

Japan External Trade Organization

1 East Wacker Drive, Suite 600
Chicago, IL 60601
Phone: 312-832-6000
Fax: 312-832-6066

www.jetro.org

JETRO Chicago Midwest NEWSLETTER

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

In this issue ...

- *JETRO Around the Midwest ... page 2*
- *Reflections from DePaul's 2013 Japan Business Seminar ... page 3*
- *Review of the Japan Update in Indianapolis ... page 4*
- *A look at the Japan Pavilion at Pittcon ... page 5*

Japanese Cherry Blossoms to Celebrate the Beginning and Ending



From the Chief Executive Director

*Tatsuhiro Shindo
Chief Executive Director,
JETRO Chicago*

The last day of March is a time when many things come to an end in Japan. On April 1st, there is a new beginning for schools, for new employees entering companies and for JETRO as well. Throughout Japan, new company employees have an initiation ceremony at their respective companies and students experience a school entrance ceremony. Springtime in Japan is highlighted by the coming of cherry blossoms and new students will have a lifetime memory as they have their photos taken to celebrate the cherry blossom season. JETRO is similar and I can still remember my emotion rise in my chest when I attended my initiation ceremony. This year, JETRO Chairman Ishige delivered a speech to the new JETRO employees. More than a greeting, his speech was a thought provoking message not only intended for new employees but also for experienced JETRO staff members who have been working for many years, and in a sense, for all of us, which is why I would like to share it with you. I want to highlight what Mr. Ishige had to say about the new policy initiatives, the mission of JETRO, the current situation in Japan, and the advances that the Abe administration is making.

See "Chief Executive Director," page 6

May 15 Seminar to Examine Asia-Pacific Economic Integration

On Wednesday, May 15, JETRO will present a Symposium on Asia-Pacific Economic Integration and the Role of the U.S. and Japan.

As countries throughout the Asia-Pacific region continue to pursue agreements like the Trans-Pacific Partnership (TPP), the Japan-China-Korea FTA and the Regional Comprehensive Economic Partnership (RCEP) between ASEAN, Japan, China, Korea, India, Australia and New Zealand. Experts from the U.S., Japan, China and Singapore will examine the increasingly intricate web of bilateral & multilateral free trade agreements and discuss the challenges and opportunities they bring. This analysis and dialogue will be of particular significance to the Chicago business community with business and investment interests in East Asia.

Featured speakers will include:

- Mr. Hiroyuki Ishige, Chairman and CEO, Japan External Trade Organization (JETRO)
- Dr. Hank Lim, Senior Research Fellow, Singapore Institute of International Affairs (SIIA)
- Dr. Zhang Jianping, Director, Department of International Economic Cooperation, Institute for International Economic Research, National Development and Reform Commission of China
- Dr. Shujiro Urata, Professor, Graduate School of Asia-Pacific Studies, Waseda University
- Mr. William Noglows, Chairman, President and CEO, Cabot Microelectronics

Special comments will be presented by The Hon. Masaharu Yoshida, Consul General of Japan at Chicago, and Adlai E. Stevenson III, Chairman, Adlai Stevenson Center for Democracy, and former U.S. Senator.

The symposium will be held at the historic Chicago Club, located at 81 East Van Buren Street, Chicago, Illinois. Registration will begin at 8:00 a.m. This symposium is co-organized by the Chicago Council on Global Affairs, with the support of the Consulate General of Japan at Chicago, the Japan America Society of Chicago, and the Japanese Chamber of Commerce & Industry of Chicago.

Throughout the symposium, APEC (Asia Pacific Economic Cooperation) member economies will present tabletop displays, showcasing their markets to attendees.

This event is free, however advance registration is required. Register online at www.jetro.org/asiapacificsymposium. For more information, please contact Robert Corder at robert_corder@jetro.go.jp or call 312-832-6024.

Japanese Exhibitors to Display Technologies at BIO 2013

The Japan External Trade Organization (JETRO) is organizing the Japan Pavilion at the 2013 BIO International Convention, to be held at Chicago's McCormick Place from Monday, April 22 to Thursday, April 25. Nineteen companies from Japan will be on display in the Japan Pavilion (Booth 3611), exhibiting some of the most innovative biotechnology from Japan.

