

50 Years
of Partnership

Japan External Trade Organization

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JETRO Chicago Midwest NEWSLETTER

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From the Chief Executive Director

*Muneo Takashi
Chief Executive Director,
JETRO Chicago*

Transportation on the "Fast Track"

The Bullet Train (Shinkansen) debuted in Japan between Tokyo and Osaka to coincide with the opening of the Tokyo Olympics in the fall of 1964. It was the fastest railway in the world at the time with an average of 210 kilometers per hour (130 miles per hour).

There is a famous episode from the 70s about the Bullet Train. When Mr. Deng Xiaoping, then the man who held supreme power in China, made a visit to Japan in 1978 and had the experience to board the Bullet Train, it is said that he gave his impression of boarding as "I felt I was on a horse that was being whipped."

The Japanese National Railway (JNR), a government-owned corporation which had run the Japanese railway network nationwide, was privatized after that and divided into six regional corporations to run the railways for passenger and a separate corporation for freight in 1987. It was done as one of the top prioritized governmental reforms of the then administration of Prime Minister Yasuhiro Nakasone. As a result, the route of the Bullet Train between Tokyo and Osaka came under the control of the one of the divided corporations, the Central Japan Railway Company (JR Tokai).

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Reminiscences of Chicago



Guest View

*Noboru Hatakeyama
Chairman & CEO
Japan Economic
Foundation*

It is my great honor to contribute a short essay to the JETRO Chicago Midwest Newsletter on the occasion of the JETRO Chicago office's 50 years anniversary. I have many fond memories of my time stationed in Chicago, between 1974 and 1978.

During that time, I tried hard to correct the many misconceptions people had about Japan's trade policy.

Actually, except for agricultural goods and

leather products there were no import restrictions at that time.

One day, there was an article in the Chicago Tribune which reported the Japan had many unfair trade barriers. The article struck me as being quite biased, which prompted me to call the Tribune and complain. In response they invited me for an interview on Japan's trade policy, and an article based on that interview was carried by the Tribune. Indeed, the article was the same length as the original, which impressed me as being quite fair.

I still remember Mr. Shunichiro Kishioka asking me to testify at a public hearing in a Midwestern State on the Buy American policy for a steel project. This was my first and only experience testifying at an official hearing in a country other than

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JETRO Chicago: An enduring friend – the view from Battle Creek, MI



Guest View

*Jan Burland Frantz
Board Chair, Japan-
America Society of West
Michigan; Director of
Corporate Projects, Battle
Creek Unlimited, Inc.*

On JETRO Chicago's 50th Anniversary, my thoughts turn to three decades of a cordial and professional relationship between Battle Creek, JETRO, and its Chicago office. Our city's economy, educational institutions, festivals, and landscape would be unthinkable different had our path not crossed with JETRO. But let's start at the beginning, since Battle Creek's story far exceeds thirty years:

When newly surveyed territorial roads first opened Southwest Michigan's vast wetland

to ox teams and wagons in the late 1800s, the marshes and ponds of Southwest Michigan held little comfort to early pioneers. Yet these assets were necessary precursors to industrial development: the confluence of natural waterways. Two-river towns such as Battle Creek constructed canals and mill races to power burgeoning commercial works.

Gristmills flourished while the farms fed a growing population along riverbanks and in small urban settlements. Railroad expansion complemented transportation on the rivers and roads, attracting immigrants to work as machinists, iron workers, and heavy machine operators.

Battle Creek bred industrialization since its inception, manufacturing agricultural machinery, fabricated machine parts, iron castings, forklift trucks, and much

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The Bullet Train system is now managed not only by JR Tokai but also by other regional corporations divided out from the former JNR. For instance, the West Japan Railway Company (JR Nishi-Nihon) holds "Sanyo Shinkansen" which opened in 1975 between Osaka and Hakata, and East Japan Railway Company (JR Higashi-Nihon) holds "Tohoku Shinkansen" which opened 2002 between Tokyo and Hachinohe city and which will be extended to Aomori in 2010.

