

# JETRO Chicago Midwest NEWSLETTER

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### From the Chief Executive Director

*Takashi "Taka" Tsuchiya,  
Chief Executive Director,  
JETRO Chicago*

Good news for the Midwest! Honda recently announced that its new North American automobile assembly plant would be located in Greensburg, Indiana. This is quite an accomplishment for the State of Indiana. This major investment is evidence that Honda is extremely confident in the Midwest region. Even though Honda has other North American plants outside of the Midwest (Alabama, Canada and Mexico), their final decision was to establish another plant in this region.

Actually, the Midwest region has been home to many Japanese companies. According to survey results recently released by the Consulate General of Japan at Chicago, as of October 2005, there were 1,126 Japanese affiliated business facilities located in 10 Midwestern states (excluding Michigan and Ohio which are under the jurisdiction of the Consulate General of Japan in Detroit), and they were employing 92,940 Americans. It has been reported that Honda's new plant will add 2,000 jobs when it begins production in 2008. The economic contribution of the Japanese business community in the Midwest is quite extensive and it will only continue to grow.

In addition to this, the Japanese economy is continuing on the road to recovery. Therefore there are more opportunities for U.S. companies to conduct business with Japanese companies located in both Japan and in the U.S.

As you know, JETRO Chicago is here to assist you with your business needs, therefore please direct your inquiries to our office.

## JETRO launches new business-to-business campaign



Readers of the *Wall Street Journal*, *Financial Times* and other select publications have recently been seeing JETRO's new advertising campaign for "Invest Japan." The ads feature companies that have had success in developing their businesses in Japan. Readers are referred to [www.jetro.go.jp/en/invest/opportunity/](http://www.jetro.go.jp/en/invest/opportunity/) for more information (and a full-size view of the ad).

## Indianapolis is ready to welcome Midwest U.S. - Japan Association Conference



### Guest View

*Theresa Kulczak  
Executive Director,  
Japan-America Society  
of Indiana*

Fasten your seatbelts as Indiana puts the pedal to the metal when it hosts "Racing to the Future Together," the theme of this year's 2006 Midwest U.S. - Japan Association Conference! The conference will be hosted by the State of Indiana and the Japan-America Society

of Indiana at the Indianapolis Downtown Marriott, September 10-12. Building on the unparalleled energy and enthusiasm the state has demonstrated in its relationship with Japan, the conference will bring together in one place an incredible gathering of business leaders from Japan and the United States. Our statewide planning committee has dedicated the past year to making this event one of the best in the history of the associations.

This prestigious gathering will showcase the dynamic economic relationship between the U.S. Midwest and Japan. The annual joint meeting, now in its 38th year, which serves as

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## JETRO BioLink Forum 2006 set for Osaka in September

JETRO, together with the BioJapan 2006 Organizing Committee, will hold JETRO BIOLINK FORUM 2006 at the Osaka International Convention Center on September 13, 1:30 - 6:00 p.m., during the period of "BioJapan 2006" (September 13 -15). The JETRO BioLink Forum is a day-long event where companies and organizations will gain insights on recent trends in the biotechnology sector during sessions led by industry experts and analysts from Japan, U.S., Asia and Europe. JETRO's international biotech cluster networking and symposium sessions provide the forum for representatives from biotech clusters in Japan and abroad to come together for symposiums, networking and one-on-one business talks.

Last year's "BIOLINK 2005" in Yokohama attracted close to 370 attendees from some 50 biotech clusters in 12 countries for international exchange and networking on an unprecedented scale.

Biotech companies and organizations are cordially invited to participate in the JETRO BioLink Forum 2006 to discover firsthand why the biotech world is talking about Japan. U.S. companies that are planning to attend the BioJapan 2006 conference are encouraged to take part in JETRO's BioLink Forum 2006.