Key technologies to be featured at the Japan Pavilion include new treatments for oncology, pain management, cognitive disorders and neurological disorders; advancements in regenerative medicine; drug discovery tools; and contract manufacturing and R&D.

See "BIO 2013" page 5

In this issue ...

- Seminar to Examine Asia-Pacific Economic Integration ... page 1
- Japanese Exhibitors at BIO 2013 ... page 1

- Review of the Japan Update in Indianapolis ... page 4
- A look at the Japan Pavilion at Pittcon ... page 5
- Back to Page 1



JETRO Around the Midwest

Seminars, Meetings and Events



On March 13, Tatsubiro Shindo presented an update on conditions in Japan at "Kizuna 2: The Bonds of Emotion" a seminar sponsored by The Consulate General of Japan at Chicago, The Japan America Society of Chicago and Chicago Sister Cities International.

Mr. Shindo's remarks were entitled, "Japan in Perspective: An Update on the Pace of Economic and Social Recovery from The Great East Japan Earthquake."

The program also featured remarks from The Hon. Masabaru Yoshida, Consul General of Japan at Chicago (at left).



On February 21-22, JETRO held seminars for Japanese companies on doing business in Mexico in Novi, Michigan and Palatine, Illinois. At left, Nobuhiro Nakajima from JETRO Mexico speaks at Harper College in Palatine.



On March 15, Bencharwan Ukrid, Minister (Commercial), Office of Commercial Affairs, Royal Thai Embassy, Washington DC visited the JETRO Chicago office, and is welcomed by Tatsubiro Shindo. At right is Pranita Kurdpikal, Director, Thai Trade Center, Chicago USA.



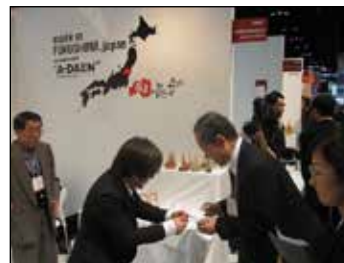
Tatsubiro Shindo presented, "The Greatest Challenge: How Japan is Coping with Recovery from The Great East Japan Earthquake," to students at The Harris School of Public Policy Studies, The University of Chicago, on February 26, as the students prepared for a visit to Japan.



JETRO at the Housewares Show

JETRO organized two Japan Pavilions in the North and South Halls at the International Home and Housewares Show at McCormick Place, March 2-5. This year's pavilions hosted 19 exhibitors from Japan, 11 of which are from the area affected by The Great East Japan Earthquake.

Asabi kensou corporation (at right), a woodworking company, is greeted by The Hon. Masabaru Yoshida, Consul General of Japan at Chicago. Yamazaki Co., Ltd., (below left) displays a variety of organizers and accessories for every room in the home. Kodai Sangyo Co., Ltd. (below center) exhibits kitchen and bath utensils made out of "hinoki" Japanese Cypress. Bittorwa from Aizu (below right) explains about their elegant lacquerware to a visitor.



On Wednesday, February 13, the Northern Kentucky International Trade Association (NKITA) and the Japan America Society of Greater Cincinnati hosted a program welcoming the Hon. Kuninori Matsuda, the Consul General of Japan in Detroit, and featuring a presentation by Tatsubiro Shindo.



At top, Mr. Shindo delivers his remarks in Kentucky. Below: later during that same trip, Mr. Shindo spoke at Indiana University East Asia Colloquium on February 15. Pictured, from left, is Kobei Okui, JETRO Chicago; Professor Heidi A. Ross, Director, East Asian Studies Center; Richard Rubinger, Professor, East Asian Languages & Cultures; Tatsubiro Shindo, JETRO Chicago; and Margaret Key, Chief of Staff, Office of the Vice President for International Affairs.

In this issue ...

