

JETRO Chicago Midwest NEWSLETTER

Japan External Trade Organization

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Illinois • Indiana • Iowa • Kansas • Michigan • Minnesota • Missouri • Nebraska • North Dakota • Ohio • South Dakota • Wisconsin

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Governor Thompson receives Order of the Rising Sun



On April 29, 2014, the Government of Japan announced the foreign recipients of the 2014 Spring Imperial Decorations, which included James R. Thompson, former Governor of the State of

Illinois and Chairman of the Midwest U.S.-Japan Association. He received The Order of the Rising Sun, Gold and Silver Star in recognition of his significant contributions to the promotion of mutual understanding and the strengthening of economic relations between Japan and the United States. The prestigious decoration is conferred by His Majesty the Emperor of Japan. The Decoration Ceremony took place on Friday, May 9, at the Imperial Palace in Tokyo.

Governor Thompson's achievements regarding Japan are impressive and many. As Governor, he took the initiative to promote trade and investment between Japan and Illinois. He led 8 Illinois missions to Japan, the most by any Governor in the United States, and he had many successful meetings with top Japanese business executives. His leadership achieved a significant expansion of the Japan-Illinois business partnership. During his tenure as Governor, the number of Japanese business

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Japan's Growth Strategies Showing Results



From the Chief Executive Director

*Ichiro Soné
Chief Executive Director,
JETRO Chicago*

I have really enjoyed the beauty of Chicago's changing seasons, especially after such a severe winter. In the beginning of May, I returned to Japan for a week for the "Golden Week" holiday, and when I returned to Chicago, I was amazed that all trees and lawns here had turned a beautiful fresh spring green while I was away.

The Japanese economy is also enjoying a fresh spring, after decades of deflation and sluggish growth. Prime Minister Shinzo Abe's so-called

"Abenomics" policy has helped the economy stay strong even after Japan raised the national sales tax in April from 5% to 8%. Real GDP has achieved positive growth for six straight quarters since Prime Minister Abe took office, and the Consumer Price Index (CPI) is rising at a moderate pace.

The Nikkei stock average jumped 57% in 2013. Although the Nikkei declined in the first half of 2014, it still rose 2.3% in the April-June quarter and 3.6% in the month of June, which was its biggest monthly gain in six months. The benefits of rising stock prices are widely diffused, not only to households holding stocks but also to others through insurance and pensions.

Japan's labor market is also revitalized. The ratio of effective job offers to applications has risen to 1.08, the highest level in almost eight years. The unemployment rate has fallen below 4%, the lowest level since October 2008. The number of employees is increasing and now exceeds pre-Lehman Shock levels. The participation rate of women in the labor force is increasing dramatically. Wage increases are becoming more widespread, and the rate of both average monthly wage increases as well as bonuses are at their highest levels in the past 10 years.

Business investment rose to US\$690 billion in nominal terms in the first quarter of 2014 returning to pre-Lehman Shock levels, and business conditions are broadly improving. Among Small and Medium-sized Enterprises (SMEs), sentiment levels are at their highest in almost seven years for manufacturers and over 22 years for non-manufacturers.

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Iowa Set to Host 2014 Midwest U.S. – Japan Association Conference



Guest View

*Terry Branstad
Governor
State of Iowa*

The State of Iowa is proud to host the 46th Annual Midwest U.S. – Japan Association Conference September 7-9, 2014 in Des Moines. This annual meeting between Midwest and Japanese government officials and business leaders across an array of industries has a four-decade history of improving economic progress and promoting collaboration.

Iowa's first official relationship with Japan began in 1960 with the creation of the Sister

State program. Iowans stepped up in response to the 1959 typhoons that devastated Yamanashi Prefecture by providing hogs and corn for their immediate food needs – this effort was known as the Iowa Hog Lift. Since then, it has been a bond that promoted growth for both regions, both economically and culturally.

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JETRO Around the Midwest

Seminars, Meetings and Events



In Indianapolis for the JASI Annual Meeting in May, a group of VIPs had a chance to visit the Indianapolis Motor Speedway. From left: Consul General of Japan at Chicago, Masabaru Yoshida; Indiana Lt. Governor Sue Ellspermann; Ambassador Kenichiro Sasae, Ambassador of Japan to the United States; and JETRO Chicago Chief Executive Director Ichiro Soné.



