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Kuniyasu Funaki - New Head of JETRO Dubai

Mr. Kuniyasu Funaki has been appointed as the new Managing Director of Japan External Trade Organization (JETRO) in Dubai in the place of out-going Managing Director Mr. Yoshio Minagi. Mr. Minagi is leaving JETRO Dubai after a successful four-year tenure.

Mr. Funaki, a 1973 batch graduate in Political Science from the Waseda University of Tokyo is also well versed in Arabic through his Arabic Language Program from the American University in Cairo. His previous assignments at JETRO overseas offices were first at JETRO Cairo, as Director, then Deputy Executive Director at JETRO Atlanta and finally Director General at JETRO Hong Kong. He also served JETRO head office in Tokyo in various capacities.



Japanese Pavilion attracted many visitors

Successful end to World Future Energy Summit in Abu Dhabi:

The Japanese pavilion at the World Future Energy Summit at Abu Dhabi was visited by a large number of people. The exhibition, held at the Abu Dhabi National Exhibition Centre between January 21 and 23, was the meeting point for hundreds of companies from all over the world, including some of the major companies from Japan. H.H. General Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and the Deputy Supreme Commander of UAE Armed Forces, and under whose patronage the exhibition was held, visited the Japanese pavilion, immediately after opening the exhibition. Along with him were other Sheikhs, ministers and a number of high-ranking government officials.

Nine companies and organizations from Japan, in the field of developing technologies for renewable energy, participated in the exhibition under the Japanese pavilion. Some other major Japanese companies also participated in the exhibition separately. The Japanese pavilion was organized by JETRO.

One of the major attractions of the Japanese pavilion was the display of a high-tech. electric car named Eliica, which was developed by the Keio University of Japan. The car was termed as the 'next generation electric vehicle'.

During the Energy Summit, many major projects were announced, including a Dh. 7 billion power plant to be fuelled by hydrogen. The plant will be a joint initiative between the Abu Dhabi Future Energy Company (Masdar) and Hydrogen Energy, a joint venture between BP Alternative Energy and Rio Tinto. During a seminar associated with the exhibition, Sheikh General Mohammed bin Zayed Al Nahyan announced that Abu Dhabi would invest US \$ 15 billion in alternative energy projects in the country. Sheikh Mohammed had also announced the building of a city called the 'Masdar City' – the world's first carbon neutral city that will be inhabited by around 40,000 people.



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Japanese technology highlighted in 'Project Qatar 2008'

Successful conclusion to the 3-day Construction Exhibition

Under the auspice of Ministry of Economy, Trade and Industry of Japan, JETRO had set up a Japanese Pavilion at the 'Project Qatar 2008' Exhibition – The 5th International Trade Exhibition for Construction Technology, Building Materials, and Equipment & Environmental Technology. The event, that was organized by the 'International Fairs & Promotions' at the Qatar International Exhibition Centre between 7th and 10th of April 2008, was inaugurated by Qatar's Minister of Municipal Affairs and Agriculture, H.E. Sheikh Abdul Rahman bin Khalifa Al Thani.



The exhibition targeted providers of energy related technology, products and services, oil & gas, pipelines, oil purification etc., and infrastructure related technology, products and services, construction, transportation, communication, water, environment, electric power, agriculture, tourism etc. According to the organizers of the exhibition, 700 companies from 36 countries took part in this exhibition, and the number of visitors was 18,000.

The Japanese Pavilion set up by JETRO had a Commercial Zone covering 243 m2, in which, seventeen Japanese companies / organizations related to construction and environmental sectors took part, introducing their technologies and products. A Theme Zone of 117 m2 introduced the mutual visits of VIPs between Qatar and Japan, and Japanese environment conservation action and technologies.