- Seminar to Examine Asia-Pacific Economic Integration ... page 1
- Japanese Exhibitors at BIO 2013 ... page 1

- Review of the Japan Update in Indianapolis ... page 4
- A look at the Japan Pavilion at Pittcon ... page 5
- Back to Page 1

Reflections from DePaul University's 2013 Japan Business Seminar

DePaul University's Driehaus College of Business' 2013 Japan Business Seminar provided a group of 12 business students a ten-day whirlwind visit to seven cities in Japan. The purpose of the seminar was to introduce the students to Japanese business practices and culture. The students visited a number of small and medium-sized firms, capped with a day-long visit to Mitsubishi Aircraft in Nagoya where they viewed a mock-up of Mitsubishi's sleek new regional passenger jet. Students took the opportunity to visit Hiroshima, where they paid their quiet respects to the victims of the August 6, 1945 atomic bomb. The students also had time to meet and exchange perspectives with a group of Japanese students at Ritsumeikan University in Kyoto. Rounding out their cultural experience, the students spent three very enjoyable nights in Kyoto at the Yachiyo Ryokan, a traditional Japanese inn, which provided a wonderful sense of Japanese culture and hospitality. Here are reflections from two of the students:



Much like the cherry blossoms that only bloom for a fraction of time, our two-week visit to Japan allowed me to peek at how beautiful people can be. I work at an educational nonprofit that services and empowers low income communities in Chicago; I brought with me the weight of resentment from seeing the injustices that kids on the South and West sides of our city live out on a daily basis. I came to Japan with an empty cup, ready to take in what is given. I was ready to engage and learn as much as I could in a short period of time.

There was order amongst the density that made people cram into train cars during rush hour. Despite the chaos and urgency, there are lines of people that formed organically. Sidewalks are tracked with indented markers to guide the blind. There are receptacles for cans and paper to repurpose waste. From streets lined with unlocked bicycles to umbrellas that hang unattended outside of stores, there was a sense of collective care amongst the Japanese people. There is trust. There is kindness. There is interdependence. These were simple, yet profound and salient examples of harmony. They are orchestrated by values and traditions shared by all.

When we visited Muscle Corporation in Osaka, I was fascinated by the robot and machines that welcomed us. Muscle Corporation "believes that it can create unique products and technology to assist human lives," and this mission is truly being realized by Mr. Hirofumi Tamai. His brilliance will affect so many people because he made a choice to lower his price point so that the company's innovations are accessible. When asked about his views on the world and the impact of his contributions, his response was reflective of the compassion I felt during my Study Abroad

experience. He is a leader, not just in title, but because of his faith in humanity. Quite ironic for a robotics company, don't you think?

Rominna Villaseñor

The year 2013 marks the 68th anniversary of one of the worst human attacks the world has ever seen. On August 6, 1945 the United States of America dropped first atomic bomb over the Japanese city of Hiroshima. The damage was catastrophic. The explosion destroyed 90% of the city; 80,000 people were killed instantly, with tens of thousands later dying from radiation sickness, burns and other injuries. After visiting Hiroshima, only 68 years later, it is hard to imagine that this city once lay in the rubble after the blast. Although Hiroshima thrives today, it is evident that it has not forgotten its past. There are constant reminders throughout such as museums and memorials which honor the spirit of the dead and people who are still affected today. The people of Hiroshima are able to thrive today because of the Japanese philosophy of "Kaizen," which means constant improvement or change for the better. It is amazing to see how a city can be rebuilt so strongly in such a short amount of time. The citizens of Hiroshima were some of the most welcoming people we met while in Japan. They welcomed us with opened arms and had no prejudices about us. This must be "Kaizen" at its best. You would assume that after such destruction, they would hold some animosity towards Americans, but there was not an ounce of hate in that city. The people of Hiroshima inspire me and the entire country of Japan showed me that through patience, constant improvement, and community you can overcome any obstacle.

Amy Patel

2012 Survey on Business Conditions of Japanese-Affiliated Firms in North America

In October 2012, JETRO conducted its latest surveys on Japanese-affiliated firms (manufacturers in the U.S. and both manufacturers and non-manufacturers in Canada). 647 valid replies were received from firms in the US (a 63.4% response rate) out of 1,021 to whom we sent questionnaires, while 147 replies were received for the Canada survey (a 68.7% response rate) out of 214. The question items covered areas including:

- Status of operations
- Future business outlook
- Responses to changing business environment

Among the findings were that sales in the U.S. are increasing and business confidence is rising.

A summary of the survey results was presented in a press release in December. You can access that release at <http://www.jetro.go.jp/en/news/releases/20121213255-news>.

