

50 Years
of Partnership

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

In this issue ...

- *JETRO Around the Midwest: ... page 2*
- *Director's Dialogue: Windpower Show ... page 3*
- *JETRO Intern Discusses Experience ... page 3*
- *Monozukuri Seminar Recap ... page 5*
- *Trends in Japan's FDI ... page 6*



From the Chief Executive Director

Muneo Takashi
Chief Executive Director,
JETRO Chicago

A Little JETRO History

JETRO was formally established on the 25th of July 1958 as a Japanese governmental agency. The official name of JETRO then was **Japan Export Trade Promotion Agency**. In 1961, it changed the English name only to the present **Japan External Trade Organization**. The Japanese name remained as well as the English abbreviated name JETRO.

Do you know JETRO already had existed before 1958? Yes, JETRO, namely **Japan Export Trade Research Organization** was established in March 1951 as a foundation whose main purposes were to do overseas research, publication, collection of overseas product samples for display, and managing a library on international trade. This JETRO was not a governmental body but a public body approved by the government. Still it had 24 overseas correspondents.

In August 1954, JETRO merged with two other organizations which had similar functions. One was International Exhibition Council and the other was Japan Trade Mediators' Council. The new organization's name was **Japan External Trade Recovery Organization** and the abbreviated name JETRO remained.

As you can see, the name of 'JETRO' derives from the antecedent bodies of the present JETRO, and stayed constant even after the official English name had

See "**Chief Executive Director**" on page 2

Business Japanese Education Moving Forward



Guest View

Tomoko Takami
Lecturer in Foreign
Languages,
University of
Pennsylvania

Success in today's global business world requires that people acquire international business skills, such as knowledge of other countries and cultures, cross-cultural communication skills, and fluency in foreign languages. The current business language instruction curriculum is by no means restricted merely to learning business lexicon and expressions. It embraces the integration of language, culture, business content; it is a consummately interdisciplinary field.

In the United States, business Japanese courses are offered at several universities. The profile of business Japanese courses for the undergraduate is typically intermediate or lower advanced level, comprised of junior and senior students with various interests in professional fields. Classes usually teach frequently used vocabulary, expressions, and discourse in business situations and honorific style of speech (keigo). They also cover business content, business manners, and culture such as human relationships typified by hierarchical relationships and in-group vs. out-group relationships.

There are many challenges to effective teaching of business Japanese. Teachers are usually Japanese language specialists in language pedagogy, linguistics, or Japanese studies, but not of business.

See "**Guest View: Takami**" page 4

Logansport, Indiana welcomes delegation from Mibu, Tochigi Prefecture

On June 30 and July 1, 2009 Logansport IN. had the privilege of welcoming eight visitors from MIBU Town, Tochigi Prefecture Japan. The delegation was lead by the Honorable Mayor Hideyo Shimizu. Along with Mayor Shimizu was Mr. Yoshikazu Hosoi, Speaker of the Mibu Assembly; Superintendent of Educational Affairs, Ms. Noriko Ochiai; Chairman of Mibu International Exchange Association, Mr. Tatu Seshita, Honorable Citizen of Indianapolis; Ms. Reiko Koinuma, Agriculturist; Chairman of Mibu Town Chamber of Commerce, Mr. Toru Idei.

The group was welcomed upon their arrival in Logansport by the Honorable Mayor Michael Fincher Sr.; Logansport Economic Development President, Nolan "Skip" Kuker; Director of the Cass County Community Foundation, Deanna Crispin; JASI Director Theresa Kulczak; and Hiromi Hemuki,

Director of Indiana's Japan office in Tokyo. After the group enjoyed a Japanese Bento lunch they were transported to the Logansport Memorial Hospital for a tour lead by COO Alan Biggs. After touring the

See "**Logansport**" page 4



Mibu Mayor Hideyo Shimizu visits the office of Logansport Mayor Michael Fincher Sr.

In this issue ...

- *Guest View: Business Japanese Education Moving Forward ... page 1*
- *Logansport, IN Welcomes Japan Delegation ... page 1*

- *Director's Dialogue: Windpower Show ... page 3*
- *Monozukuri Seminar Recap ... page 5*
- *Trends in Japan's FDI ... page 6*
- **Back to Page 1**

Chief Executive Director ... from page 1

changed time and again. Nowadays, "JETRO" has been so popular among the Japanese people that you will easily find the term in English-Japanese dictionaries published in Japan.

