

- *JETRO Around the Midwest ... page 2*
- *Guest View: Leadership Program Furthers Friendship and Understanding between U.S. and Japan ... page 3*

- *JETRO to Host Japan Pavilion at RSNA 2014 in Chicago ... page 8*
- *Chicago Food & Beverage Event features Chef Yoshi Katsumura ... page 9*
- **Back to Page 1**

The 46th Midwest U.S. – Japan Association Conference ... through the eyes of attendees

We asked a number of delegates to the 46th U.S.-Japan Association Conference in Des Moines to report their personal observations on the event. The people on these pages represent various economic development agencies across the Midwest. We appreciate their thoughts and their efforts to bring together Japanese and U.S. business initiatives.

We hope to see them at next year's meeting in Tokyo.

Meeting Observations: Ann Pardalos, Manager, International Trade & Investment Office, Missouri Department of Economic Development



The Midwest U.S.-Japan Association Conference does one thing and one thing well; it continues to strengthen the ties that bind the Midwest U.S. to Japan. Economically, strategically, culturally and even educationally, we come together to share business and government best practices, economic opportunities and trends, as well as

to renew our long standing and vital relationships, while making some new friends along the way.

One of my favorite parts of the Annual Meeting is always the Opening Ceremony. Once the goose bumps subside from the tributes paid to both national anthems, I always look forward to the remarks of each of the Governors. The competitive tête-à-tête and the good natured ribbing that occurs, often provides insight not readily known about each state, both Midwestern and Japanese.

This year we learned that Iowa signed an MOU with their sister state Yamanshi and also celebrated their 55th anniversary, while Governor Snyder proclaimed that "Detroit was coming back!" Governor Ueda regaled us with even more beautiful photos of Saitama and Governor Walker admitted that Kikkoman Soy Sauce on ice cream was quite the treat. Even Governor Pence made a big impression ... more with what he didn't say during his visit to Iowa, than what he did.

The State of Iowa rolled out the red carpet in every way, including the spouses program, with the First Lady of Iowa hosting a tea and brunch, along with a tour of the Governor's Mansion, Terrace Hill.

To our colleagues in Iowa, again, congratulations on a job well done. You have set the bar high! In 2016, the great State of Missouri will host the 48th Midwest U.S.-Japan Association Conference. We look forward to welcoming our good friends, colleagues and business executives from Japan and the Midwest U.S. to St. Louis. From the Gateway to the West and the home of the Cardinals, "Meet me in St. Louis."

Meeting Observations: Reed E. Hall, Secretary and CEO, Wisconsin Economic Development Corporation



Wisconsin Governor Scott Walker, myself and other representatives of the Wisconsin Economic Development Corporation (WEDC) joined the Midwest U.S.-Japan Association Conference to share ideas about vital issues such as sustainability and how innovation can foster long-term economic success.

While the educational sessions were thought-provoking, the time spent in meetings and conversations with the other participants was even more valuable because it provided the opportunity to meet face-to-face and in an environment conducive to relationship building.

Perhaps the most unique aspect of the conference is that it brings many high-level decision-makers from the private and public sector together in one place. Whether they be from Japan or the U.S., all participants worked together toward the same goal: increase the amount of business being done with each other – both in exports and foreign investment.

One only needs to look at the list of participants in the conference to get a true sense of its importance to both Japan and the Midwest. It is a rare event that can draw six governors from the Midwest and two from Japan.

As the leading economic development organization for our state, WEDC has a keen interest in retaining strong ties with Japan. Japan has been an important trade partner for Wisconsin for decades and for the last five years has been one of the state's top five trading partners. The state also has received more than \$186 million in foreign direct investment from Japan since 2003.

The key to that continued economic success—for Wisconsin and other Midwest states—is developing and maintaining strong relationships with Japan.

That bond is as strong as it has ever been and the future is looking bright – thanks in a large part to the efforts of the Midwest U.S.-Japan Association Conference.

In this issue ...