JETRO Chicago's Ichiro Soné had a chance to talk with Ohio Governor John Kasich at his residence in Columbus, Ohio on Friday, June 13.



Thousands of area residents and guests attended the annual Japan Festival in Arlington Heights, Illinois on June 7-8.

JETRO Chicago had a booth featuring the service robot Paro. Visitors lined up to interact with the robotic seal and learn more about JETRO and the Japan National Tourism Organization (JNTO).



On Friday, March 14, JETRO Chicago's Robert Corder visited Glenbrook South High School in Chicago's north suburbs, for an "In-School Field Trip." Mr. Corder spoke to approximately 60 high school students, mostly sophomores and juniors. About half the students were enrolled in Glenbrook's Japanese language program, with the other half from their Pacific Rim social studies course. Mr. Corder's presentation was on Japan's service robotics industry and included a demonstration of Paro.



University of Northern Iowa's International Club of Business visited JETRO Chicago on Friday, March 28. The group, led by Prof. Christine Schrage, included a dozen undergraduate students. JETRO's Robert Corder made a presentation entitled Japan Today, touching on the state of Japan's economy, Abenomics, Japanese manufacturing, foreign investment and JETRO's role in promoting trade.



JETRO Chicago's Ichiro Soné exchanges greetings with Indiana Governor Mike Pence at the Japan America Society of Indiana Gala on Thursday, May 22.



On Friday, May 2, JETRO Chicago's Ralph Inforzato made a Japan Capabilities presentation at the Missouri Partnership program, held in Chicago.

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facilities in Illinois more than doubled from 260 to 610 and their employment tripled from 12,000 to 38,000. Governor Thompson has been serving as the Chairman of the Midwest U.S.-Japan Association since 2003.

In a congratulatory letter to Governor Thompson, JETRO Chairman and CEO Hiroyuki Ishige wrote, "For your great commitment and dedication to U.S.-Japan relations, you are most deserving of The Order of the Rising Sun, Gold and Silver Star. I extend my heartfelt congratulations."



JETRO Chicago's Ralph Inforzato and Ichiro Soné present a letter from JETRO Chairman Hiroyuki Ishige to Governor Thompson.

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Making a Difference in a Global Community (Or, How an Elephant Eats Its Food)



Guest View

Steve Kozik
*Director, Strategic Projects,
Omron Management Center of America*

This article reflects in part a presentation recently made to students by Steve Kozik.

When asked to discuss globalization to members of the Japan America Society of Chicago a few months ago, I must confess that I was

amused with the thought. I'm 49 years old and still live in the town where I was born and raised. In fact, my current home is only a few blocks away from the hospital where I entered this world. As simply as I would like to portray myself, my grandparents were immigrants from Bratislava, my father speaks English as a second language, my mother's family came from Ireland in the 1600s, and my wife is a Japanese citizen. In addition, I have been a member of the Omron Global Family for 22 years.

Omron sells \$7.5 Billion worth of goods and services annually to the world, serving needs in Industrial Automation, Automotive, Electronic Components, Healthcare, and Social Systems industries. With a market cap of \$10.5 Billion and operating 151 legal entities in 110 countries, Omron employs 37,000 people.

In my 22 years, I have enjoyed consistent learning and growth. Eleven years were spent in the factory, learning finance, administration and production management. The other eleven were spent on the commercial side, overseeing several companies as group controller, integrating an acquisition, running a division under a global initiative, and currently acquiring and divesting companies. Hard work pays off in Omron.