Do you know when JETRO Chicago was established? It was March, 1959. That makes JETRO Chicago one of JETRO's oldest overseas offices in the world, established just 8 months after JETRO formally started as a Japanese governmental agency.

Is JETRO Chicago the oldest JETRO office in the U.S.? Not quite. The oldest is JETRO New York which was established in April 1954, the second is JETRO San Francisco (November 1954), the third JETRO Los Angeles (December 1958). Chicago is the fourth oldest in the U.S. And it is an interesting fact that JETRO New York was established in the period of the initial JETRO before the official start of the present JETRO and JETRO San Francisco was during the second iteration.


This past July 24, JETRO Chairman and CEO Yasuo Hayashi made a speech at the 51st anniversary ceremony in JETRO Tokyo Headquarters referring to the importance of JETRO's mission for contemporary Japan, and said that our mission to foster trade and investment of Japan and to Japan should be defined as a task of 'national security in the economic field' and this notion is simply common sense for any nation in the world.

I also would like to reaffirm the JETRO's mission as stated above plus the special mission of JETRO Chicago to deepen the economic tie and cooperation between the 'heartland' of the U.S. and Japan during this occasion of the 50th anniversary of JETRO Chicago.

Contact JETRO Chicago

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

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.

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



JETRO Chicago welcomed Mr. Michitaka Nakatomi, President of JETRO, on a visit to Chicago on June 19. At left, Mr. Nakatomi (seated, center) is shown with JETRO Chicago directors and staff.

At JETRO Chicago's recent Monozukuri seminar in Columbus, Ohio, Chief Executive Director Muneo Takashi (left) chatted with Ohio Governor Ted Strickland (center), and Yoshibiko Arakawa, then Executive Vice President, JETRO, Japan. Mr. Arakawa retired from JETRO in July, 2009.



JETRO at BioJapan 2009

JETRO continues to play a key role in bridging the divide between the Japanese and American life science communities. In May, JETRO organized the Japan Pavilion at the 2009 BIO International Conference and Exhibition, held in Atlanta. Sixteen companies and research organizations participated in the Japan BioMission and were on exhibit in the pavilion. JETRO Chicago organized a workshop for the BioMission members that provided them with the opportunity to learn about the kinds of therapies and technologies American pharmaceutical companies are pursuing and how US firms collaborate with other companies.

In October, JETRO will present the BioLink Forum 2009, to be held during BioJapan 2009 in Yokohama. Tadashi Matsumoto, President of the ReqMed Company Ltd. and Ichiro Nakatomi, CEO of NanoCarrier, will speak at JETRO's BioLink Symposium on Thursday, October 8. The symposium will explore fundraising and exit strategies for bio ventures. Later that evening, JETRO will host

a Networking Reception for biotechnology clusters and companies. Representatives from biotech clusters throughout Japan and around the world will exhibit poster displays, highlighting the attractive features of their clusters as well as key companies in their regions. Last year's reception drew more than 350 attendees, including participants from 59 biotech clusters in 19 countries.

Additionally, BioLink participants will have free access to BioJapan's Online Business Matching System, allowing exhibitors and visitors to prearrange business meetings to be held during the event (10:00 AM - 5:00 PM, October 7-9, 2009). Once an appointment is made through this system, meeting space will be reserved at the venue.

These events are free of charge but advance registration is required. To register, visit www.jetro.go.jp/en/news/announcement/20090702220-news. For more information about BioJapan or to learn more about JETRO's biotech activities, contact Robert Corder at 312-832-6000.

In this issue ...

- *Guest View: Business Japanese Education Moving Forward ... page 1*
- *Logansport, IN Welcomes Japan Delegation ... page 1*

- *JETRO Around the Midwest: ... page 2*
- *Monozukuri Seminar Recap ... page 5*
- *Trends in Japan's FDI ... page 6*
- **Back to Page 1**

From the Intern in Business Development ...

Ali Bakhsh is finishing up his internship at JETRO Chicago. He assisted on a number of important projects as part of his assignment. He offers his perspectives here. JETRO Chicago thanks Ali for all his help this Spring and Summer, and wishes him the best in all his future endeavors.