- JETRO Assists Japanese Manufacturers at IMTS 2014 in Chicago ... page 1
- Guest View: The Democratization of Manufacturing ... page 1

- JETRO to Host Japan Pavilion at RSNA 2014 in Chicago ... page 8
- Chicago Food & Beverage Event features Chef Yoshi Katsumura ... page 9
- Back to Page 1

The 46th Midwest U.S. – Japan Association Conference ... through the eyes of attendees:

Meeting Observations: Tom Bartkoski, Director of International Business Development, World Business Chicago



I represented World Business Chicago, Chaired by Chicago Mayor Rahm Emanuel, at the 46th annual Midwest U.S.-Japan Association meeting, attended by over 320 representatives, including more than 30 Japanese companies. With well over 300 Japanese companies in the Chicago area, Japan is a key source of jobs and foreign direct investment as well as a leading trading partner.

The State of Illinois and several communities were well represented, and former Illinois Governor James Thompson was an active and engaged co-chair.

Panel discussions reflected the meeting theme of “Building a Robust and Sustainable Future” including innovation, technology and the environment, and health.

One could only agree with Consul General Yoshida when he referred to the Midwest as a “field of dreams” for Japanese companies due largely to an educated, skilled, hardworking workforce benefiting from top universities, and unsurpassed transportation access.

The subject of food production and processing was a focus of the event. Attendees learned of a 1959 airlift of Iowa hogs to typhoon-stricken Yamanashi Prefecture, reviving Japan’s pork industry.

The great Japanese investment in the food sector directly ties to Chicago’s position as the leading food processing center of the U.S. Chicago’s food sector GDP is \$6.9 billion, providing 49,000 jobs. In fact, key meeting sponsors Kikkoman and Ajinomoto, giants in the industry, have a presence in the Chicago area. Other area investors were also well represented at this important relationship-building event.

Meeting Observations: Mike Dellinger, Executive Director, Advance Southwest Iowa Corporation (ASWI)



The 46th Midwest U.S. – Japan Association Conference offered a glimpse at the future of relationships involving our two great nations.

In the Midwestern economy, it is rightful that so much attention is placed on the strength of Japanese foreign direct investment in manufacturing, particularly in the automotive industry. All corners of the Midwestern region have been influenced by this phenomenon as hundreds of Japanese automotive manufacturing facilities have grown to employ tens of thousands of our hardest-working people delivering world-class products to the North American market. This has long been evident to me as a native of Indiana, a state that is recognized as a global leader in Japanese automotive production.

With Des Moines and the State of Iowa playing host to this year’s outstanding conference, much was learned about the importance and value of other industry sectors that provide services and products to consumers. For example, as our host, Iowa showcased the significance of trade between our nations in agriculture, healthcare, insurance and advanced technologies and how these sectors play such a vital role in the lives of our citizens.

As a new economic development corporation that is responsible for building relationships and assisting business with opportunities for growth, Advance Southwest Iowa Corporation is pleased to have participated in the annual meeting in Des Moines as a sponsor of the conference. Our objective is to add value to the Midwest U.S. – Japan Association and to demonstrate the endless possibilities that we can share with our friends in Japan and other Midwestern states. We look forward to seeing you in Tokyo next year!

Meeting Observations: Cobus Block, International Development Assistant Manager, Nebraska Department of Economic Development



This September, I was fortunate to have the opportunity to attend the Midwest U.S.- Japan Association Conference in Des Moines. Iowa was a terrific host to the event from Sunday’s reception at the World Food Prize Hall of Laureates to the closing ceremony on Wednesday. During the day, attendees met and participated in presentations on business and international trade. Current governors from six Midwestern states and two Japanese prefectures detailed the importance of trade and cooperation, while private business representatives outlined the success they achieved through opportunities in Japan and the Midwest.

Another helpful aspect of the Conference was the opportunity to meet with economic developers from the region and discuss trends that are common across state lines. Since Midwestern states share a number of attributes, we can learn from each other’s experiences more easily than from those who may not share our background and position. In summary, the Midwest U.S. – Japan Association Conference gives leaders from the government, business and non-profit sectors a chance to exchange information and knowledge. Furthermore, it provides a common stage that gives each member state an opportunity to gain a larger audience. Next year’s conference in Japan will deliver a similar opportunity on the other side of the Pacific, and I am looking forward to it.