Although I came to Omron with my own work ethic and education,

learning to apply it came from the Omron culture. Our corporate motto, "At work for a better life, a better world for all," was taught to me in practice very quickly. When I started in 1992, the Japanese expatriots were very welcoming. One, Ken-san, encouraged me to join him for smoking three times per day and taught me that when one is in production, one must learn to smoke a cigarette in no more than one minute and 30 seconds, because "the machines don't stop." (Incidentally, in 1995, after I begged Ken-san to hire the girl I saw walk in for an interview, he did and I met my wife, Chie. We were married less than eight months later. We've been married and friends for 19 years.) Another expatriate, Toru-san, stayed one hour after work three days a week to teach me Hiragana and Japanese. He also took me away from my desk to show me what was happening in management, on the production floor, and in the warehouse, and guided me how to work with people to make improvements for productivity. He eliminated the mental barriers of position for me, so I grew very quickly, not by taking credit, but by working with others to make things happen. And I hate to admit it has been this simple, but the rest of my career with Omron has been more of the same. All of this happened because Toru-san took a Japanese concept and removed organizational barriers from my mind. He would always say, "We are all Omron. We must all succeed."

I have some simple personal and professional thoughts about globalization. I believe globalization is nothing more than the process of creating inter-dependence across borders for the mutual benefit of all parties. So, how does an individual make a difference in a global community? I like to point out that elephants eat 330 pounds of food and drink 11 gallons of water a day and pose the question, "How does an elephant eat its food?" One bite at a time! My mother-in-law would say, "Bochi bochi ne." In short, an individual can make a global difference

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Japan's ICT Market Presents Opportunities



Guest View

Makoto Abe
*IT/Electronics Industry Specialist,
Japan Business Solutions*

Japan as a single country is still one of the largest information and communication technology (ICT) markets after the U.S. and China. Large Japanese companies have complicated networks that need

to be managed effectively. They also have big data that need to be managed, analyzed, and utilized effectively and efficiently. Small to midsize Japanese companies are expected to utilize IT as a service (through cloud), because they tend to lack their own IT resources. North American ICT companies entering the Japanese market have good opportunities to offer services and solutions to these small, midsize, and large Japanese enterprises based on their needs and requirements.

According to NRI, the following ICT segments in Japan are forecasted to grow notably between 2013 and 2018: digital publications; Business-

to-Consumer e-commerce; digital signage; video on demand; social gaming; and online advertizing. Services and solutions related to these areas may have potential to become successful in the Japanese market.

In wireless and mobile, Japan's 4G (after 3.9G LTE) is expected to be introduced in the market sometime in 2015 by all three major Japanese telecommunication service providers (NTT, KDDI, and Softbank), which in theory will provide 1Gbps download transmission speed, much faster than LTE. North American ICT companies should take advantage of this super fast wireless and mobile infrastructure in Japan to provide services and solutions to their Japanese customers.

According to IDC Japan, Japan's cloud computing market size in 2014 is expected to be about \$1.75B, which is still a fraction of that of the U.S. This, however, does not mean the demand is small for cloud computing in Japan. As mentioned earlier, small to midsize Japanese companies are expected to utilize IT through cloud, and more and more large Japanese companies are using the cloud services provided by such companies as Salesforce, Google, Amazon, Microsoft, and IBM, as well as by smaller

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"A Chicago Tasting Event from Japan" underscores the diversity of products available to area consumers

On June 10, 170 restaurateurs, chefs, importers, distributors, retailers and other food and beverage industry professionals attended JETRO's tasting event in Chicago. Thirty-one exhibitors shared samples of their green teas, sweets, salt, seafood, seaweed, udon noodles, rice, soft drinks and alcoholic beverages from Japan.

Over 150 varieties of sake and shochu were served, ranging from time-honored recipes, perfected over decades and even hundreds of years, to innovative styles including sparkling, and some incorporating fruit juices. Several aged sakes, unusual even in Japan, were offered. U.S. importers and distributors, and nine brewers from Japan, explained their sakes' unique aromas, flavor profiles and characteristics, resulting in part from their particular region's water and rice.

Attendees also heard a presentation by Sake Samurai and author John Gauntner, who gave tips on pairing foods, especially non-Japanese foods, with sake. Notes Gauntner, "Sake does not pick fights with food!" The reason, he says, is due to sake having a comparatively low acidity and no tannins.



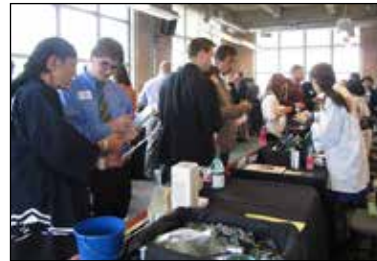
John Gauntner, Sake Samurai, gives suggestions on pairing sake with food.