For more information please visit: [www.jetro.go.jp/en/news/announcement/20060627417-news](http://www.jetro.go.jp/en/news/announcement/20060627417-news)

### Special thanks ...

*Chrissy Harvey (pictured here with Chief Executive Director Taka Tsuchiya) has spent the past few months as an intern at JETRO Chicago, assisting with a wide range of projects, including Japan Night at BIO 2006.*

*Thanks for all your help, Chrissy ... and best of luck in your future endeavors.*



### L.A. Anime conference helps promote Chicago Film Festival

*JETRO Los Angeles was on hand at the 2006 Anime Expo to promote both classic and cutting edge Japanese animation giving anime fans and business leaders a chance to confer with JETRO about new and exciting changes to the industry. JETRO Chicago was also present to promote the upcoming Chicago Film Festival, which this year will feature the classic Japanese series "Gundam."*



### JETRO Chicago welcomes new Executive Director of Japan America Society of Chicago

*The Japan America Society of Chicago announced the appointment of Karl L. Buschmann to the position of Executive Director in July. At right, JETRO Chief Executive Director Takashi Tsuchiya (right) congratulates Buschmann on his appointment during a recent meeting.*



### Breakfast Briefing looks at corporate law changes in Japan

*On Tuesday, June 27, JETRO Chicago hosted a breakfast program in Chicago, entitled, "Critical Aspects of Japan's New Corporation Law: Accelerating Corporate Reform - Enhancing Transparency." The program, as well as a VIP luncheon that followed, featured a presentation from Mr. Keisuke Sadamori (far right), Director, Industrial Organization Division, Ministry of Economy, Trade and Industry, (METI), Tokyo.*



### CEATEC Japan 2006 coming in October

CEATEC or "Combined Exhibition of Advanced Technologies" is Asia's largest annual technology and electronics exhibition, providing a platform for companies and organization from all over the world to showcase their cutting-edge products, services and technologies. The event also serves as key industry networking and information-gathering opportunity, with numerous seminars and other activities offered during the fair. This year CEATEC will run October 3-5 at Makuhari Messe in Chiba.

CEATEC Japan 2005 attracted nearly 200,000 visitors, with some 788 exhibitors and 131 seminars. For more information on CEATEC, please visit their website at [www.ceatec.com](http://www.ceatec.com).

If you have an interest in visiting CEATEC this year or in the future, or even exhibiting at a future show, let JETRO provide assistance and advice. Call JETRO Chicago at 312-832-6000.

### Robot Magazine features Osaka



The fall issue of Robot Magazine (newsstand date August 1, 2006) features a major story on Team Osaka's victory in the Humanoid RoboCup competition. The story also reports on Osaka's robotics industry, and includes comments from Teruo Sasaki of the City of Osaka's Chicago office. Look for the story at [www.botmag.com/](http://www.botmag.com/)

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## Japan/US: Cultural differences impact view of Robots



### Director's Dialogue

Kazuhiko (Kaz) Akiyama  
JETRO Chicago Business  
Advisor, State of Ohio

Until recently, robots were known primarily for industrial use, which is to assemble products such as automobiles, but, since Sony started selling the Entertainment Robot "AIBO" in 1999, the situation has gradually changed. Nowadays, in Japan, robot usage has spread to areas such as housekeeping/nursing, and even "substitute pet." However, in the U.S., excluding the research field, public attention seems lower for that type of device, except as kid's toys or gadgets.

From my sales and marketing experience for AIBO in the past, I personally feel that there is a clear difference in reaction between Japanese

and American consumers towards this product. It is very interesting to know the difference in thought between Japanese and Americans towards robots.

Originally, the word "robot" was from the word "robota" which was first used by Czech writer Karel Capek in his play that opened in 1920, and meaning "forced labor" ... not a positive meaning. In U.S. movies, with few exceptions such as "The Bicentennial Man," most robots have been described as an enemy of mankind such as in the "Terminator" series. Conversely, in Japan, there are some bad robots, but "Astro Boy" is more typical: a robot based on characteristic virtue, almost always described affirmatively as a "friend of mankind."

There are a number of websites for AIBO (which Sony stopped selling earlier this year), where many owners contribute their opinions. If you look at their thoughts, you may notice the difference between Japan and U.S. owners. Considering the high price, more than \$1000, it seems that the ownership

ratio of robot fanatics or robotic researchers is high in the U.S., but in Japan, it's surprising to find that except for early adopters, senior citizens with no knowledge of robotics are found in quite a high ratio of ownership. A major feature of AIBO was its "autonomy," growing up to exhibit various characteristics as adults depending upon their experiences. At U.S. trade shows, people often asked, "What will they do when grown up?" In Japan, many people prefer the surprise. In the U.S., buyers wouldn't pay so much if "what it does for me" isn't clear, but in Japan, many people regard this as similar to a real living creature, having a "real mind," and like to watch the growth with excitement.