The rolling stock of the Bullet Train has been evolving. The first version introduced in 1964 was called "O(zer) system". It was made of steel and had a streamlined shape for those days. But if you looked at its picture today (it was entirely retired from operation at the end of 2008) you may see that it has a rather round and funny face somehow. The latest version called "N-700 system" debuted in July of 2007. The body is made by aluminum-alloy and its maximum operational speed is 300 kilometers per hour (186 miles per hour). Though the face of this model is usually said to be formed like a spread-bird as a result of pursuing aerodynamics to its extreme, I think it is preferable to say that it looks like a duck's bill.

In April this year, President Obama announced his vision for a high-speed rail (HSR) network in 100-600 mile corridors that connect communities across America. The plan identifies \$8 billion provided in the American Recovery and Reinvestment Act of 2009 (ARRA). And ten major corridors are being identified for potential HSR projects including the Chicago Hub Network (Chicago, Milwaukee, Twin Cities, St. Louis, Kansas City, Detroit, Toledo, Cleveland, Columbus, Cincinnati, Indianapolis, Louisville).

Although I am not so sure whether the Japanese Bullet Train system could be the best choice as a model for the coming Chicago Hub Network plan, I can say that the Bullet Train system is one of the safest - it continues the no deadly-accident-record for passengers for more than forty-five years - and the cleanest - the CO2 emission necessary to carry a person for the distance of one kilometer is one fifth of an airplane and one eighth of a passenger car - railway system in the world.

When I imagine the scene of a bullet typed train with a duck's-bill-face speeding away across the Midwest plain I cannot help smiling slightly.

Best wishes for a warm holiday season and a happy new year!



Macedonian officials visit JETRO Chicago

JETRO Chicago was honored to welcome representatives the Consulate General of the Republic of Macedonia in Chicago for an October 7 visit. Filip Petkov, Republic of Macedonia, Agency for Foreign Investment, Muneo Takashi, Chief Executive Director, JETRO Chicago, Jovica Palashevski, Consul General, Republic of Macedonia, and Minoru Yamamoto, Executive Director, JETRO Chicago.

Osaka Chamber of Commerce meets with JETRO Chicago on Midwest visit

On October 23, 2009, representatives of the Osaka Chamber of Commerce and Industry met with JETRO Chicago, the Japanese Chamber of Commerce & Industry of Chicago (JCCC), and the City of Osaka North America office. Among JETRO staffers, guests, and delegation members pictured above are: Mr. Junji Hayashi, President of JCCC (second from left); Mr. Hisashi Shinozuka, Executive Vice President, JCCC (sixth from left); Mr. Tetsu Hayashi, Chairman of JCCC (seventh from left); and Mr. Akio Nomura, Chairman of the Osaka Chamber of Commerce and Industry (center).



JETRO Chicago and Atlantic Tool & Die - A 20-year+ Relationship



On September JETRO Chicago representatives stopped by Atlantic Tool & Die Company (ATD) in Strongsville, OH. JETRO Chicago first met ATD in the late 1980s, when the company participated in JETRO's 1989 Export to Japan Study Program (EJSP). That particular program was designed to introduce and enable American companies to develop business relationships with Japanese companies.

(from left) Ralph Inforzato, JETRO Chicago, Jeff Cope, Director of International Sales, ATD, Michael Mehwald, Executive Vice President, ATD, Tomonori Shibahara, JETRO Chicago.

JETRO and JIRA host Japan Pavilion at the Radiological Society of North America (RSNA) Meeting in Chicago



Hundreds of business meetings took place at the Japan Pavilion at the RSNA Annual Meeting, November 29-December 4 at Chicago's McCormick Place. Japanese companies and organizations filled 12 booths in the pavilion, hosted by JETRO and the Japan Industries Association of Radiological Systems (JIRA). At far left, JETRO Chicago's Minoru Yamamoto and Muneo Takashi, join Masami Ando of JETRO Tokyo. At near left, Mr. Goro Yoshizoe, Secretary General of JIRA, talks with pavilion visitors.