A sample being poured at A Chicago Tasting Event from Japan.



An exhibitor prepares samples of noodles and sauces from Japan.



Exhibitors explain their products at A Chicago Tasting Event from Japan.



An attendee takes in the aroma of an exhibitor's sake.

Inaugural "Innovation for Cool Earth Forum" set for October in Tokyo



Japan's Prime Minister Shinzo Abe has announced that the Government of Japan will host an annual global conference, the Innovation for Cool Earth Forum (ICEF) every year in October in Tokyo. ICEF aims to promote discussions and cooperation among researchers, business people, and policy makers from around the world to address climate change through innovation of energy and environment technologies including their dissemination. This year, ICEF will be held October 8, 2014 in Tokyo.

ICEF will also provide a web-based platform in order to promote year-round discussions in between annual forums.

This is an invitation-only event. You can learn more at <http://www.icef-forum.org/>.

For information, or if you have any questions, contact Kelly Highland at JETRO Chicago, 312-832-6022, or Kelly_Highland@jetro.go.jp



New Video: Open the Door to Success in JAPAN - A Message from Prime Minister Shinzo Abe

Japan is working aggressively to attract foreign companies. This video, through messages from the Prime Minister and the top leaders of foreign companies that are already in Japan, presents the attractiveness of Japan's investment environment. The video also introduces the services offered by JETRO to assist foreign companies that have an interest in expanding in Japan.

You'll find this video on the Invest Japan page, <http://www.jetro.go.jp/en/invest/> or at <http://www.youtube.com/watch?v=rDvIqizVCoo>.

We Are Tomodachi, Summer 2014, the official magazine of Japan

The office of the Prime Minister of Japan, Shinzo Abe, has recently released the latest issue of an e-magazine called 'We are Tomodachi' for Japanese citizens and



foreigners to hear updates directly from the Prime Minister and his cabinet about their activities. The 80-page full-color newsletter features a variety of topics about Japan including politics, economics, culture, cuisine, technological advances, and messages from the Prime Minister himself. The magazine aims to provide a broader understanding of Japan to the rest of the world. For download as an E-pub or PDF, visit <http://japan.kantei.go.jp/letters/>.

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Japanese Life Science Innovations at BIO 2014

Japan is the world's No. 2 life science market, right behind the USA. It accounts for approximately 10% of global drug and medical device sales. On its own, Japan's biotech sector racked up \$43.3 Billion in revenue in 2012, with that figure expected to grow to \$53.8 Billion by 2017. Five of the top 25 pharmaceutical companies in the world are Japanese: Takeda, Daiichi Sankyo, Astellas, Otsuka and Eisai. In 2013, these five companies had combined revenues of more than \$60 Billion. Japan is also a global leader in patents, second only to the United States.

In recent years, the Japanese government has taken aggressive measures to increase people's access to care, improve Japan's regulatory system and encourage innovation in the life science sector. On the research side, the government kicked off a 5-year strategic plan for medical innovation, with a focus on regenerative medicine. The government committed more than \$1 billion to iPS Cell research over the next 10 years and is working to increase domestic investment in the life sciences. Additionally, the government is working to set up Japan's version of the National Institutes of Health (NIH) to foster medical innovation and bridge the gap between the laboratory and the clinic.

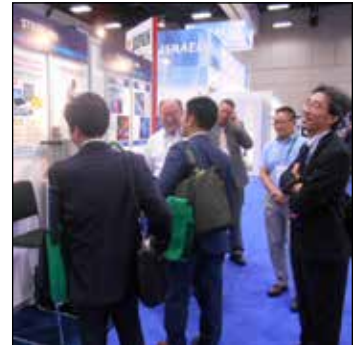
The government's efforts are already beginning to pay off, as was evident at the recent 2014 BIO International Convention (BIO 2014), held in San Diego. JETRO organized the Japan Pavilion at BIO 2014, with 19 companies on display, representing some of Japan's most leading-edge biotechnology. These companies exhibited new treatments for oncology, pain management, cognitive and neurological disorders; advancements in regenerative medicine; drug discovery tools; and contract manufacturing and R&D.