In this issue ...

- *From the Chief Executive Director ... page 1*
- *JETRO Assists Japanese Manufacturers at IMTS 2014 in Chicago ... page 1*
- *JETRO Around the Midwest ... page 2*
- *Midwest U.S.-Japan Association Meeting in Words and Photos ... pages 4-5*
- **Back to Page 1**

JETRO to Host Japan Pavilion at RSNA 2014 in Chicago

The 100th Scientific Assembly and Annual Meeting of the Radiological Society of North America, RSNA 2014, will be held from Sunday, November 30th through Friday, December 5th in the North and South Halls of McCormick Place here in Chicago.

This year, JETRO will be sponsoring seven Japanese companies at our Japan Pavilion in the North Hall, Booth 7937. The companies exhibiting this year are:

CLIMB Medical Systems Inc. (Osaka)
Mammography Diagnostic Workstation
<http://www.climb-ms.com/en/>

Haltec Corporation (Kobe)
Contact sensing safety devices for CT and X-ray scanners
<http://www.haltec.jp/index.html>

PSP Corporation (Tokyo)
Picture Archiving and Communication System (PACS)
<http://www.psp.co.jp/en/index.html>

Renaissance of Technology Corporation (R'Tech) (Hamamatsu)
3D printing medical modeling service and dynamic visualization software
<http://www.r-tech.co.jp/>

TORECK Co., Ltd. (Yokohama)
Real-time skin dosimeter
<http://www.toreck.co.jp/english/index.html>

ViewSend ICT Co., Ltd. (Tokyo)
RAD-R Tele-PAC remote medical imaging service
<http://www.viewsend-ict.co.jp/>

Yasu Medical Imaging Technology Co., Ltd. (Tokyo)
High-quality digital X-ray scintillators, sensors, and LCD displays
<http://www.yमितech.com/>

The exhibition hours of RSNA 2014 are 11:00 a.m. to 5:00 p.m. on Sunday, November 30, 10:00 a.m. to 5:00 p.m. from December 1st to the 3rd, and 10:00 a.m. to 2:00 p.m. on the 4th.

Over 50,000 attendees are expected to visit the roughly 700 exhibitors at the show and see some of the latest breakthroughs in medical imaging and other technological advancements.

Please come and visit our Japan Pavilion during the show!

If you would like any additional information, or if you are interested in scheduling a meeting with any of our exhibiting companies, please contact Stephen Vullo at 312-832-6000 ext. 212, or at Stephen_Vullo@jetro.go.jp. Thank you!

Guest View: Manufacturing ... from page 1

distributors and integrators. These companies have worked together to act as solution providers, developing applications for manufacturers at each step in the supply chain. Many Japanese companies also use the U.S. as an R&D center to serve American market needs. Such products successfully sold here are often made available to the rest of the world, and showcased at IMTS.

The traditional Japanese machine tool manufacturers have found a great market in the large-scale industries in North America like automotive. But as you venture deeper into the show floor, you will also find smaller Japanese companies that focus on a specific technology to serve a niche market, be it medical, mold making, or others. There has been a proliferation of new companies bringing innovation, sometimes challenging the traditional ways that machine tools have been used. Companies must innovate to stay at the leading edge of their segment. Japanese companies are increasingly using IMTS as a venue to introduce new products to the global market.

Please give us an idea of AMT's relationship with Japan. What is AMT's presence at the Japan International Machine Tool Fair (JIMTOF) this year?

All AMT members are companies that have U.S. operations. AMT's relationship with Japan is in part due to the relationship between AMT and its members who are U.S. subsidiaries of Japanese companies. Many Japanese companies have participated in and supported the implementation of AMT's industry initiatives, including the MTConnect communications and interoperability standard. AMT will have an information booth at JIMTOF, and several AMT members will exhibit, either directly or with their Japanese partners. U.S. manufacturing technology companies have been successful in Japan by focusing on their unique processes and on niche markets.

What is AMT's impression of the current state of the U.S. manufacturing economy?