Japan's world trade surges 8.74% in 2007

35% y/y increase in trade surplus

Japan's world trade surged by 8.74% to US \$ 1,333.7 billion in 2007, compared to US \$ 1,226.6 billion in 2006, leaving a trade surplus of US \$ 91.9 billion in favour of Japan. The year-on-year increase in trade balance was over 35%. Japan's 2007 exports stood at US \$ 712.8 billion, 10.1% higher than her exports in 2006. Imports, at the same time, rose 7.2% to US \$ 620.9 billion

Japan's World trade (Unit: US \$ billion)			
Particulars	2006	2007	G. Rate%
Total	1,226.6	1,333.7	8.74
Exports	647.3	712.8	10.2
Imports	579.3	620.9	7.19

Source: Jetro trade statistics

Japan's trade with the Middle East

The value of Japan's trade with the Middle East during the year 2007 stood at US \$ 140.8 billion in which, more than 80% was attributed to Japan's imports from the region. Exports to this region were valued at US \$ 26.2 billion. The United Arab Emirates was Japan's largest export market among the Middle East countries, covering more than 30% of the exports. Saudi Arabia was the 2nd largest export market with a share of 25.6%. Major exports were transport equipments, general machinery and manufactured goods.

Japan's imports from the Middle East were valued at US \$ 114.6 billion. Saudi Arabia was the largest supplier of Japan, with a share of 31% among the Middle East countries, followed by the United Arab Emirates with a share of 28.4%. Most of the imports were constituted of mineral fuels, in which, crude oil took the lion's share. Chemicals and nonferrous metals formed a small part of the overall imports.

China – Japan's largest trading partner

China was Japan's largest trading partner in 2007, with a bilateral exchange of goods worth US \$ 236.6 billion. Exports were worth 109.1 billion of which, major items include electrical machinery, general machinery and manufactured products. Value of imports stood at US \$ 127.6 billion, with clothing and accessories, electrical machinery, general machinery and manufactured goods as major import commodities. The year-on-year increase in exports to China was 17.5%, compared to the previous year. The increase in imports was limited to only 7.6%. Japan had a negative trade balance with China to the tune of US \$ 18.5 billion in 2007.

Japan's trade with the US

The United States of America was Japan's 2nd largest trading partner in 2007, with bilateral trade valued at US \$ 214.3 billion. Japan's exports to the US were worth US \$ 143.5 billion and imports worth US \$ 70.8 billion. Major export commodities included transport equipment, general machinery and electrical machinery. Japan's major imports from the US include foodstuff, electrical machinery, general machinery and chemicals. Japan enjoyed a bilateral trade surplus of US \$ 72.7 billion from her trade with the US.

Topics on Economy, Business and - New Technology

Japan's economic growth accelerated in 2007 4th quarter

The Mainichi Daily News of Japan, quoting government and economic analysts, reported that Japan's economy grew at a surprisingly strong annual rate of 3.7 percent in the fourth quarter 2007. The main driver for growth during the October-December period was a jump in corporate capital investment, which rose 2.9 percent from the previous quarter.

The paper quoted Minister of State for Economic and Financial Policy, Hiroko Ota as saying that the GDP data had confirmed the continuing economic recovery of Japan. This is a good news for a country worried that a slowdown in the U.S. economy, which grew an anemic 0.6 percent in the fourth quarter, would sap demand for Japanese goods. However, exports showed a surge of 2.9 percent in the 4th quarter, compared to the previous quarter. Consumer spending was relatively weak, increasing only by 0.2 percent, but analysts have the opinion that the consumer spending is still holding up despite a recent decline in wages.

Economic analysts say that the perceived direct risks to Japan from the U.S. credit crisis were minimal, but projected that the Japanese economy would grow only at a moderate 1 percent pace for several months. Finance Minister Fukushiro Nukaga acknowledged that the worries remain, such as the high material costs and unstable financial markets.

Japan's automobile exports hit new record

Quoting statistical figures supplied by the Japan Automobiles Manufacturers Association, Japan's leading newspaper, the Asahi Shimbun reported that a record 56.5 percent of vehicles produced in Japan were exported in 2007, exceeding the



50-percent mark for the second consecutive year. Automakers exported about 6.55 million units, up 9.8 percent from a year earlier. The units exported topped the 6-million mark for the first time in 19 years due to strong demand for Japanese subcompacts, gas-electric hybrids and luxury vehicles.