The Japanese delegates also participated in BIO's One-on-One

Partnering meetings. The exhibitors were eager to meet new strategic development and distribution partners. Three of the companies, Reprocell, MPO and iPS Academia, were especially busy at BIO 2014: these companies are all developing regenerative medicine technologies that attracted a lot of attention.

Before the convention began, JETRO Chicago organized a private workshop for the Japanese delegates. Representatives from Roche, PerkinElmer and Pfizer explained how their companies partner and collaborate with other companies. Each speaker introduced their company, talked about the therapy areas they focus on and how they have worked with other companies on joint research, marketing, and product development. This workshop provides the Japanese delegates the opportunity to build relationships with some of the world's leading life science companies.

For more information about Japan's life science sector or the Japanese companies that participated at BIO 2014, contact Robert Corder at robert_corder@jetro.go.jp.



At left, exhibitors from the Japan Pavilion at BIO 2014 gather for a photo, along with JETRO Staff.



Below: JETRO Chicago's Ichiro Soné (center) meets with South Dakota Governor Dennis Daugaard and First Lady Linda Daugaard, on June 24, at BIO 2014.



In Remembrance of Galen Cox

It is with great sadness that we announce the death of Galen R. Cox, who served as JETRO's Automotive Industry Advisor from 2009 through 2012. He passed away suddenly on May 31, 2014, at the age of 57.

Galen was born in Kyoto in 1957 while his parents were working as missionaries in Japan. He moved to the United States to attend John Brown University in Arkansas. Using his knowledge of Japanese language and culture, Galen built a successful career in the automotive industry. He worked for Fujikiko Co. Ltd., a leading Japanese steel company where he served as a Purchasing & Sales Manager. In 1984, Galen moved to Michigan to head Enkei International, a manufacturer of aluminum wheels. In 2000, he established Fujikiko USA, where he advised clients on how to grow their business with Japanese automotive companies. During his career, Galen amassed so many frequent flier miles traveling to Japan that Northwest Airlines put him in a commercial.



Galen is survived by his wife Sharon, his three children, his brother Craig and sister Sheri, as well as his mother Stella, who still resides in Japan. All of us at JETRO Chicago extend our deepest condolences to his family.

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As a fierce national and global competitor, especially in the agriculture and commodity sectors, Iowa is a crucial part of the overall U.S. – Japan trade relationship. Iowans are hardworking and sincere people, qualities that helped solidify our longstanding sister state relationship with Yamanashi Prefecture and Japan as a whole. For decades, we have had the pleasure to work closely with Yamanashi Prefecture and Japanese business leaders to strengthen and promote cultural and commercial ties.

The foundation of our sister state partnership is uniquely demonstrated through the work of W. Edwards Deming of Sioux City, Iowa. Deming's work with the Japanese in a post-war economy led to planning for the Japanese Census and the training of hundreds of Japanese engineers, managers and scholars. It is this rich history between Iowa and Japan that emphasizes why the proceedings of the Midwest U.S. – Japan Association Conference are so vital to our continued success.

In 2011, Iowa made a commitment to increase exports by 20 percent over five years to help spur job creation. We remain steadfast in that commitment. Japan is now Iowa's third largest export market, purchasing nearly \$1 billion in goods last year. In fact, from 2012 to 2013, Iowa exports to Japan increased by over 11 percent – meats,

grains and animal feed accounted for the majority of total exports. In turn, we imported nearly \$300 million in goods from Japan last year through machinery, electrical equipment, chemicals and measuring instruments, among other things. Japanese investment in Iowa is also robust – Ajinomoto, Bridgestone, Mitsubishi Materials, Valent Biosciences – a Sumitomo Chemical company, Nippon Life Insurance and NSK are among the numerous Japanese companies with operations in Iowa.

It is important to continually develop our relationship, letting the world know what Iowa, the Midwest and Japan all have to offer. It is not through the Midwest U.S. – Japan Association alone that we can grow this relationship, but through the continued mutual effort of open communication and trade. I want to thank the Midwest U.S. – Japan and the Japan-Midwest U.S. Associations for all they have done to expand and strengthen the relationship between our two nations and I look forward to many more years of business prosperity and friendship. Working together, we can help shape a better world economy.