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JETRO at IROS Conference and Japan Robot Night in St Louis

In early October, more than a thousand roboticists from around the world converged upon St Louis for the IEEE International Conference on Intelligent Robots and Systems (IROS), including many from leading Japanese robotics companies, organizations and universities. With St Louis as the host for the annual conference, JETRO Chicago took advantage of the opportunity by taking part in the small exhibition held at IROS to further expand its global network in the emerging service robotics industry. JETRO Chicago disseminated information on the service robotics industry in Japan at the exhibition, and of course, the therapeutic seal robot Paro was on display. Paro, which recently received approval for sale in the US from the Food and Drug Administration (FDA), impressed numbers of the conference attendees, which mainly consisted of engineers and researchers in the field of robotics and software and hardware development.

On the final evening of the IROS Conference, JETRO Chicago and the University of Missouri-St Louis held "Japan Robot Night" at the UMSL campus. Attracting over 125 students, faculty, and members of the local business community, Japan Robot Night featured a presentation from the inventor of Paro, Dr. Takanori Shibata. The program was complemented by an overview of Japan's service robotics industry from JETRO Chicago's Director of Technology, Yasushi Sumitani, as well as a focus on Osaka's robotics cluster by Takayuki Toriyama, Director of the City of Osaka Chicago Office. The audience was intrigued to learn about the technical aspects of Paro and how Paro is used by hospitals and nursing homes to benefit patients suffering from ailments such as Alzheimer's and dementia. Dr. Shibata, Mr. Sumitani, and Mr. Toriyama fielded a wide array of questions from the audience on both Paro and the service robotics industry of Japan. Attendees also had the chance to meet and interact with Paro before and after the seminar, providing a memorable night for many.

Visit the JETRO Robotics Zone at the Consumer Electronics Show in Las Vegas, January 7-11, which will feature PARO and the Kokoro I-Fairy robot.



Japan Robot Night speakers included (from left) Dr. Takanori Shibata, with Yasushi Sumitani, and Takayuki Toriyama.

Midwest Companies visit Nagoya for MECT 2009



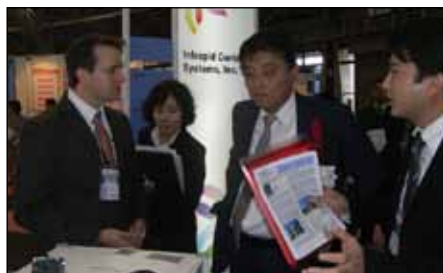
Director's Dialogue

Robert Corder
Business Development
Project Coordinator
JETRO Chicago

Twenty-one companies from around the world recently traveled to Nagoya on JETRO's Group Invitation to Japan Program. Their destination was the JETRO Zone at Mechatronics Technology Japan 2009 (MECT 2009). The exhibition, held at the Nagoya Port Messe, ran from October 14th through October 17th. Eleven of the companies exhibiting in the JETRO Zone were from North America, with nine companies recruited by JETRO Chicago. Tomonori Shibahara, JETRO Chicago's Director Business Development, and I joined the delegation in Japan.

Held every two years in Nagoya, the MECT exhibition brings together manufacturers, suppliers, and end-users of manufacturing technology all under one roof. 349 companies participated in MECT 2009, exhibiting all kinds of manufacturing products, including metal cutting & forming machines, measuring instruments, industrial robots & handling systems, tooling systems, automatic controls & drive systems and CAD/CAM/CAE systems & software. An astonishing 91,000 people visit the exhibition, which ran through Saturday to allow engineers who were too busy during the work week the chance to attend.

For companies selected to participate in the JETRO Zone, JETRO provided airfare to Japan for one representative as well as hotel accommodations for the week. JETRO



JETRO Chicago's Tomonori Shibahara (right) introduces Dave Robins of Intrepid Control Systems (left) to Nagoya Mayor Takashi Kawamura.

supplied each company with a 9' X 9' booth within the JETRO Zone as well as an interpreter for the week. JETRO promoted the exhibitors online and in the JETRO Zone Guide, a full color booklet that was distributed on-site. Additionally, JETRO set up targeted business meetings for the exhibitors with potential customers, distributors and partners. Based on an in-depth questionnaire about their business, products & services, JETRO arranged 320 meetings with companies like Toyota, Denso, Aisin, IHI, Mitsubishi, Fuji, Olympus and Citizen.