My name is Ali Bakhsh and I am from Jeddah, Saudi Arabia. I am a graduate student specialist in International Commerce & Policy (ICP) at Valparaiso University located in Valparaiso, Indiana. I received my undergraduate degree in Business Administration, Marketing in January 2005 from King Faisal University at Al-Ahsa, in the Eastern Region of the Kingdom of Saudi Arabia. My specialization makes me very excited and looking for the chance to practice what I have learned from my degree through getting an internship at one of the international organizations in Chicago.

Why I chose JETRO

The history of Japan in the last sixty years is legendary. The challenges that Japan has faced have been enough to be barriers to its accomplishments, but still we see Japan leading the world as one of the most developed technological countries; and why I am very interested to explore those secrets of the Japanese world through JETRO Chicago's Business Development Department (BDD). My position as intern for the BDD has given me the chance to learn many things since the first week of the internship. I also got the chance to participate in the International Robot & Vision Show, which opened my mind to many things that I have dreamed about. I have hoped to represent one of the international organizations and I did that with JETRO Chicago at the International Robot & Vision Show. I am honored to work with some of the friendliest people on the earth.

Dreams and Objectives

It was my dream to be involved in this kind of environment in order to build good relations between Saudi Arabia and other countries in investment, trade, and other areas. I do feel that I am blessed because I got the chance to start

See "Intern" on page 6



JETRO Chicago intern Ali Bakhsh at the International Robot & Vision Show

A look at the WINDPOWER 2009 Conference in Chicago



Director's Dialogue

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

WINDPOWER 2009 Conference & Exhibition was recently held in Chicago, at McCormick Place, from May 4th through 7th. This year's show was the largest WINDPOWER show to date, with over 23,000 attendees and 1,280 exhibitors. The 2009 show was larger than the 2008 and 2007 shows combined, proof of the rapid growth taking place in the windpower industry. According to the American Wind Energy Association (AWEA), the U.S. now has the largest amount of installed windpower capacity in the world, with a total of 25,300 MW at the end of 2008. Remarkably, 8,500 MW of that capacity was installed in 2008, for a year-over-year growth rate of 50%. Most importantly, this windpower capacity added in 2008 represented 42% of all new electric power generation installed in 2008. Wind energy is now big business in the U.S.

The choice of Chicago as the host city for WINDPOWER 2009 was meant to showcase the dual leading roles of the Midwest region in the growth of the windpower industry. Firstly, whereas in previous years capacity expansion was mainly confined to California, and later Texas, 2008 saw major gains in installations and power production across the Midwest. Iowa now has the second largest windpower capacity, behind Texas and ahead of California. Minnesota is fourth, Illinois is eighth, and Kansas is tenth. In addition, of the five states with the most capacity added in 2008, three are Midwestern states (Iowa, Minnesota, and Kansas), and of the five states with the fastest capacity growth rates, three are Midwestern states (Indiana, Michigan, and Wisconsin). The Great Plains states in particular have the largest available wind resources in the U.S., and states from North Dakota to Kansas are gearing up to

become major electric power producers and exporters via windpower.

Secondly, the Midwest region is becoming a major hub for wind industry manufacturing, especially as SMEs hurt by automotive supply chain contraction begin to expand or transition production to wind turbine components. Most of the Midwestern states had well-organized exhibition booths sponsored by their government business development agencies, detailing the hundreds of manufacturers involved in the windpower supply chain, their locations, component lists, and contact information. Many component manufacturers also maintained their own booths on the expo show floor.

The leaders of the Midwestern state governments have been paying attention to all this activity, and their strong support for further growth was evident at WINDPOWER. In addition to Illinois Governor Pat Quinn's and Chicago Mayor Richard M. Daley's opening statements of welcome to the show, a Governors' Wind Energy Coalition roundtable session was attended by Iowa Governor Chet Culver, Wisconsin Governor Jim Doyle, Michigan Governor Jennifer Granholm, and Ohio Governor Ted Strickland, who discussed wind energy's place at the convergence of environmental responsibility, domestic energy independence, and rural development, and their shared support and proposed initiatives for the future. The new Kansas Governor Mark Parkinson showed up to make a joint announcement with German industry giant Siemens for the construction of a new major wind turbine manufacturing plant in the city of Hutchinson, which will be over 300,000 square feet, have an initial output of 650 turbines per year, and employ over 400 workers. Industry leadership made a strong showing as well, with senior executives from nearly all of the major wind turbine manufacturers, project developers and operators speaking at conference sessions and interacting at their companies' exhibition pavilions.

