

## In this issue

- ◆ Japan - focused business seminar in Dubai  
Dubai Chamber of Commerce & Industry organizes seminar in support of Japan-UAE trade expansion
- ◆ Japan - Bahrain Business Forum held in Bahrain:
- ◆ Topics on Economy, Business and New Technology:  
Japan's international trade on the rise in 2010
- ◆ JETRO Updates  
Japan Pavilion at Arab Health 2011  
JETRO adds section on Japan's infrastructure to web site  
Publication of new survey reports by JETRO Tokyo

## Japan-focused Business Seminar in Dubai

### UAE hosts 41% of Japanese companies operating in the Middle East:

The Dubai Chamber of Commerce and Industry has organized its 3rd quarterly country-focused seminar on investment, focusing Japan, on 13th October 2010. The first two quarterly seminars in 2010 focused on Latin America and Europe. The Japan-focused seminar was organized in association with the Japanese Consulate and the Japan External Trade Organization (JETRO) in Dubai.



*Hiroki Matsumoto speaking at the Seminar*

The seminar was attended by H.E. Takashi Ashiki, Consul General of Japan in Dubai, H.E. Hamad Al Buamim, Director General of Dubai Chamber of Commerce & Industry, Hiroki Matsumoto, Managing Director of JETRO Dubai & MENA, and Kiyoshi Masuko, Chairman, Japanese Business Council (JBC) in Dubai. The theme of the seminar was 'Investment Opportunities in Japan'. Over 100 business representatives and members of Business Councils and Business Groups operating under the umbrella of the Dubai Chamber have attended the seminar

In his welcome address, H.E. Buamin said that Japanese companies had a long history of selling their goods in Dubai and offering expertise in engineering and technology, as there were several ongoing projects in the fields of power, water, transport and telecommunications. He said that Dubai, as a major hub for Japanese exports to the region, had enjoyed excellent trade ties with Japan. "Dubai is a major hub for Japanese exports in the region. The Emirate enjoys excellent trade ties with Japan as the country ranked 6th on the list of Dubai's top trading partners in the world, as Emirate's non-oil trade with the country amounted to approximately AED 25.3 billion in 2009" Buamin said. He also stressed that Dubai, having been connected with two major airports in Japan namely Tokyo and Osaka, had been an ideal destination for Japanese tourists travelling to the region.

H.E. Takashi Ashiki, Consul General of Japan said that the Middle East hosted the largest Japanese community as the Japanese actively participated in Dubai's landmark projects such as the Dubai Metro. He also said that Japan offered advanced IT industries and cutting-edge technology to the UAE as part of its strategic partnership with the UAE.

Mr. Hiroki Matsumoto, for his part, briefed the delegates on the current trend of bilateral trade between Japan and the UAE. Apart from Japan's export of automobiles, machinery and equipment to the UAE, he stressed the growth of Japan's imports from the UAE of non-oil products such as aluminium and foodstuff, with emphasis on the import of spaghetti and mineral water. Though the volume is small, UAE has been the 4th largest supplier of spaghetti to Japan, showing a trend of further growth in its exports. Towards Japan's exports to the UAE, Mr. Matsumoto emphasized Jetro's current program of promoting small and medium sized medical equipment manufacturers through their participation in the Arab Health Exhibition in Dubai in 2011. However, Mr. Matsumoto also said that JETRO's core activity was to promote cross-border business and tie-ups in high-tech and other key industry sectors. He said that

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Tel : +971 4 3328264  
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Japan's mature investment infrastructure, SMEs possessing unique technologies and a secure and comfortable living environment as well as its position as a centre for research and development would all help investors succeed in Japan. Matsumoto lauded the excellent trade ties between Japan and the UAE with the importance of Dubai as a major trade hub that attracted around 306 Japanese companies to the UAE by the end of 2009, which is almost 40% of the total number of Japanese companies operating in the Middle East.

Organized on a quarterly basis in association with embassies, business councils, trade centres and representative offices, the main objective of the country-focused briefings is to introduce business opportunities in one chosen market to Dubai's business community so as to empower them to explore emerging export destinations, develop partnerships with relevant trade bodies and network with other like-minded businessmen. The 4th quarter country-focused briefing will concentrate on the African market, according to the officials of the Chamber.

## Japan-Bahrain Business Forum held in Bahrain:

JETRO and Japan's Ministry of Economy, Trade & Industry (METI) have jointly organized the 'Japan-Bahrain Business Forum' in Bahrain, in cooperation with the Bahrain Chamber of Commerce & Industry (BCCI), the Economic Development Board of Bahrain (EDB), Bahrain Mumtalakat Holding Company, Bahrain's National Oil & Gas Authority (NOGA), Tamkeen, Bahrain-Japan Friendship Society and the Japanese Embassy in Bahrain. The event was held on 2nd February 2011 at the Golden Tulip Hotel in Bahrain. Forum was officially opened by Bahrain Minister of Industry and Commerce H.E. Dr. Hassan Abdulla Fakhro, in the presence of H.E. Hideo Sato, Japan's ambassador to the Kingdom of Bahrain, and officials of JETRO and other supporting organizations.