The program began on Monday with the exhibitors' arrival in Nagoya. On Tuesday, exhibitors set up their displays, toured JETRO Nagoya's Invest Japan Business Support Center (IBSC) and attended a briefing seminar to prepare them for the week. That evening, the Greater Nagoya Initiative and JETRO hosted a welcome reception for the foreign companies. On Wednesday, Nagoya Mayor Takashi Kawamura officially opened the MECT 2009 exhibition and later visited the JETRO Zone. Mayor Kawamura was eager to meet the JETRO Zone exhibitors and promote Nagoya's pro-business climate. In the afternoon, Nagoya Deputy Mayor Satoshi Onishi also stopped by the JETRO Zone to talk with exhibitors. Following the close of the exhibition on Saturday, JETRO Nagoya organized an uchiage party at a local izakaya to celebrate the end of an intense week of business development activities.

The Mechatronics show is especially suited to the Nagoya area. Much like the American Midwest, the region is the center of Japanese manufacturing. Located in central Japan between Tokyo and Osaka, the Nagoya area is home to many of Japan's leading automotive, aerospace and machinery companies. Nagoya is equally famous for its cuisine like miso katsu, pork cutlet in a thick miso sauce, and tebasaki, peppery chicken wings, both of which were enjoyed by the JETRO Zone exhibitors.

While the JETRO Zone exhibitors were a diverse group from different countries with a range of products & services, they all shared a strong desire to take advantage of business opportunities in Japan. For some exhibitors, this was their first trip to Japan and they

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Advocating Business Japanese Language Education in the United States



Guest View

*Motoko Tabusé, PhD
Professor, Department
of World Languages
& Honors College,
Eastern Michigan
University*

For those who like numbers, I begin this article with data on Japanese language education. According to the "Report on Japanese-Language Education Abroad 2006" by the Japan Foundation,

the number of people studying the Japanese language overseas is approximately 2.98 million in 133 countries. Almost 80% of the learners are from Asian countries. In the United States this number decreases to about 118,000 people. (This report is available online at: www.jpf.go.jp/e/japanese/survey/result/img/2006all.pdf). In 2007 the College Board began offering the Advanced Level Japanese Language and Culture Examination. The 2009 data indicates that more than 2000 high school students took this examination. About 75% of these students received a score of 3 or above—the numerical score that can receive credits at many US colleges and universities. For more information about the AP Japanese exam, visit: http://apcentral.collegeboard.com/apc/public/courses/teachers_corner/37222.html.

Data on Business Japanese language education in the United States has not recently been collected. Thus, I conducted my own survey and wrote a report entitled "Business Japanese Programs in the United States: 2009 Survey Report." (www.jflalc.org/index.php?act=tpt&id=437#story01)

The survey indicated that not many colleges and universities offer courses in Japanese for professional purposes including Business Japanese. The number of the colleges and universities that offer a Business Japanese program in which students can major or minor in Business Japanese is very limited. Some characteristics of Business Japanese courses in the United States include courses taught mostly in Japanese at or above the 3rd year level, as well as an expectation for students to manipulate polite expressions of keigo (honorific and humble forms of Japanese language). Business Japanese instructors agree that it is very important for their courses/programs to offer internship opportunities for students. The instructors also support more professional development activities for themselves to enhance their knowledge and

experience in global business. In addition, they greatly value networking with others including people in business and government sectors.

Identifying both instructional status and needs, members of the Japanese for Specific Purposes Special Interest Group (JSP SIG) of the Association of Teachers of Japanese (ATJ) plan and conduct promotional activities at local, regional, national and international levels. (www.aatj.org/atj/SIG/jsp/index.html)

At the same time, the Alliance of Association of Teachers of Japanese (AATJ) has added a Teaching Business Japanese course in the JOINT (Japanese On-line Instruction Network for Teachers) program where participants are able to enhance their skills in the areas including instructional strategies, material development, and program assessment, as well as to receive graduate credits from the University of Colorado. (www.aatj.org/joint/index.html). For the JOINT Business Japanese course, I plan to address the importance of community involvement and give the JETRO Chicago Midwest Newsletter as an example of a great source where participants can obtain information such as 2009 White Paper on International Trade and FDI, and JETRO Chicago's Japan Lecture Series as an example of great collaboration among business, government, and educational sectors that discuss local/regional issues.