Many economists are predicting a unique period of growth for manufacturing, forecasting an increase that ranges from a conservative 5% to an optimistic 37%. There is a large amount of pent-up demand for new durable goods, due to the high average age of vehicles, appliances, capital equipment, aircraft, etc. In addition, energy costs in the U.S. are historically low.

With costs continuing to increase in China over the next 3 or 4 years, it will now be cheaper to manufacture durable goods in the U.S. if the market for said goods is in North America. Many U.S. manufacturers are "reshoring" facilities to North America, and global firms are making significant amounts of long-term foreign direct investment here.

How has IMTS changed with the times? What current trends do you see in the manufacturing technology marketplace?

IMTS has been able to combine the attractiveness of exhibiting state-of-the-art equipment alongside technologies that will become mainstream in a few more years. The Emerging Technology Center is a place for innovative technologies that will be incorporated into the next generation of manufacturing processes. The Advanced Manufacturing Center is a showcase for those new technologies that have become commercially available, and how they can be applied in various fields. Exhibitors have been remarkably open and collaborative among themselves to show to the market how new technologies can revolutionize the manufacturing process. One of the best examples is this year's onsite 3D-printed car, which represents the contributions of perhaps 3,500 engineers, who have never seen each other, collaborating via the Internet. This sharing of know-how is an exciting development that gives more people access to participate in manufacturing. Coupled with breakthroughs like lower-cost additive manufacturing machines, this empowers small and medium-sized businesses to access the market and compete with large companies that have larger R&D budgets. In the future, a 16-year-old could create a new product on his or her computer, launch it into the market through the Internet, and sell it. This revolutionary change is the democratization of manufacturing.

In this issue ...

- JETRO Assists Japanese Manufacturers at IMTS 2014 in Chicago ... page 1
- Guest View: The Democratization of Manufacturing ... page 1

- JETRO Around the Midwest ... page 2
- Guest View: Leadership Program Furthers Friendship and Understanding between U.S. and Japan ... page 3
- Back to Page 1

Chicago Food & Beverage Event features Chef Yoshi Katsumura

On September 17th, JETRO Chicago held “A Fall Tasting Event – Chicago Welcomes Japan” to introduce some of Japan’s delicious products to Midwest food and beverage industry professionals. Attendees had the distinct pleasure of seeing one of Chicago’s most acclaimed chefs, Yoshi Katsumura, prepare his recipe for one of Japan’s prized creations, the exceptionally marbled and tender Wagyu beef. The afternoon event, held at Kendall College, brought 31 brewers, producers, importers and distributors of Japanese goods together with retailers, restaurateurs, chefs, beverage directors, culinary educators & students from Illinois, Indiana, Ohio and Wisconsin. Attendees tasted and compared over 140 sakes, shochu and beers, and a large array of green and black teas including blends with fruit and several types of matcha, the specially grown and ground green tea powder gaining popularity as a drink and ingredient outside of Japan. Exhibitors also offered samples of soft drinks, udon noodles, soup stocks, soy sauces and sushi-quality seafood.



Chef Yoshi Katsumura demonstrates his culinary skills at the September 17 event.



The event’s special guest demonstration chef, Yoshi Katsumura, has been a pioneer in bringing premium Japanese ingredients and sake to Chicago diners since he opened Yoshi’s Café in 1982. But his award-winning restaurant is not Japanese; instead its menu incorporates Katsumura’s training under famous chefs in Tokyo, Paris & Lyon, France and Chicago’s finest French restaurants.

Asked to demonstrate how Japanese ingredients inspire him, Chef Katsumura created a Wagyu Steak Tataki (“seared”) recipe with a glaze incorporating sweetened cooked Asian pear, and a sauce including Yuzu Kosho (Japanese Lime Pepper Paste), rice vinegar and citrus juice – creating an Asian flavor that Katsumura has made distinctly his own. Sampling this dish and the Japanese products on display caused many attendees to simply comment, “Amazing!”

Also, for the first time at a JETRO industry tasting, guests were able to experience presentations of the Japanese Tea Ceremony performed by members of the Chicago Association of Chado Urasenke Tankokai.



2014 JETRO Global Trade and Investment Report

On August 7, JETRO issued its 2014 Global Trade and Investment Report, entitled, “On Making Japan a Base for International Business Circulation.”