2013 Site Location Subsidy Program Announced

The 2013 Subsidy Program for Projects Promoting Asian Site Location in Japan (Locational Subsidy) was announced on April 1st.

The subsidy aids part of the initial site set-up costs which include facility purchase/construction, equipment, equipment installation, facility lease fees, as well as other related costs. The maximum amount of the subsidy is five hundred million yen of the global companies' high-value-added site (regional headquarters or R&D site) in Japan.

The application period is from April 1st to June 3rd. For application details, please visit the links below:

- English: http://www.meti.go.jp/english/policy/external_economy/investment/application_fy2013.html
- Japanese: <http://www.meti.go.jp/information/publicoffer/kobo/k130401001.html>

For more information about the subsidy program, or if you have any questions, please contact: JETRO Tokyo, Invest Japan Department, Email: invest-japan@jetro.go.jp; Tel: 81-03-3582-5234.

In this issue ...

- *Chief Executive Director ... page 1*
- *Seminar to Examine Asia-Pacific Economic Integration ... page 1*

- *JETRO Around the Midwest ... page 2*
- *Reflections from DePaul's 2013 Japan Business Seminar ... page 3*
- *Back to Page 1*

Japan Update in Indianapolis examines current economic issues

On February 27, under the auspices of the National Association of Japan-America Societies (Washington, DC) and the Japan America Society of Indiana (JASI), an impressive seminar entitled, "Japan Update: An Outlook for Japan, Indiana and Asia in 2013" was presented in Indianapolis to more than 200 attendees. The key themes for the Japan Update were the future of U.S.-Japan relations in the Pacific region under the new Abe administration; the Japanese automotive industry in the Midwest; and the Indiana-Japan economic relationship. Japanese automotive-related companies have over time concentrated in the State of Indiana, which has resulted in a deep economic relationship.

Former Indiana **Senator Richard Lugar** made the conference's keynote luncheon address. Sen. Lugar is now a Distinguished Scholar and Professor at Indiana University's School of Global and International Studies.

Sen. Lugar indicated that change has been too frequent among the many Japanese prime ministers. When Prime Minister Abe met with President Obama during his recent visit, Mr. Abe said, "Japan is back" and "I am back," meaning Mr. Abe is reviving Japan in terms of political stability and a growing economy. Since Mr. Abe took office, the Nikkei average is up 38%-40% and the yen has weakened 15% relative to the U.S. dollar. This is a measure of confidence by the business sector. Sen. Lugar said that stability has finally returned to Japanese politics, evident by the Abe-Obama meeting.



Tatsubiro Shindo, Former US Senator Richard Lugar, Kevin Kalb, JETRO Chicago

Sen. Lugar also said that confidence is very important for Japan's economic recovery and for the growth of trade and investment. Just as Federal Reserve Bank Chairman Ben Bernanke is a good banker and gives confidence to the U.S. markets, the nomination of Haruhiko Kuroda to head the Bank of Japan means that change will also come to Japan's monetary policy with more action to fight deflation and

to weaken the yen. Sen. Lugar said that Mr. Kuroda also has to provide the Japanese people with a sense of confidence about the future. He believes that Prime Minister Abe's high approval rating is already providing a sense of growing confidence for the Japanese and Mr. Kuroda's appointment will add even more confidence.

Aiko Doden, Senior Commentator on International Affairs, NHK (Japan Broadcasting Corporation) Tokyo spoke on issues facing contemporary Japan in the opening keynote for the conference. Regarding Japan joining the Trans-Pacific Partnership (TPP), she said that while some groups see Japan participating in the TPP as a question of when, not if, another viewpoint is that Japan's future direction with TPP depends on the changing external environment. In addition, Ms. Doden said that for Japan to grow, it needs more working women. Ms. Doden said that only 9% of women account for managers in Japan. To increase the number of women at a high level, strong institutional support is needed.

During the first session, **Glen Fukushima**, Senior Fellow at The Center for American Progress, said that he was optimistic after the inauguration

of Prime Minister Abe that Japan would return to "normal" under the LDP. He pointed to a mainstream perspective, and feels that this trend continuing depends on the result of the July election for the members of the House of



(From left) Tatsubiro Shindo, Moderator Pawel Fludzinski (Global Development Leader, Eli Lilly), Eric Doden (President, Indiana Economic Development Corporation), Ko Hikasa (Consul, Consulate General of Japan at Chicago).