WINDPOWER 2009 was an exciting show for the wind energy industry and for the Midwest region. Wind is not the future for the U.S.; it is happening *now*, and it is big.

In this issue ...

- *Guest View: Business Japanese Education Moving Forward ... page 1*
- *Logansport, IN Welcomes Japan Delegation ... page 1*

- *Director's Dialogue: Windpower Show ... page 3*
- *Monozukuri Seminar Recap ... page 5*
- *Trends in Japan's FDI ... page 6*
- **Back to Page 1**

Guest View: Takami ... from page 1

Consequently, they find it difficult to address business issues in their classrooms. Furthermore, pedagogical challenges are numerous: What business contents and what aspects of business culture do we teach? How do we integrate content and language learning? How can we simulate realistic business situations for students who have no work experience? And what kind of knowledge and skills does the business world want our students to acquire?

Recognizing the need to advocate for the field of Japanese for professional purposes, I started Japanese for Specific Purposes Special Interest Group (JSP-SIG) in the Association of Teachers of Japanese (ATJ) in 2008 (<http://www.colorado.edu/ealld/atj/SIG/jsp/index.html>) and serve as the SIG coordinator. JSP-SIG membership has grown rapidly with over 50 people in the group. JSP-SIG promotes academic activities; some members presented at the ATJ sponsored panel at the Association of Asian Studies (AAS) conference held in March 2009. In the panel, JSP-SIG members, along with representatives from the business sector including Mr. Muneo Takashi, Chief Executive Director, JETRO Chicago, explored many avenues that they can pursue, discussing relationships between business and Japanese language instruction, the collaboration between business sectors and business language education, and effective business Japanese pedagogy.

The field of business Japanese needs to build a solid infrastructure. JSP-SIG members have started to work together to share effective materials, pedagogical ideas, and teaching practices. There is an urgent need for opportunities for professional development such as workshops and conferences. In particular, since there are only a few opportunities that specifically put focus on business Japanese, I plan to organize a symposium on teaching Japanese for professional purposes at the University of Pennsylvania in March 2010, hoping the symposium will offer a place to engage in discussions on business Japanese education. This event welcomes not only business Japanese instructors but also business experts and professionals. Harnessing all that creative and intellectual energy will increase our understanding of business Japanese and help improve the quality of business Japanese instruction.

Many teachers are driven to tackle the myriad challenges to achieve eminence and are interested in interacting with business professionals, and appreciate collaboration with and support from business sectors. Collaborations and support can take various forms at different levels, including receiving help for research and material development, class participation (visiting as a guest speaker, for example), and internship opportunities for our students. It is my greatest hope that the readers of this newsletter will be interested in supporting our endeavor to foster future global business leaders through business Japanese instruction.

New report available from JETRO

Don't miss this recently published report now available on the JETRO website:

- **Japan Views Green Energy as Essential for Global Economic Recovery.**

View or download a PDF of this article at www.jetro.go.jp/en/reports/survey/pdf/2009_04_biz.pdf

Logansport ... from page 1

hospital and having a social time with some staff the delegation took a trip to Denzel Carousel for a short break and had some fun riding the 100 year old local attraction.

After the rest and relaxation time at the Carousel the group attended a reception held at the home of Nolan and Ellen Kuker. The delegation was entertained by the Logansport Children's Choir directed by Mr. Tim Cahalan and his wife Susan.

A welcome speech was given by Mr. Kuker and a banner exchange between the two Rotary Clubs was held. After the banner exchange a private "carry-in/cookout" dinner was held, with Mr. Dave Bramlage offering his cooking skills and with Dave Ingram and Scott Kraud serving beverages. Everyone enjoyed the evening getting to know each other.

On Wednesday July 1, the day started off with a tour of the Logansport City Building, Mayor Fincher's office and the city council chambers. Then, the group took a short bus trip to the Cass County Historical Museum to learn some of the history of Logansport and Cass County, hosted by local historian Mr. Richard Copeland and Museum Curator Mrs. Thelma Conrad.