Toyota develops tour guide robot

The Japan Economic Review reports about the Toyota's development of a new robot, which is able to escort visitors around the various displays of Toyota Kaikan Exhibition Hall in Toyota City, at Aichi Prefecture. The newly developed tour guide robot is equipped with autonomous movement capabilities for avoiding obstacles and with jointed fingers, allowing it to sign autographs. The robot is also able to interact with visitors through a combination of verbal communication and gestures.

Japan tapping offshore wind for power

According to Reuters on-line news service, Japan is embarking on a project on tapping offshore wind for power. Overlooking a mountain lake a few hours drive from Tokyo, dozens of tall wind turbines spin in the breeze producing electricity, a small portion of the enormous energy requirement of Japan. Finding that energy production from wind farms such as the Nunobiki Plateau, or the wind farms on a hill north of Tokyo are nowhere near the targeted aim of producing 3% of the required energy by 2010 through alternative sources, Japan is now looking towards the sea, by planning a network of offshore wind farms to tap into the gales of Pacific Ocean.

Officials in charge of promoting wind power at the Ministry of Economy, Trade and Industry are of the opinion that it is worthwhile entering the sector now, as offshore technology is at the cutting-edge. Japan hopes that the wind power will provide around 0.2 percent of the country's primary energy supply by March 2011. The figure might rise dramatically if major electric companies follow through with plans to build offshore wind farms near coastal power stations.



Social Security gets priority

Japan's 2008 budget announced

Japan has announced a ¥ 83,061.3 billion (US \$ 728 billion) budget for the fiscal year 2008 (April 2008 to March 2009), with enhancement of growth potential, regional vitalization, security and safety of the people's life etc. getting the highest priorities. The budget outlay is 0.2% higher than that of the outlay in FY 2007. Expenditure reforms continued to be one of the basic concepts of the budget, through prioritisation of budget allocation to essential expenditures. New bond issuance was reduced for the fourth straight year, though there was only a marginal increase in the tax revenues. The bond dependency ratio was brought down to 30.5% from 30.7% in 2007. Promotion of small and medium enterprises got special attention in the budget, with an allocation of ¥ 176.1 billion in 2008, compared to ¥ 164 billion in 2007, a 7.3% increase

Salient features of Japan's FY 2008 budget (Unit: billion ¥)

Particulars	FY 2007	FY 2008	Y/Y Increase (%)
(Revenues)			
Tax revenues	53,467.0	53,554.0	0.16
Non-tax revenues	4,009.8	4,159.3	
Govt. bond issues	25,432.0	25,348.0	-0.19
Total	82,908.8	83,061.3	0.18
(Expenditure)			
National debt service	20,998.9	20,163.2	-3.98
Local allocation (tax, grants etc)	14,931.6	15,613.6	4.57
General expenditure	46,978.4	47,284.5	0.65
Social security	21,140.9	21,782.4	3.03
Total	82,908.8	83,061.3	0.18

Source: JETRO (compiled from Ministry of Finance statistics)

JETRO Updates

New features added to Regional Information Section of JETRO website

To further promote investment in Japan's regions, JETRO recently launched an updated and expanded version of its Regional Information Pages (<http://www.jetro.go.jp/en/invest/region/>) in the 'Investing in Japan' section of the JETRO website. The new features, outlined below, make it easier for foreign business people to connect with local investment officials, find potential business partners and also get the latest information on business climates and incentives for foreign firms.

Your Regional Guide

<http://www.jetro.go.jp/en/invest/region/guide>

This "concierge" service allows users to send inquiries directly to government officials responsible for foreign investment promotion in each region.

Promising Local Companies

<http://www.jetro.go.jp/en/invest/region/company>

A collection of links to databases of local companies interested in international business in each region

FAQs for Each Region

<http://www.jetro.go.jp/en/invest/region/faq>

Common questions about investment in each region are answered in this Q&A-style section.