Some look at the difference from the a religious point of view. In some Japanese religions there is a thought assuming that a soul resides everywhere, even in inanimate objects. That is the reason why a character such as "Astro Boy" catches the imagination of Japanese people so much. On the other hand, in the Western

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## Excerpt: Chicago's ProtoGroup CEO on Japanese Expansion

The following are excerpts from a three-part interview with Christos Fotiadis, the founder and CEO of Chicago-based ProtoGroup, that appeared on ePrairie.com (now known as MidwestBusiness.com) in May and June of this year. These excerpts are reprinted with permission. Links to the entire interview appear below.

ProtoGroup builds solutions that help companies migrate applications between technology platforms. Fotiadis is interviewed by Michael Muth, international business expert and regular contributor to MidwestBusiness.com. Fotiadis discusses the benefits of doing business in Japan, the company's first international market.

Michael Muth: Why Japan first?

Christos Fotiadis: Japan is the second-largest economy in the world. Any company that wants to call itself a global company must have an answer in Japan. They're an attractive market as much as here in the U.S. or in Europe because of how much they culturally embrace technology. Software aside, they create the most amazing uses for technology that I've seen. They evolve any particular use or application of technology to the ultimate degree.

(MM commentary: It never ceases to amaze me. For as big as it is economically, Japan receives relatively little press stateside.)

MM: How are you organized in Japan?

CF: We're going to be a kabushiki kaisha (KK) incorporated as a Japanese company. The capitalization, though, comes from the U.S. It's similar to an LLC. We have our own legal team here but we hired a Japanese lawyer there. JETRO in Japan has been an amazing resource for us. They've done a great job and have been able to connect me with a lot of what we need (including a panel of independent experts facilitated through them).

(MM commentary: Though I haven't worked with them directly, my impression is that JETRO is much more proactive than most other government-supported economic development organizations.)

MM: How do you compete in Japan?

CF: In terms of the market, we compete the same way we do in the U.S. or in the European Union. In terms of socially and how we compete with other technology vendors and service providers, we are still discovering how to best do this in Japan.

It's nothing like in the U.S. or the European Union and we know this is where a lot of western companies fail. It's a unique challenge because a certain expected behavior

is so interwoven into everything in Japan from products to laws to company etiquette and messaging. Getting that just right is going to require a lot of thought and work.

MM: What resources have been helpful for you in Japan?

CF: JETRO is a wonderful resource. There are a couple of books including "Say Yes to Japan" and "Japan Unmasked". From an American or western perspective, it gives some great insight into things that helped me from stepping into it.

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**MidwestBusiness.com is a leading online source of business and technology news and information in Chicago and the greater Midwest.**

For the complete interview, visit [www.midwestbusiness.com](http://www.midwestbusiness.com).

Part 1: [www.midwestbusiness.com/news/viewnews.asp?newsletterID=14548](http://www.midwestbusiness.com/news/viewnews.asp?newsletterID=14548)

Part 2: [www.midwestbusiness.com/news/viewnews.asp?newsletterID=14655](http://www.midwestbusiness.com/news/viewnews.asp?newsletterID=14655)

Part 3: [www.midwestbusiness.com/news/viewnews.asp?newsletterID=14714](http://www.midwestbusiness.com/news/viewnews.asp?newsletterID=14714)

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***"I will be traveling to Japan soon for a business meeting. Can I visit JETRO facilities there, and utilize their library?"***

The JETRO Business Library is a great resource, and available for use by the business public. Located in JETRO Tokyo and Osaka headquarters offices, the JETRO Business Library boasts a wide selection of materials and resources devoted to international trade, business and investment, including numerous Japanese and foreign books, newspapers and magazines. Library users can also access commercial online databases, company directories and CD-ROMs containing recent trade and economic data.

The library is open from 9:00 a.m. - 5:00 p.m., Monday through Friday. It is closed the third Tuesday of every month (or the next business day if the third Tuesday falls on a holiday) and during the year end/New Year holiday season and library inventory periods.

While you're in Japan, you might also want to take a brief tour of one of JETRO's Invest Japan Business Support Centers (IBSCs).