When finished at the museum, the group visited a local landmark, Mr. Happy Burger, for a lunch of cheeseburgers, french fries and pizza that was enjoyed by all.

Immediately after lunch the group toured the Cole Hardwood and IDI facility. Cole Hardwood sells Indiana hardwood in 26 countries around the world and is locally owned and operated by the Cole family.

Next was a tour of a local farm owned by Dave and Joyce Eshelman. The group watched grain being loaded at the terminal and afterward was treated to snacks hosted in the Eshelman home. Following the Eshelman farm tour the group to a short ride to the Logansport High School campus and toured the Century Career Center. There they met Julie Lauck, School Superintendent, and a lengthy discussion was held concerning education issues in Japan and the United States.

The two day visit wrapped up with a formal dinner celebration and a performance by the Logansport High School drum line under the direction of Mr. Tim Miller.

During the evening gifts were exchanged and Mayor Shimizu was presented a key to the city of Logansport from Mayor Fincher.

The delegation left Logansport at 8:00 a.m. on July 2, 2009 to start their return trip to Mibu Town, Japan.

"Logansport was honored to have the delegation visit us," Mayor Fincher stated. "We hope to encourage more of these types of cultural exchanges between Mibu Town, the Tochigi Prefecture and Logansport."



Logansport Mayor Fincher presents Mayor Shimizu with a ceremonial key to the city.

In this issue ...

- *Guest View: Business Japanese Education Moving Forward ... page 1*
- *Logansport, IN Welcomes Japan Delegation ... page 1*

- *JETRO Around the Midwest: ... page 2*
- *Director's Dialogue: Windpower Show ... page 3*
- *Trends in Japan's FDI ... page 6*
- **Back to Page 1**

Columbus, Ohio Seminar Examines Monozukuri in Practice

"Japanese Monozukuri Practices in the Automotive Industry - Enhancing Collaboration Between North American and Japanese Enterprises & Sustaining a Culture of Manufacturing Talent," was held May 28, 2009 in Columbus, Ohio.

With this spring event, JETRO Chicago continued to explore the theme of 'Monozukuri' with its fourth Midwest program in a series that began in 2007. The Columbus seminar featured the following highlights:



Governor Ted Strickland

The Honorable Ted Strickland, Governor of Ohio, delivered the opening remarks for the pre-seminar luncheon. Governor Strickland pointed to the importance of collaboration in the automotive industry to sustain and grow the advanced manufacturing communities of Ohio, the Midwest, and Japan. He recognized the importance of sustaining a culture of manufacturing talent in Ohio in order to remain globally competitive.



Jud McKinley

In the luncheon address, **Jud McKinley, Executive Vice President, IRN, Inc., Michigan**, provided a taut outlook for the automotive industry, the macro economy and importantly, the implications of restructuring on the supplier base. Mr. McKinley identified positive economic indicators that may be indicative of a recovery. Mr. McKinley explained that while a better second half of 2009 is likely with sustained growth in vehicle production beginning in 2009 through 2014, individual OEMs may fare differently. One element remains true: suppliers embracing the concepts of Monozukuri will succeed in the

global automotive industry.

The seminar opened with remarks from **Yoshihiko Arakawa, Executive Vice President, JETRO, Japan**. Seminar objectives were then outlined by **Ted Kawashima, Director, Japan Auto Parts Industries Association (JAPIA), Yoshibiko Arakawa Michigan**.



Yoshihiro Saka with JETRO Chicago's Ralph Inforzato

The seminar keynote presentation by **Yoshihiro Saka, President, DENSO Manufacturing Tennessee (DMTN)**, was titled, "Monozukuri is Hitozukuri – Introducing Human Development Program at DENSO Mexico." Mr. Saka provided a detailed analysis on how the company created a "dream plant" at

DENSO Mexico. This concept of a dream plant was initiated by intensively applying human development skills and collaboration throughout the facility that achieved greater quality benchmarks when compared to DENSO's other global operations, including Japan.

DENSO Mexico achieved this by using tools that worked well in Japan, especially unifying management and production teams in taking an ownership role in creating a pyramid template to reach numerous targeted benchmarks for plant efficiency, customer return, safety, productivity, scrap, lead time and inventory discrepancy.