We hope to see you in Iowa this September!

Additional information and conference registration are available at www.midwest-japan.org.

Planning continues for Midwest U.S.-Japan Association Conference

“Building a Robust and Sustainable Future,” is the theme of the Midwest U.S.-Japan Association Conference, set for **September 7 – 9, 2014**, in Des Moines, Iowa, at the Des Moines Marriott Hotel.

For over four decades, business leaders from the Midwest region of the United States and Japan have met on an annual basis to discuss the growth and progress of economic relations of the American Midwest and Japan.

The conference typically attracts top-level speakers and representatives of member states. This year is no exception, with remarks scheduled from Hon. James R. Thompson, U.S. Conference Chairman, Senior Chairman, Winston & Strawn and former Governor of Illinois; Yuzaburo Mogi, Japan Conference Chairman, Honorary CEO and Chairman of the Board, Kikkoman Corporation; Gov. Terry Branstad, State of Iowa, and Conference Host; Hon. Masaharu Yoshida, Consul General, Consulate General of Japan at Chicago; Gov. Dave Heineman, State of Nebraska; Gov. Kiyoshi Ueda, Saitama Prefecture; Gov. Jay Nixon, State of Missouri; Gov. Shomei Yokouchi, Yamanashi Prefecture; Gov. Mike Pence, State of Indiana; Gov. Pat Quinn, State of Illinois; Gov. Rick Snyder, State of Michigan; Gov. Scott Walker, State of Wisconsin; Hon. Kazuyuki Katayama, Consul General of Japan in Detroit; and Hon. T.M. Franklin Cownie, Mayor of Des Moines.

Among sessions are three Executive Panel Discussions: “Innovation for Long-Term Success,” “Renewable Technology and Environmental Solutions,” and “Contributing to a Healthy Future.”

More speakers are being finalized. Keep up to date on the program and speakers, plus get full registration information at <http://www.midwest-japan.org>.

The Midwest U.S.-Japan Association is comprised of nine member states including Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Nebraska, Ohio and Wisconsin. Membership in the Association is supported by state governments, usually represented by their Departments of Commerce or Economic Development.

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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Prime Minister Abe welcomed President Obama to Tokyo for a State Visit at the end of April. They nurtured their friendship at one of the capital's best sushi restaurants, and above all, they made good progress on important issues such as national security and the Trans-Pacific Partnership (TPP) trade negotiations. Their joint statement on the TPP says "We have identified a path forward on important bilateral TPP issues. This marks a key milestone in the TPP negotiations and will inject fresh momentum into the broader talks." I am hopeful that the two countries will reach an agreement soon.

The upbeat economic picture makes it an excellent time for U.S. companies to invest in Japan, and the government's "Invest Japan" push is another good reason. Japan has set an ambitious goal of doubling inward foreign direct investment (FDI) by 2020, and it offers good incentives for foreign companies to set-up their Asian headquarters or R&D facilities. JETRO has been designated to promote FDI in Japan under the Growth Strategy/Japan Revitalization Strategy that comprises the so-called "third arrow" of Abenomics.

The other day, I visited Mr. William P. Noglows, Chairman, President and CEO of Cabot Microelectronics Corporation, at the company's headquarters in Aurora, Illinois. It is the world's leading supplier of chemical mechanical planarization (CMP) polishing slurries, and it has both R&D and manufacturing facilities in Japan. When Cabot established its operations in Mie Prefecture, they received ample support from the local government and also benefited from R&D incentives. Some 80% of the company's revenue comes from the Asia-Pacific region and since many of their client companies are located in Japan, it was quite natural for them to set-up their R&D and manufacturing operations there.

JETRO has helped more than 300 U.S. companies successfully set-up their operations in Japan over the past ten years, most of which were first-time investors in the country. To meet the FDI target, we would also like to help companies make secondary investments by making the best use of central and local government incentives. Please let us know if there are Midwest companies who want to open or expand their operations in Japan, and our team will do our best to assist them in any way we can.

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one relationship, one successful endeavor at a time.

The list below is where you may find that your parents were right all along, because basic relationship skills are universal. But please understand the last two take more effort between different cultures and languages.