Councilors. He said it would contribute to Japan's TPP participation and would enhance the U.S. presence in Asia.

In the second panel session, **Eric Doden**, President of the Indiana Economic Development Corporation, explained that there are 247 Japanese companies that employ 40,000 people in Indiana. He said that 98% of these companies are in manufacturing, of which 75% are in the automotive industry.

Tatsuhiko Shindo, Chief Executive Director of JETRO Chicago, explained the success stories of Midwest companies that entered the Japanese market by utilizing JETRO's services and the general trend of Japanese investment for the entire Midwest. Mr. Shindo emphasized that the pace of two-way trade and investment between Japan and the Midwest has over time developed a strong cultural bond between Japanese and Americans. He used the Japanese word KIZUNA, which means "bond." Mr. Shindo ended his presentation by quoting former Indiana Governor Mitch Daniels, saying, "let the KIZUNA among us grow stronger." **Ko Hikasa**, Consul, Consulate General of Japan at Chicago mentioned the more than 30,000 Japanese living in the ten Midwest states where the Consulate General has jurisdiction, and explained the important contribution from local Japanese companies to the economy. These 1,180 Japanese companies employ more 101,840 people.

During the final panel, **Bob Nelson**, Senior Vice President of Honda, said that since the company began manufacturing in Indiana, that for the first time the United States has become an important "export base" for Japanese automakers. In 1987, Honda was the first Japanese automaker to export U.S.-built automobiles to overseas markets. Since then, vehicles made in the U.S. by Honda are exported to more than 30 countries. By December 2012, the company has shipped a total of one million vehicles to global markets. By 2014, Mr. Nelson said that Honda will export more vehicles from North America than it imports.

Executive Vice President **Tom Easterday** of Subaru of Indiana Automotive said that previously all design and development for Subaru vehicles for the North American market was done in Japan, where today it is currently performed in the United States. Importantly, Mr. Easterday added that 68% of the Japanese cars that are sold in the United States are also produced in this market.

In summary, attendees were given a glimpse of the high level of interest in Japan-U.S. relations and the Japan-Indiana relationship, and the role Japanese companies play not only in Indiana, but in the Midwest.

Kohei Okui, Director, Business Development, JETRO Chicago

In this issue ...

- *Chief Executive Director ... page 1*
- *Seminar to Examine Asia-Pacific Economic Integration ... page 1*

- *JETRO Around the Midwest ... page 2*
- *Reflections from DePaul's 2013 Japan Business Seminar ... page 3*
- **Back to Page 1**

JETRO presents Japan Pavilion at Pittcon

The 64th annual Pittsburgh Conference and Exposition for Analytical Chemistry and Applied Spectroscopy, or Pittcon, was held in Philadelphia from March 18th to the 21st. Pittcon focuses on laboratory equipment for a wide variety of medical and scientific uses. This year's show was a strong one, with over 18,000 researchers, engineers, manufacturers, dealers and government agencies attending. 40% of attendees were first-timers, and 28% of attendees were from outside the U.S. There were over 1,000 exhibitors from 28 countries showing their latest products, services and technologies. Over 15% of exhibitors were new to the show this year.

Japan was well-represented at Pittcon by 26 exhibitors and 349 attendees, one of the largest country groups. JETRO sponsored the Japan Pavilion at Pittcon, bringing 8 small-to-medium-sized enterprises (SMEs) and 1 university from Japan to exhibit. JETRO Chicago and JETRO Tokyo collaborated to create the Pavilion, select the candidates, set up matchmaking appointments with potential customers and distributors, and to support the exhibitors before, during, and after the show.

We were pleased to see strong interest in the Japan Pavilion from many Pittcon attendees. Our exhibitor booths were often crowded with visitors who were intrigued by a variety of innovative Japanese products, from mixers, centrifuges, scales, and pipettes, to x-ray stress analyzers and a laparoscopic medical robot.