The seminar featured a panel session, "Keys to Successful Supplier Collaboration," moderated by **Roy Verstraete, President and CEO, Anchor Danly, Ontario**.

Hachiro Ohkura, Manager, F.tech North America, Inc., Ohio, led off the panel

presentations with "Cultural Background for Success in North America, Monozukuri of F.TECH Group." Mr. Ohkura noted that a Wall of Culture between Japan and other countries has traditionally impeded deep collaboration among manufacturing technology companies. Each company is steeped in cultural layers of values reflected in labor - management relationship, working conditions, intellectual property and languages which resulted in unique business cultures in the TransAtlantic and TransPacific areas.

According to Mr. Ohkura, Monozukuri too has undergone evolutionary change in Japan and is now believed to be defined as the way in which companies harness knowledge and knowhow into a perfect synthesis of product design and utility. An important element in obtaining Monozukuri rests with creating a culture where management respects Gemba (the place where value is created; in this case, the factory floor). Simply said, a company's associates can and will detect problems and devise solutions if they are empowered to do so.

Jeff Cope, Director of International Sales, Atlantic Tool & Die Company (ATD), Ohio was up next. ATD has been a Tier One Supplier to Honda of America for more than two decades. ATD has won numerous supplier awards from Japanese OEMs and Tier One Suppliers, including 17 awards from Honda since 1988.

Mr. Cope indicated that ATD had identified eight barriers to quality, including a lack of "jointness" with associates and within management, and too much ownership of ideas among departments. Another barrier was a short term orientation which was resulting in a tendency to lose momentum. The ATD process for quality/process improvement, which began in 1986, was fully discussed. Mr. Cope indicated that, "we knew that we had to improve in order to continue to bring value to our customers."

See "Monozukuri" on page 6



Seminar panelists (from left) Jim Diederich, Vice President of Marketing, Assembly & Test Worldwide, Inc.; Jeff Cope, Director of International Sales, Atlantic Tool & Die Company; and Hachiro Ohkura, Manager, F.tech North America, Inc.

In this issue ...

- *Guest View: Business Japanese Education Moving Forward ... page 1*

- *JETRO Around the Midwest: ... page 2*
- *Director's Dialogue: Windpower Show ... page 3*
- **Back to Page 1**

Monozukuri ... from page 5



Moderator Roy Verstraete, President and CEO, Anchor Danly, with panelists Jeff Cope and Jim Diederich

Mr. Cope said that Honda provided great assistance to ATD in refining process improvements, which became internalized on a company-wide basis as the ATD Way, their own version of Monozukuri. The themes underpinning the ATD Way are: (1) every error has an inherent cost; (2) no defects are acceptable; (3) every job shall be organized and planned with the goal of no error in mind.

Next, **Jim Diederich, Vice President of Marketing, Assembly & Test Worldwide, Inc. (ATW), Ohio**, presented, "A Roadmap to

American Transplant Success." ATW provides production systems to multinational automotive OEMs, including the Japanese manufacturers, and numerous Tier One Suppliers. ATW was the first capital equipment company to speak at one of JETRO's Monozukuri programs. Mr. Diederich carefully identified the process of working with Japanese OEMs as a "pull system" and not a "push system." He indicated that the Japanese automotive community is primarily a culture of engineers, not salesmen, and provided insightful lessons learned from interacting with Japanese manufacturers.

Moderator **Verstraete** indicated that Monozukuri is a common practice among all manufacturing companies and is not limited to solely Japanese or North American. He gave an interesting analysis regarding how Japanese firms utilized the quality methodologies used by Dr. W. Edwards Deming as a catalyst for improvement programs.

The session concluded with commentary from **Glenn Stevens, Vice President, Sales & Marketing, Original Equipment Suppliers Association (OESA), Michigan**; and Closing

Remarks from **Muneo Takashi, Chief Executive Director, JETRO Chicago**.

An expanded summary of the entire Monozukuri program with photos is available online at www.jetro.org/monozukuri. You'll also find complete select presentations.