The Invest Japan Business Support Center (IBSC) utilizes its networks in the government and private sectors, free office space, and a wealth of investment information to help foreign companies launch their business in Japan. Our experienced staff and network of experts provide consultation free of charge. IBSCs are located in Tokyo, Yokohama, Nagoya, Osaka, Kobe, and Fukuoka.

Before your trip, contact Bryan Esenberg at JETRO Chicago, at 312-832-6000; email [bryan\\_esenberg@jetro.go.jp](mailto:bryan_esenberg@jetro.go.jp), to get more information about JETRO facilities in Japan.

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the principal forum for bilateral trade and investment discussions, can be considered a Midwest-Japan "summit" as much as a conference. A primary goal throughout the planning of the conference has been to develop an event of mutual discovery and an opportunity for collaborative relationship building. As a co-host, the emphasis of the Japan-America Society of Indiana has been to create a conference that's mutually attractive to both Japanese and American attendees, including Japanese transplant companies throughout the Midwest. We want all participants to feel that they're welcome and encouraged to attend. We want them to come away from the event with the reward of knowing that they've been able to make and sustain relationships that would not be possible except for in Indianapolis on the second weekend of September. In fact, we can assure Midwest participants that they'll meet people from Japan that they would not have a chance to meet at any other time in their lives.

The annual conference is a joint meeting of the corporate association in Japan and the nine-state Midwest network comprised of Illinois, Indiana, Iowa, Kansas, Michigan, Missouri, Nebraska, Ohio and Wisconsin. The Japan association is co-chaired by Yuzaburo Mogi, Chairman of Kikkoman Corporation, and the Midwest association is chaired by James Thompson, Winston and Strawn, former Governor of Illinois. Governor Mitch Daniels, Jr., of Indiana will host the 2006 conference. JETRO Chairman and CEO Osamu Watanabe will serve as conference speaker and moderator. The conference is also honored to welcome Ryoza Kato, Ambassador of Japan to the United States, and former U.S. Ambassador and Senator Howard Baker and former U.S. Senator Nancy Kassebaum Baker.

### Director's Dialogue...from page 3

world, there is a thought that to create a creature or soul is the territory of God and there is a psychological resistance to assigning those attributes to human-created objects.

The "autonomous robot" continues to gain popularity in Japan. It seems clear that some cultural differences explain why Japanese companies continue to lead the development of robots for the home.

Under the general theme of "Racing to the Future Together," the event will address opportunities in advanced technologies, energy, logistics and other key industries. Special sessions focusing on the impact of a developing Asia in the context of Japan-US relations, and future directions and projections for the auto industry, will provide current information on some of the most key issues in the bilateral economic relationship.

The 2006 conference brings together a tremendous line-up of speakers, including Fred Smith, Founder and Chairman of Fedex Corporation, who will serve as the keynote luncheon speaker. Taizo Nishimuro, President of the Tokyo Stock Exchange and Advisor to the Board of Toshiba Corporation, and John Lechleiter, President and COO of Eli Lilly and Company, will speak on challenges and opportunities in a global economy from the perspectives of their globally-based corporations.

For questions specific to the State of Indiana, contact Steve Akard, Director of International Development, Indiana Economic Development Corporation at (317) 234-2083, or email [sakard@iedc.in.gov](mailto:sakard@iedc.in.gov). For conference information contact the office of the Conference Secretariat, Japan-America Society of Indiana, Executive Director, Theresa Kulczak at (317) 635-0123 or email [Theresa.Kulczak@japanindiana.org](mailto:Theresa.Kulczak@japanindiana.org).

Register and view details on the conference website at [www.japanmidwest2006.com](http://www.japanmidwest2006.com)

We look forward to seeing you in Indianapolis in September!

*Theresa Kulczak has served at the Japan-America Society of Indiana (JASI) since 1988 as one of its founding staff, and as Executive Director since 1990. Previously, Kulczak lived in Japan for six years (1981-1987), working for three years an Account Executive with an Osaka advertising agency.*

### Contact JETRO Chicago

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

For Invest-in-Japan information contact  Bryan Esenberg, Assistant Director, at [bryan\\_esenberg@jetro.go.jp](mailto:bryan_esenberg@jetro.go.jp)

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This material is edited, issued and circulated by JETRO Chicago, One East Wacker Drive, Suite 600, Chicago IL 60601. Additional information is available at the Department of Justice