Encouraging the global sales of highly reliable Japanese analytical instruments will help the global growth of high-quality medical and scientific research. The next Pittcon will be held here in Chicago from March 2-6, 2014 at McCormick Place, and we are looking forward to participating again.

Stephen R. Vullo, Researcher, Industrial Machinery Department, JETRO Chicago



BIO 2013 ... from page 1

Three of the companies in the Pavilion will be representing technologies developed at some of Japan's leading universities. iPS Academia Japan manages patents from Kyoto University, including the induced pluripotent stem cells technology developed by Dr. Shinya Yamanaka, the 2012 Nobel Laureate. Todai TLO, which represents technology developed by the University of Tokyo, will feature a novel treatment for cardiovascular disease. MPO Inc. will show their new regenerative medicine technique which utilizes cardiac stem cells

The Japan Pavilion exhibitors will also participate in BIO's One-on-One Partnering meetings. The Japanese delegates are eager to meet new strategic development and distribution partners.

The annual BIO Convention, organized by the Biotechnology Industry Organization, is the largest event for the biotechnology sector, attracting over 16,000 attendees from all over the world. JETRO has organized the Japan Pavilion since 2003.

For more information about Japan's biotech industry, contact Robert Corder at robert_corder@jetro.go.jp.

Japan Pavilion Exhibitors

ATTO Corp.	www.atto.co.jp/eng/
BioMedCore, Inc.	www.bmcore.co.jp/
Cyfuse Biomedical	www.cyfusebio.com/en/
CytoPathfinder, Inc.	www.cytopathfinder.com/eng/index.html
Gene Design, Inc.	www.genedesign.co.jp/e/
Hiroshima Bio-Medical Co., Ltd.	www.hiroshima-bm.com/
Human Metabolome Technologies, Inc.	www.humanmetabolome.com/en/
iPS Academia Japan, Inc.	www.ips-cell.net
Momotaro-Gene Inc.	www.mt-gene.com/index_e.html
MPO Inc.	www.mpoinc.co.jp
NB Health Laboratory Co., Ltd.	www.nbhl.co.jp
On-chip Biotechnologies Co., Ltd.	www.on-chip.co.jp/en/index.html
OP Bio Factory Co., Ltd.	www.opbio.com
Pharma Co-Cell Co., Ltd.	www.pharmacocell.co.jp/en/
ReqMed Company, Ltd.	www.reqmed.co.jp/
Riken Genesis Co., Ltd.	www.rikengenesi.jp/en/index.html
TMS Co., Ltd.	www.tms-japan.co.jp/en/
Todai TLO, Ltd. University of Tokyo	www.casti.co.jp/en/
Tokyo Future Style, Inc.	www.tokyofuturestyle.com/english/

In this issue ...

- *Seminar to Examine Asia-Pacific Economic Integration ... page 1*
- *Reflections from DePaul's 2013 Japan Business Seminar ... page 3*

- *Review of the Japan Update in Indianapolis ... page 4*
- *A look at the Japan Pavilion at Pittcon ... page 5*
- **Back to Page 1**

Chief Executive Director ... from page 1

The development of global trade relationships is essential to the progress of human history. Mr. Ishige indicated that, "JETRO's mission has always been to enhance Japan's relationship with overseas countries focusing on trade and investment. Through this mission, JETRO aims to further develop the whole Japanese economy and help every Japanese citizen enjoy a better life." This mission can be fulfilled best by having JETRO promote two-way trade and investment for Japan with partner countries and regions. If you will, trade and investment flows along a two-way street, never a one-way street, and in this manner global relationships can best grow.

At the end of 2012, the Abe administration advocated and promoted an economic policy based on Three Arrows. The first arrow is to develop a bold monetary policy which is well in progress.

The second arrow, which Mr. Ishige described, is the initiation of a flexible fiscal policy which has been launched in the supplementary budget. For example, you can see these policies are affecting the exchange rate for the yen, the dramatic increase in stock prices as reflected in the Nikkei Index, and in the overall economic environment in Japan which is getting much better.