Japanese language educators in the Midwest have been particularly fortunate in that they have many supporters from the government and business sectors. For example, in Michigan in March, 2009, Honorable Tamotsu Shinotsuka, then Consul General of Japan (in Detroit) participated in the Central Association of Teachers of Japanese conference at Michigan State University. The Consul General discussed the importance of Japanese language education. At the 2009 Association for Asian Studies (AAS) Annual Conference, Mr. Muneo Takashi, Chief Executive Director of JETRO Chicago, participated in the AAS-sponsored panel presentation with Mr. Ken Masumoto of the Michigan Economic Development Corporation, with Business Japanese language professors from California, Michigan, Pennsylvania and Washington. Again in October, 2009, Mr. Takashi also kindly agreed to appear in a promotional video interview to talk about JETRO and its benefits, as well as the importance of Business Japanese language education in the United States. Part of this interview can be seen at Eastern Michigan University's web site (www.emich.edu/worldlanguages/jpne/tabuse.htm).



In Memoriam: Sam Noda, 1948-2009

Shinichiro "Sam" Noda, JETRO's Senior Trade Advisor in Wisconsin from 2000 through 2005, passed away in Tokyo on September 24, 2009, after a battle with cancer. The Wisconsin Department of Commerce, Bureau of Export Development's newsletter commented, "Sam will be greatly

missed by his former colleagues here in Wisconsin and the numerous state exporters, entrepreneurs, and researchers whom he assisted in developing contact networks in the Japanese market. While in Wisconsin, Mr. Noda specialized in working with biotechnology, nanotechnology, and other high tech firms. He was known for being able to diagram molecular structures with scientists in one breath and

then switch effortlessly to a discussion of marketing implications of cultural differences between Japan, the Midwest, and Southern States. Mr. Noda and his wife greatly enjoyed the natural beauty and high quality of life in Wisconsin."

Sam Noda spent most of his business career in various management positions at ITOCHU Corp., a Tokyo-based steel manufacturer and trading company.

JETRO Chicago staff and associates, offer their deepest condolences to Mr. Noda's friends and family. We always found him to be a pleasure to work with and a tireless advocate of developing Midwest - Japan relations and partnerships.

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New JETRO Attractive Segments Report: Medical Care

As Japan's population ages more rapidly than that of any other developed country, the medical care and welfare markets in

Japan are expected to expand significantly in the future. In response to the public's increased awareness of health issues and the government's implementation of supportive policies, the market is showing signs of developing new fields that include preventive medicine and nursing care services with emphasis on the prevention of age-related diseases. Find a new Attractive Segments Report, released in October 2009, available as a PDF download, at www.jetro.go.jp/en/invest/attract/medical/.



JETRO welcomes new Michigan Business Advisor

In November, JETRO Chicago welcomed Galen R. Cox as Business Advisor to the State of Michigan. He will assist Michigan firms interested in working with Japanese companies, especially in expanding their business in Japan. Mr. Cox succeeds Yoshio Takahara as automotive advisor.

Mr. Cox has more than 25 years of experience in the Japanese automotive industry. He began his career as an interpreter at Asano Laboratories, a Nagoya manufacturer of vacuum forming machinery. In 1979, he joined the Fujikiko Co. Ltd., a leading Japanese steel company. In 1984, Cox 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.

Born and raised in Japan, Cox is fluent in Japanese. He holds a degree in business administration from John Brown University in Arkansas. Cox can be reached in Michigan at 313-378-0330; or galenrcox@gmail.com.

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more. Men and women in Southwest Michigan near the turn of the century brought their industrial skills to the factory floor, and Battle Creek became best known around the world for its healthy lifestyle and breakfast cereal processing.

Industrialization was born in the US Midwest and Northeast. It grew old there, too. By the late 1970s, antiquated factories in Battle Creek shuttered their doors and a mammoth military training base ceased its operations. The City of Battle Creek purchased 3,000 acres of abandoned military property, establishing Battle Creek Unlimited in 1973 to manage an orderly transformation of the property into a modern industrial park. Among its many tasks, BCU established relationships for investment from abroad, including an enduring relationship with JETRO.