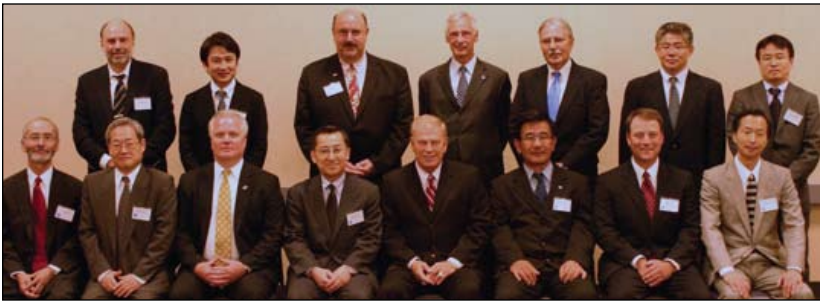


Glenn Stevens

In addition, the 'Monozukuri' section of our JETRO website has been redesigned to include general information on the theme of Monozukuri, as well as background information on our previous seminars, including the June 2 Toronto program. We will continually seek to

improve and update the content.

If you have any questions regarding JETRO Chicago's Monozukuri Program series please contact Kevin Kalb, Project Coordinator at Kevin_Kalb@jetro.go.jp.



Seminar participants and organizers:

From left, front row: Ted Kawashima, JAPLA; Muneo Takashi, JETRO Chicago; Glenn Stevens, OESA; Yoshibiko Arakawa, JETRO Tokyo; Hon. Ted Strickland, Governor of Ohio; Yoshibiro Saka, DENSO Mfg Tennessee; Jeff Cope, Atlantic Tool & Die; Hachiro Obkura, F.tech North America

Second row: Ralph Inforzato, JETRO Chicago; Tomonori Shibahara, JETRO Chicago; Jim Diederich, Assembly & Test Worldwide; Roy Verstraete, Anchor Danly; Jud McKinley, IRN, Inc.; Hiroshi Tamai, DENSO International America; Minoru Yamamoto, JETRO Chicago

Japan's Incoming and Outgoing FDI trends

Net foreign direct investment (FDI) inflow into Japan (balance of payment basis) reached a record high for the second consecutive year in 2008, reaching US\$24,550 million, up 10.7% from US\$22,181 million recorded the previous year, while figures for 2009 appear to be declining, according to a May 29 report.

Looking at the breakdown of FDI into Japan by major investing country and region, North America remained at the top of the list, with US\$12 billion, which is comparable to the level seen in 2007. Direct investment into Japan from Asia doubled to US\$3.4 billion, with the majority in real estate. Direct investment from Western Europe increased by 1.6% to US\$4.9 billion, with major investments coming from Switzerland, the Netherlands, Ireland, Germany, and others. Get a more complete report at www.jetro.go.jp/en/invest/newsroom/other/pdf/o2009005.pdf.

Also, **Japan's outward FDI was the largest ever in 2008**, according to a report released by the Japan's Ministry of Finance in April. Japan's outward foreign direct investment (FDI) grew 78.0% year-over-year (balance of payment basis) to US\$130.8 billion in 2008, topping the previous record of US\$73.4 billion set in 2007. By country/region, the majority of this FDI went to the Americas: FDI in North America rose 2.7 times (compared to last year) to US\$46 billion, while rising 3.1 times in Central and South America to US\$29.6 billion.

By industry, outward FDI in non-manufacturing sectors rose 2.5 times to US\$85.5 billion, accounting for two-thirds of outward FDI in 2008. Notably, US financial institutions and insurance companies were main destinations for this FDI, resulting in a rise in these sectors by 2.69 times to US\$52.2 billion.

For more on Japan FDI and trade statistics, visit www.jetro.go.jp/en/reports/statistics/.

Intern ... from page 3

working in this respect with JETRO Chicago. I hope that I can be a connection between Saudi and Japanese businesses in order to create a bright future between both countries.

The International Robot & Vision Show

The International Robot & Vision Show gave me the chance to see very closely how JETRO Chicago serves both Japanese and American businesses. For example, at the show, JETRO Chicago was assisting a Japanese company called PARO Robots U.S. Inc. (www.parorobots.com), that produces a therapeutic robot. PARO Robots U.S., Inc. has been looking for a global market. One of JETRO Chicago's services is to support Japan's small and medium-sized enterprises to go overseas. At the show, JETRO Chicago was also promoting American direct investment into Japan by educating the attendees about JETRO's services in the US. JETRO Chicago's participation was very successful at the International Robot & Vision Show both in promoting Japan in the US market and encouraging overseas investment in Japan.