However, the story does not end here. Mr. Ishige cited the third arrow as the most important. It is a growth strategy for Japan that will promote domestic reforms, including regulatory reforms to improve productivity. He said that some steps of the growth strategy have already been taken. One example is Japan's planned participation in the Trans-Pacific Partnership (TPP) negotiations expressed by Prime Minister Abe. Mr. Ishige indicated that the TPP is a very large framework which will help define the order of global trade and investment. TPP will join the Regional Comprehensive Economic Partnership (RCEP), which represents ASEAN+6, the Japan-EU EPA and the Transatlantic Trade and Investment Partnership (T-TIP) between the U.S. and EU as one of four mega FTAs/EPAs expected to shape trade and investment rules in this era of globalization. Mr. Ishige believes, "that Japan will firmly catch this tide to achieve economic growth as we did years ago."

The BRIC countries have enjoyed remarkable economic growth. Emerging countries, including BRICs are increasing their presence in the global economy and Mr. Ishige believes that the activity of JETRO is also shifting to these emerging countries. With this context in mind, JETRO's activities have become more important than ever and will assume an important role in: 1] the promotion of Japan's agricultural exports; 2] global market development of leading Japanese medium and small size companies; 3] increasing the human resource capacity for Japanese companies for business development; 4] the export of infrastructure plants; 5] the promotion of Cool Japan; 6] the promotion of inward foreign investment to Japan; and 7] the promotion of Japan's third arrow, the growth strategy to develop economic partnerships such as TPP, RCEP and the Japan-EU Economic Partnership Agreement. Mr. Ishige said that

JETRO's responsibility for successfully managing these seven objectives is enormous.

Mr. Ishige emphasized that JETRO is a governmental organization and is expected to play a public role. "JETRO is an organization which exists not for the profit of private corporations, but for the profit of society, that is to say, for the purpose of public interest and more accurately for the national interest." This is the essence of our work at JETRO. He said, "think back two years ago during the immediate aftermath of The Great East Japan Earthquake. At that time, it is likely that you all wondered if there was something you could do for the people in the disaster areas. You may have hoped to do something for the sake of society, and find some work you could do for the sake of people. It is the fundamental purpose of our work at JETRO to help both Japanese and foreign companies to form a bridge between Japan and the rest of the world. We work for the sake of others. The Japanese word *hataraku* (work) originally meant making the lives of those nearby more comfortable, therefore by definition we at JETRO work to help people. "

Mr. Ishige stated that one of the most important parts of our life is work. It is not that we are like worker bees or workaholics, it is just that we consume an active part of our precious day in the work place. Our time working calls forth the greatest effort in physical strength and willpower. Each day we invest a great deal of our waking hours in working. He said that, "if you feel bored at work, then you will also become bored with your job." This is why belonging to a team and working as an effective team member is so important. Successful results achieved efficiently are from the "work performed by a team," according to Mr. Ishige. And the key to successful teamwork is communication among team members. You have to function as one part of a whole. To ensure a smooth level of teamwork, reporting, communicating, abbreviated as *hou-ren sou* in Japanese are critical. A team is based on trust. In conclusion, Mr. Ishige said to JETRO's new entrants, "today is the start of your new lives. We all have great expectations for you and we expect you to push yourselves and dedicate your full ability."

There are no signs of the full cherry blossoms as the Midwest and Chicago cannot break the hold of cold weather that we are experiencing this early spring.

Since the fiscal year for many in the United States is at the end of September and the new fiscal calendar beginning in the autumn, I hope that my "new beginnings" in Japan on April 1st each year was understood by our readers. I attach great importance as the JETRO Chicago Chief Executive Director to Chairman Ishige's explanation of the policy initiatives of the Abe administration, of JETRO and our mission, and of course the importance of the development of quality teamwork and effective communications and I'm happy to share them with our dear readers. We at JETRO Chicago will do our best to meet his expectations. Again, Chicago cannot wait for the flowering of the cherry trees and the real coming of spring.

Contact JETRO Chicago • www.jetro.org

JETRO Chicago is located at 1 East Wacker Drive, Suite 600, Chicago 60601.
Phone: 312-832-6000; Fax: 312-832-6066

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).

For Invest-in-Japan and robotics information contact Kevin Kalb, at kevin_kalb@jetro.go.jp.

Follow @jetrorobot on Twitter.

For biotech information, contact Robert Corder, at robert_corder@jetro.go.jp