Meanwhile, unemployment in Battle Creek soared to 15%. The men and women who could design, build, and repair products would eventually find new jobs options – foreign direct investment from Japan.

Japanese manufacturers saw the market potential in the US and the value of producing top selling products locally. When currency exchange rates deterred exports and low tax rates encouraged investment in the US, Japanese sales and customer service offices turned to JETRO for guidance.

According to former BCU CEO Jim Hettinger, JETRO assisted significantly in establishing Battle Creek's reputation in Japan. From sponsoring formal seminars to offering advice and counsel on specific Japanese companies, JETRO was a most professional and thorough organization, always ready to extend a helping hand. Hettinger fondly recalls Noboru Hatakeyama, who eventually became JETRO Chairman and worked tirelessly to promote business exchange.

Of course, Japanese companies didn't come to Battle Creek by accident. We heeded advice from JETRO. Wooing foreign direct investment from Japan took years of strenuous and expensive effort, with mayors, senators, and economic developers from Battle Creek following on each other's heels to Japan. Furthermore, the generations of men and women who could make and fix things contributed to a deep and talented labor pool.

Among the first companies to arrive in Battle Creek from Japan were Nippon Cable Systems, Lotte Company, and Musashi Seimitsu. When Nippondenso (Denso) made its decision to locate in Battle Creek, others followed including Tokai Rika, ASMO, Il Stanley, and Koyo. For Koyo, the company's long-standing relationship with JETRO helped Japanese managers better understand the American concepts of volunteerism and corporate philanthropy.

West Michigan, Japanese companies, and opportunities for cultural exchange continue to thrive in an atmosphere of mutual solidarity. A Japanese Saturday School in Battle Creek draws acclaim, and Japanese language courses are included in public curricula. The Japan-America Society of West Michigan provides an important cultural link. JETRO Chicago remains a staunch and friendly supporter.

Contact JETRO Chicago

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

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



Today, 15 Japanese-owned companies employ almost 6,000 people in Battle Creek:

| | |
|---|--|
| <i>Advance Special Tools, Inc.</i> | <i>Lotte USA, Inc.</i> |
| <i>Advance Plastics Manufacturing, Inc.</i> | <i>Marley Precision, Inc.</i> |
| <i>ASMO Manufacturing, Inc.</i> | <i>Musashi Auto Parts-Michigan, Inc.</i> |
| <i>Denso Air Systems Michigan, Inc.</i> | <i>Il Stanley Co., Inc.</i> |
| <i>Denso Manufacturing Michigan, Inc.</i> | <i>System Products Corporation</i> |
| <i>Hi-Lex Corporation</i> | <i>Toyota Tsusho America, Inc.</i> |
| <i>KBK Inc.</i> | <i>TRMI, Inc.</i> |
| | <i>Yorozu Automotive North America, Inc.</i> |

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Japan. In this regard, the experience was quite a precious opportunity. Why did this turned out to be my "only" experience? Since I was with the Japanese Government, it was actually prohibited to testify as part of a foreign government's proceeding as it would require me to be bound by the rules of that country's government. As a public servant one is expected to consider the best interests of his or her country alone, which makes conflict of interest a real possibility. Because I was assigned to JETRO between 1974 and 1978, I was not technically a governmental official when I gave my testimony in 1976. My friendship with Mr. Kishioka continues to this day. Two years or so ago, he was kind enough to send me a book of sudoku, or number problems. To my surprise, I was unable to solve about a fifth of the problems in the book.

As the case of Mr. Kishioka shows, trade frictions between the US and Japan created long-lasting friendships between Americans and Japanese. The governments of the US and Japan started the so-called "Structural Impediment Initiative" talks in 1991. I attended as the vice minister of MITI and met my counterpart Mr. Michel Moskow, the then Deputy USTR. After that, he became president and chief executive officer of the Federal Reserve Bank of Chicago. When I visited his office, he gave me a personal tour of the Bank. Our friendship has continued since then, and it was he who extended the kind invitation for me to speak to the Japan America Society in Chicago.