Key points include:

- World trade and investment is on its way to recovery
- Japanese trade marks deficits for three consecutive years
- Japanese outward FDI reaches record high
- Realization of FTAAP through the promotion of TPP and RCEP
- Asian consumer markets becoming solid both in scale and quality
- Strategic development of promising overseas markets
- New developments among Japanese companies seen in reorganization of their overseas bases
- Foreign-affiliated companies regard Japan’s expensive business costs as problematic; signs of improvement can also be seen
- Nationwide effort necessary to increase inward FDI into Japan

The press release and overview, along with links to detailed documentation can be found at <http://www.jetro.go.jp/en/news/releases/20140807856-news>.

Five Questions with Chef Yoshi Katsumura of Yoshi’s Café

Your Wagyu Steak Tataki recipe for JETRO’s tasting event included Japanese ingredients like Yuzu Kosho (Lime Pepper Paste) and rice vinegar. Compared to when you first opened Yoshi’s Café in 1982, has your use of Japanese flavor profiles changed at all in your menu? How about actually obtaining the Japanese ingredients you want now compared to in the 1980’s?

Compared to when we first opened Yoshi’s Café in 1982, now people are more accepting of pure and natural Japanese flavors. Since people have been moving towards healthy foods they tend to look more closely at Japanese flavors and cuisine. In the 1980s, there were very limited Asian/Japanese product choices keeping my options restricted. Nowadays, it is still limited but there is a more expanded list of items available such as important ingredients, seasonings, fruits, vegetables and sauces.

Your restaurant is described as Asian and French. Would you agree? If so, why do you think the two cuisines work so well together?

I would be more inclined to call it “Global American Cuisine with Asian Flavor.” My basic training is in French cooking and my heritage is Japanese. Over the years I have seamlessly blended Japanese, French, American and other cuisines to create my brand of Global Cuisine. Japanese cuisine has neutral flavors. It blends easily and is a natural fit with other cuisines.

You offer many premium sakes on your extensive wine and bar menu - have sake sales here changed during your experience in Chicago?

Yes, these days people have become more educated about the different types of sake. Servers are being better educated to explain to guests the different types of sake and how to pair up food to enhance the cuisine. Sake is becoming much more popular with the younger generation as well as middle age group. If sake makers and distributors would visit individual restaurants often and provide more educational classes for the staff, it would be an even better way to promote and feature sake.

Have you noticed changes in customer preferences over the years (regarding vegetarian, seafood, etc.)? If so, has it influenced the dishes on your menu?

Yes, people are leaning towards more serious healthy food concepts providing vegetarians with more options including kabocha (Japanese pumpkin) and tofu etc. That has influenced the menu very much.

What cuisine do you enjoy when you go out to eat?

Any type of cuisine interests me. I tend to lean more toward other ethnic flavors to encourage my new ideas.

In this issue ...

- *Guest View: The Democratization of Manufacturing ... page 1*
- *JETRO Around the Midwest ... page 2*

- *Midwest U.S.-Japan Association Meeting in Words and Photos ... pages 4-5*
- *Attendees Comment on Midwest U.S.-Japan Association Meeting ... pages 6-7*
- **Back to Page 1**

Chief Executive Director ... from page 1

summer of 1993, and again after the severe snowstorm in February 2014. He and Governor Yokouchi signed MOUs to initiate an exchange program for students and young business professionals.

Governor Heineman said at the conference, "These relationships have been opened since 1967 and have had an important and historic impact on both of our countries. We've learned from each other, and that has made us stronger." Governor Nixon said, "Japan and Missouri have a long established and deeply valued bond, educationally, culturally and economically." Governor Snyder said, "There is such a level of trust between Michigan and Japan that it results in good things. It is trust that must be earned and when it is, trust makes things happen. It is trust that makes a relationship." Governor Walker said, "More than 40 years ago, Kikkoman came and invested in a small town near where I grew up because of three things: plenty of clean fresh water, plenty of soy beans and most importantly, good workers with a Midwest work ethic that parallel the work ethic of good people in Japan." Governor Pence said, "The closer we work together, the more opportunities are presented. I believe the Japanese people and companies have found a particularly welcome home in the heartland of America because of shared values. People of Indiana and all across the Midwest and people of Japan share those timeless values such as integrity, excellence, hard-work, honesty, tradition, family and modesty."