For more information, please contact: Regional - Development Division, Invest Japan Department, JETRO, Phone: +81-3-3582-5312, Fax: +81-3-3505-1990, E-mail: jab@jetro.go.jp



Major Trade Fairs in Japan

For more details on each exhibition, please surf the following website <http://www.jetro.go.jp/en/matching/j-messe>

July 2-4

- Int'l Pharmaceutical Packaging Machinery & Materials Expo 2008, Tokyo
- 21st Int'l Pharmaceutical, Cosmetic and Detergent R&D Manufacturing Tech., Tokyo
- 7th Int'l Bio Expo Japan, Tokyo

July 3-5

- World Lighting Fair 2008, Yokohama

July 9-11

- BioFuels World 2008 Conference and Expo, Yokohama
- 19th Int'l Stationery & Office Products Fair 2008, Tokyo
- 6th Int'l Office Machines & Equipment Expo 2008, Tokyo
- GIFTEX2008, Tokyo

July 10-13

- 15th Tokyo Int'l Book Fair, Tokyo
- Digital Publishing Fair 2008, Tokyo
- SPA & BEAUTI 2008, Tokyo
- Community & Preventive Care Fair 2008, Tokyo
- Int'l Modern Hospital Show 2008, Tokyo
- Local government Fair-2008, Tokyo
- Business Show Tokyo- 2008, Tokyo
- Int'l Fashion Fair-2008, Tokyo
- Int'l Horticultural Exhibition, Chiba
- IAHE JAPAN 2008, Chiba
- Fresh-Logi Japan-2008, Chiba
- Eco-Biomass Forum 2008 – Agro Innovation Japan –2008, Chiba

July 22-24

- Expo Comm Wireless Japan 2008, Tokyo
- July 22-25
- Sewage Works Exhibition-2008, Yokohama
- July 23-25

- Human Capital 2008, Tokyo
- Int'l Aquaculture Tech. Expo 2008, Tokyo
- The 10th Japan Int'l Seafood and Tech. Expo, Tokyo

July 29-30

- Bridal Industry Fair 2008, Tokyo
- July 30 – Aug. 1
- Exhibition Micromachine/MEMS 2008, Tokyo
- e-Learning g WORLD 2008, Expo & Conference, Tokyo
- Renewable Energy Fair – 2008, Tokyo

Aug. 18-20

- 19th India Home Furnishing Fair 2008, Osaka
- 29th India Garment Fair 2008, Osaka
- Aug. 20-22

- Security Solution 2008, Tokyo
- Aug. 23-24
- HAM Fair-Amateur Radio Festival 2008, Tokyo
- Aug. 25-27

- Diet & Beauty Fair 2008, Tokyo

Aug. 27-29

- Japan Jewellery Fair 2008, Tokyo

Aug. 28-30

- Japan DIY Homecenter Show 2008, Chiba
- Sign & Display Show 2008, Tokyo
- Sept. 2-5

- The 66th Tokyo Int'l Gift Show 2008, Tokyo

Sept. 3-5

- Casual Apparel Exhibition & Business Talk 2008, Tokyo
- Japan Analytical Instruments Show 2008, Chiba
- Sept. 9-12

- Logis-Tech Tokyo 2008, Tokyo
- ECO-Manufacture (ECOMA) Trade Show for Manufacturing Industry Ecological Solution, Tokyo

Sept. 10-12

- SURTECH 2008, Tokyo
- Vacuum Japan Vacuum Show, Tokyo
- Manufacture & maintenance Solution Show 2008
- Auto-ID Expo 2008/Auto-ID Security Expo 2008, Tokyo
- The 5th Food Services Industry Fair 2008, Osaka
- Interopto 2008, Chiba

Sept. 11-14

- Messe Nagoya 2008, Nagoya
- Sept. 13-15

- 39th Furniture Show Japan, Fukuoka
- Sept. 17-18
- 23rd Baby & Silver Show 2008, Tokyo
- Sept. 18-20

- 46th Amusement Machine Show 2008, Chiba

- Food System Solution 2008, Tokyo

Sept. 19-21

- JATA World Tourism congress & Travel Fair 2008, Tokyo
- Sept. 24-26

- Osaka Int'l Gift Show Autumn 2008, Osaka

JETRO Publications