Another friendship continues with a Japanese-American lawyer, Mr. Hoken Seki as well. He took his degree from Harvard Law School. He joined Baker & McKenzie and became an active member of the Japan

America Society in Chicago. Recently, he opened a green tea salon in Lake Forest and he has graciously invited me for a visit.

Last but not least, I cannot finish this essay without mentioning the people in the Princeton Ave area of Evanston, where we lived when we were in Chicago. Although the closest neighbors on our side of the Avenue have already passed on, we are still exchanging Christmas cards with two families on the other side of the street. The wonderful thing is that Emilie and Walter Barry still live in the same house that they were living when we were there. Betsey and Bill Cline, who were living just next to the Barrys, are now living in a care home nearby. When I lived there with my family, they taught us what community was all about. I have planned to visit them and see the house we used to live in. I am very much looking forward to seeing them and I invited the Barrys to come with me to Mr. Hoken Seki's green tea salon where I would like to introduce them.

Mr. Noboru Hatakeyama is the Chairman and Chief Executive Officer of Japan Economic Foundation (JEF) since 2002. He served as the Chairman and CEO of Japan External Trade Organization (JETRO) during the period between 1998 and 2002. Originally, Mr. Hatakeyama joined the Ministry of International Trade and Industry (MITI) in 1959. Mr. Noboru Hatakeyama was appointed the MITI's Vice-Minister for International Affairs from 1991 to 1993. During this period, he was a Japan's representative in GATT Uruguay Round negotiations and other negotiations mainly with the U.S. and the EU especially on automobile issue. He is well-known as a pioneer of Japan FTAs, including Japan-Mexico FTA, Japan-Chile FTA and Japan-Singapore FTA.

Noboru Hatakeyama will be making a special presentation in Chicago on January 22, 2010, at the Union League Club, presented by the Japan America Society of Chicago, and supported by JETRO Chicago. Watch for details at www.jaschicago.org.

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were eager to meet potential customers. Some companies already have Japanese clients in their home markets and were seeking to build on existing relationships. Others were looking for distribution partners while a few have even decided to open an office in Japan. Whatever their reasons, exhibiting in the JETRO Zone provided companies with a venue to meet Japanese managers and engineers and explain their technologies and capabilities firsthand. In Japan, where success in business often hinges on who you know, interactions like the ones the exhibitors had in the JETRO

Zone are invaluable. In fact, 100% of attendees said that they were either satisfied or very satisfied with the JETRO's support at MECT 2009.

The JETRO Zone at the MECT 2009 was one piece of JETRO's Group Invitation Program. Each year, JETRO selects a number of trade shows throughout Japan in order to promote the strengths of the various regions. Four events were chosen for 2009: Green Device 2009 in Yokohama (solar cells and modules, fuel cell systems, storage systems, related technologies and materials); JAIMA Show 2009 in Chiba (analytical measurement and test equipment); N-EXPO/KANSAI'09 in Osaka (alternative energy generation, waste management, biomass, etc.); and MECT 2009.

For more information about MECT 2009 or similar programs, contact me at Robert_Corder@jetro.go.jp or call me at 312-832-6000, extension 204.



International exhibitors in the JETRO Zone at MECT 2009 pose with Nagoya Mayor Takashi Kawamura (center).

North American Companies at MECT 2009

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|---------------------------|----|--|
| Anchor Danly | ON | www.anchoranly.com |
| Assembly & Test Worldwide | OH | www.assembly-testww.com |
| Balance Technology Inc. | MI | www.balancetechnology.com |
| Genesis Systems LLC | IA | www.genesis-systems.com |
| Godfrey & Wing | OH | www.godfreywing.com |
| Intrepid Control Systems | MI | www.intrepidcs.com |
| M4 Sciences | IN | www.m4sciences.com |
| Neural ID | CA | www.neuralid.com |
| Revolutionary Engineering | MI | www.revolang.com |
| Standex Electronics | OH | www.standexelectronics.com |
| Techna-Tool | WI | www.techna-tool.com |