The second event was on September 23. JETRO hosted an Invest Japan Seminar in New York, and we were privileged to have Japanese Prime Minister Shinzo Abe make opening remarks. He said, "Japanese regions have great potential. In order to realize such potential, we have initiated regulatory reforms," and he explained reforms of Japan's electricity, agriculture and healthcare systems. "In order to revitalize the regions all across Japan that are rich and dynamic, I will open the Japanese market to the world and change Japan to investment from overseas," he vowed.

Four regional government leaders (Governor Yoshinobu Nisaka of

Wakayama Pref., Mayor Daisaku Kadokawa of Kyoto, Mayor Seiji Hagiwara of Mimasaka in Okayama Pref. and Mayor Yoshifumi Sekiguchi of Tokamachi in Niigata Pref.) described their regions' best points to invite more U.S. investment. I am sure the audience enjoyed hearing about the diversity of their respective climates, histories and cultures -- from Kyoto, the 1,200-year old ancient capitol with many high-tech companies, to Tokamachi, which has one of the world's heaviest snowfalls, and beautiful nature alongside developed textile, rice and software industries. The leaders frankly mentioned their challenges, such as aging populations, and at the same time emphasized their advantages and commitment to develop their regions by strengthening their industries and welcoming more businesses.

I believe that Japanese regional governments can learn a lot from the U.S. Midwest states' efforts. As Governor Ueda cited at the conference in Iowa, "there must be friendly competition among the Japanese prefectures for economic development as we see among the Midwest governors." One governor told me that he had over 30 individual meetings with Japanese companies when he visited Japan last year. We appreciate their efforts to support Japanese affiliates because there are 2,000 Japanese companies in the Midwest that employ 200,000 people, and as you know, Japanese companies tend to commit to doing business for the long term: Once they invest, they stay.

The same can be said about Midwest companies in Japan. Recently, we assisted an Illinois global company, Caterpillar Inc., apply for Japanese government incentives on R&D investment. Caterpillar Inc. has been in Japan since 1963, producing hydraulic excavators, wheel loaders and other machinery, and exporting them to the world. There are many other Midwest companies with long histories in Japan, such as The Boeing Company, Molex Inc. and Eli Lilly and Company.

JETRO does all it can to assist this two-way trade and investment. We are proud to have played a part in this rich history of Japan-U.S. economic relations, and we want to have an even bigger role in the future. We aim to build on this "Trust," and develop "Kizuna" even further.



Farewell Mr. Fukuda!

At the end of September, JETRO Chicago bid farewell to our Director of Energy, Tatsuya Fukuda. Mr. Fukuda arrived 3 years ago on special assignment from the Japan Petroleum Energy Center (JPEC). During his tenure in Chicago, Mr. Fukuda conducted research on energy trends in North America. We wish Mr. Fukuda and his family all the best as they return to Japan.

Welcome Mr. Nagao!

Mr. Fukuda's replacement Masaki Nagao, arrived in early October. Mr. Nagao comes to us from the JX Nippon Oil & Energy Corporation, where he was a manager working in the Research & Development Division, Research & Development Planning Dept., R&D Planning Group - Fuel Technology & Ultraclean Fuel Development Group. Welcome to Chicago!



Thanks to Our Summer Interns

JETRO Chicago had two outstanding summer interns this year, Lara McDonough and Hiroyuki Hayashi.

Lara will graduate in December from the University of Southern California with a degree in political science. She worked with the Business Development team to promote foreign investment into Japan.

Hiroyuki is studying business and management at Waseda University in Tokyo. Before coming to Chicago, he spent a year at Oklahoma State University as an exchange student. Hiroyuki interned with our Industrial Machinery section.

Lara and Hiroyuki were both eager to learn about JETRO's mission and gain valuable work experience. All of us at JETRO Chicago wish Lara and Hiroyuki the best of luck as they return to school and move forward in their careers.



Lara
McDonough



Hiroyuki
Hayashi