1. Respect others – look people in the eyes when you talk. Listen four more times than you speak.
2. Maintain your integrity by keeping your word and being honest.
3. Be sincere, meaning, be yourself. Sometimes it is easier to be what you think others want you to be, to tell them what you think they want to hear, or to pretend you understand to avoid being embarrassed. Pretending is very inefficient and is insincere. Always confirm your understanding by restating or repeating until you are sure you understand or are understood. Be fast to say, "I don't understand." Sometimes it is the clearest thing you can say.
4. When you are offended or disappointed, use extreme patience to confirm the situation. Most of the time offense is not intended. Focusing on the GOAL takes the personality out of communication.

I'd like to mention some of JETRO's recent activities. We participated in the 2014 BIO International Convention in San Diego on June 23-26, organizing the Japan Pavilion. It was wonderful to see many friends of Midwest States' business development teams at their booths there. The Japan Pavilion was very popular because Japan is one of the leading nations in biotechnology. As you may know, Dr. Shinya Yamanaka won the Nobel Prize for iPS cell research in 2012. The Japanese government recently established a new legal framework to accelerate commercialization of regenerative medicine, and this helped draw crowds of foreign visitors to our pavilion.

I am also happy to say that more and more Japanese companies are investing in the U.S., which also benefits from the improving Japanese economy. Recently, we have received many inquiries from Japanese companies covering a wide gamut of industries that want to expand their business in the Midwest. We continue to see strong interest from the automotive, manufacturing and electronics sectors, and we also see it from other sectors such as chemicals, food and services.

I'd like to share some interesting facts and figures underscoring this trend. Japanese affiliates in the U.S. are significantly contributing to President Obama's export promotion policy. Foreign affiliates represent about 20.5% of total U.S. exports to the world, and Japanese affiliates top this contribution, accounting for 4.4% of total U.S. exports (Germany is No.2 with 2.4%, followed by the U.K. with 2.3%).

Moreover, Japan-affiliated exports are on track to rise. For example, Honda's U.S. affiliate became a net exporter last year, shipping 108,705 Honda and Acura brand vehicles to the world and importing 88,537 vehicles from Japan.

You can find further details here of Prime Minister Abe's growth-promoting policies: <http://japan.kantei.go.jp/ongoingtopics/abenomics.html>.

As the Prime Minister stated, "The Abe Cabinet's Growth Strategy has neither taboos nor sanctuaries." So the time has never been better for U.S. companies to consider expanding their business in Japan.

Find a company whose values and goals match your own. Conceptually, my values match nicely with those of my company. My association with Omron allows me to communicate with 37,000 people all over the world who share similar values. I have more opportunity to have an impact in the world this way. I have worked with people from Indonesia, Singapore, China, Thailand, Japan, Brazil, Mexico, Argentina, all over Europe (including Bratislava, where my grandparents were born). Be picky about choosing your company. In a very real sense, it's like choosing a friend.

Finally, reach out! Expose yourself to the risks of potentially awkward situations to be exposed to the benefits of people who are different than you. These following benefits have proven to be endless for me:

- Globalization can only happen one relationship, one successful endeavor at a time.
- Have the courage to be yourself.
- Respect is the highest currency of humanity.
- Find a company with your values for leverage.
- BE BOLD! TAKE A CHANCE! REACH OUT!

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cloud service companies and Japanese cloud service providers.

Those who are hesitant about using cloud services in Japan either have experienced functional difficulties in the past, or have doubts about reliability, security and performance. North American cloud service providers should introduce services in Japan that will convince those who had unfortunate experiences in the past, and will overcome doubts of those who are uninitiated. I think there is room for substantial growth in the Japanese cloud computing market.

Similar to cloud computing, "Bring Your Own Device" (BYOD) is still not as popular in Japan as in the U.S. However, as more and more people in Japan are using smart phones, tablets, and other smart mobile devices, it will become difficult for companies to control the usage of personal mobile devices in the workplace in Japan. BYOD and Mobile Device Management (MDM) solutions are already provided in Japan by such companies, as NTT Communications, Cybernet Systems, Excitor, Fujitsu, Oracle, and McAfee. Unique and innovative BYOD/MDM solutions will be

needed in Japan and those North American ICT companies offering such solutions may become successful in the Japanese market.

Finally, Software Defined Network (SDN) is another ICT industry segment that has a large growth potential in Japan. According to IDC, global SDN market size in 2014 is forecasted to be about \$1B, and is expected to grow to about \$3.7B in 2016. And Japan is said to be the second largest SDN market in the world after the U.S. North American ICT companies providing advanced solutions for SDN and other related areas (such as Network Virtualization and Network Functions Virtualization) should take advantage of this opportunity to grow their business in Japan.

Historically, North American ICT companies that have become successful in Japan had products that were technologically advanced, unique, dependable, flexible, scalable, easy to use, customizable, and compatible and adaptable to the existing systems, with cost advantages, and in many cases, with Japanese interfaces. Companies that are looking to enter the Japanese market and become successful there should keep in mind these critical points that I think are important to any ICT products and services in Japan.

JETRO Holds Seminar on ICT in Japan

On Thursday, March 27, JETRO Chicago held a seminar to explore the market for information/communication technology (ICT) in Japan. More than 40 people participated in the event, which was hosted by the Illinois Science + Technology Park in Skokie.

Michael Rosen, Senior Vice President for New Business Development at the Illinois Science + Technology Park (ISTP), and Tim Lavengood, Executive Director at the Technology Innovation Center (TIC) in Evanston began the program with welcome remarks. The ISTP has traditionally been home to life science companies but in early 2014 announced a new partnership with the TIC to expand their focus to tech-oriented start-ups.



Michael Marangell

Next to speak was Michael Marangell from the U.S. Commercial Service, who explained the support and services provided by the federal government for companies interested in expanding to Japan. The U.S. Commercial Service has staff in Tokyo at the U.S. Embassy as well as here in Illinois who assist companies expand into Japan. The Commercial

Service's assistance compliments JETRO's programs, with companies often making use of the services of both organizations.

JETRO Chicago's Kohei Okui then made a presentation on the progress of the economic reforms being pushed by Japanese Prime Minister Shinzo Abe. As the Japanese economy continues to rebound, Japanese companies are expected to make significant investments in ICT. The Abe administration announced an ambitious goal of doubling FDI into Japan by 2020 and the government is aggressively courting large multinationals for R&D centers and Asian headquarter locations.



Kohei Okui

After Mr. Okui, Makoto Abe spoke about Japan's ICT Market, highlighting

the opportunities and challenges for American firms. A wide variety of companies are finding success in Japan, introducing innovative hardware and software products to Japan. JETRO has assisted a number of companies as they expand to Japan, including Salesforce.com, NeoPhotonics, Cognizant, Reach Local and Coverity.

Finally, Robert Corder from JETRO Chicago wrapped up the seminar with a presentation about JETRO's services for companies interested in Japan. Following a brief Q&A period, the seminar concluded with a reception featuring a selection of sakes from Japan's Tohoku region.

The ICT seminar was organized in response to the recent growth of the Chicago area tech community. The region is increasingly home to leading edge hardware, software, telecommunication & networking, e-commerce, videogame and digital entertainment companies. Chicago Mayor Rahm Emanuel's goal is for the Chicago region to be the high-tech capital of the Midwest, a rival for the innovation technology hubs like Cambridge, Massachusetts and Silicon Valley, California.

The region is already home to established tech companies like Orbitz, CDW, Groupon, RedBox, and BigMachines. Newer companies like GoGo, SproutSocial, Braintree and GrubHub continue to grow. The region is also home to more than a dozen tech-focused business incubators. 1871, the most famous of these, caters to entrepreneurs building web and mobile applications. Since opening in 2012, more than 250 start-up companies have utilized the facilities at 1871, raised over \$30 million in investment and created more than 300 jobs.

As these companies grow and mature, they will begin to look to international markets. It is important for JETRO to engage with this community, in order to inform them about opportunities in Japan and educate them about JETRO services. Japan's market for ICT is estimated to be worth more than \$970 billion, accounting for more than 10% of the country's GDP. The demand for innovative products and services is huge in Japan and JETRO Chicago will be here to help these companies as they look to the future.

Special thanks to the Illinois Science + Technology Park and the Technology Innovation Center in Evanston for their support.