In his opening address, the minister said that the Kingdom valued its relationship with Japan and that the relationship would be strengthened further with the conclusion of the GCC-Japan Free Trade Agreement. He also said that Bahrain had the same concept of quality and efficiency as did Japan and this characteristic in Bahrain has manifested in the quality of laws, regulatory environment, and had been the reason for Bahrain gaining legitimacy as an international and financial market. The minister sees Japan maintaining its standing as one of Bahrain's most important trade partners, and becoming more important as an export destination for Bahrain products and investment in the future.



H.E. Dr. Hassan Abdulla Fakhro addressing the delegates

The Japanese delegation to the Forum was comprised of representatives from 16 Japanese companies (venture capital/venture companies), 2 governmental institutions, representing Japanese technology oriented SMEs and policy makers for assisting technology development. The Forum was consisted of a seminar, one-to-one business meetings and networking luncheon.

Prior to the Forum, JETRO and METI organized a networking reception, inviting Bahraini and Japanese business representatives and senior officials based in Bahrain



Forum in progress

The Forum extended an opportunity to the Bahrain business community to meet representatives of Japanese companies, holding cutting-edge technology and competitive products in the sectors of energy, environment, healthcare, new materials and others. Thanks to the close cooperation with the Bahraini partners, the Forum saw more than 100 attendees in the seminar and 50 one-on-one meetings.

### Background:

As the Gulf countries are shifting their economic structure from petroleum based to knowledge and technology based, they are developing necessary social and economic infrastructure, corresponding to the demographical expansions now and in the future. In order to overcome the challenges in the path of developments and to realize a sustainable economy, the Gulf countries expect to see further economic cooperation with Japan through increased commercial transactions, technology tie-ups, investment exchanges including joint ventures.

On the other hand, the risk money position in Japan is still low and market for inventive technology and products created by venture companies is also limited. Although the expectations for business development in the overseas market by finding partners are high for Japanese venture businesses, those opportunities have not been fully realized yet. It was under these circumstances, JETRO, in conjunction with the Government of Japan, has dispatched representatives from the above-mentioned technology sectors to Bahrain, in order to contribute to the mutual national and business interest of both Japan and Bahrain.

### Objectives:

The Forum was aimed at setting up of joint ventures in Bahrain or third countries in the region, finding investments to projects in Japan for developing/commercializing new technologies/products, introduction and commercializing of new products targeting Bahraini or regional market, initiating Technology Cooperation Agreements and common research and development (R&D). We expect that the Forum will incubate various kinds of new businesses among all the attendees and will contribute to realize a multi-tier economic relationship between the two countries.

### Japan's international trade on the rise in 2010

Japan's trade with the world rose by 33.9% during the January – November period of 2010 to US \$ 1,325 billion, compared to US \$ 1,018 billion during the same period in 2009. The value of trade during the comparable period in 2008 was US \$ 1,435.1 billion.

Major commodities of Japan's international trade are mineral fuels, general machinery, transport equipment and electrical machinery. Japan's imports were dominated by mineral fuels, while exports were dominated by general machinery, passenger motor cars and electrical machinery.

Japan's exports to the world during the 11 months period of 2010 surged by 33.92% to US \$ 696.8 billion, with major expansion registered in the export of general machinery. In fact, the share of Japan's machinery export during Jan – Nov 2010 period (19.35%) exceeded its share (19.24%) during the corresponding period in 2008. Though the vehicles export surged by 45.22% in 2010, it had still to catch up with the performances of 2008. Major expansion in exports was registered in optical and medical instruments, plastics, iron & steel products and precious stones and metals.

Japan's imports from the world over during the first 11 months of 2010 surged by 26.23% to US \$ 628.2 billion, aided by boost in the import of electrical machinery, general machinery and raw materials, in addition to the dominant commodity of import – mineral fuels. Mineral fuels import increased by 31.93% to US \$

Japan's trade with major partners (value in billion US \$)

	2008 (Jan- Nov)	2009 (Jan- Nov)	Growth 09/08 %	2010 (Jan- Nov)	Growth 10/09- %
World	1435.1	1018.0	-29.06	1325.0	33.92
China	248.3	208.6	-15.99	273.3	31.01
USA	199.3	138.0	-30.76	168.9	22.38
S. Korea	83.0	62.4	-24.82	82.5	32.20
Taiwan	63.6	49.0	-22.96	69.0	40.89
Australia	59.6	42.7	-28.36	55.1	29.24
Thailand	46.5	34.1	-26.67	50.2	46.90
Indonesia	42.0	28.1	-33.10	39.8	41.81
S. Arabia	55.4	30.8	-44.40	38.0	23.40
UAE	54.5	25.8	-52.66	32.8	27.07

Source: Japan Customs, compiled by World Trade Atlas

178.4 billion, compared to US \$ 135.2 billion during the corresponding period in the previous year. Similarly, electrical machinery imports surged by 34.25% to US \$ 78.7 billion, compared to US \$ 58.6 billion in 2009, and US \$ 71.9 billion in 2008. Import of raw materials such as iron ore etc. surged by 55.5% to US \$ 28.1 billion, compared to 18.0 billion.

Japan's trade with its largest trading partner China surged by 31.0% reached US \$ 273.3 billion, exceeding the 2008 mark by US \$ 25 billion. Japan's trade with the United States grew by 22.38% to US \$ 168.9 billion and with Taiwan by 40.89% to US \$ 69 billion. Japan-Taiwan trade has also exceeded the 2008 mark by nearly 9% during Jan – Nov period.

Japan's trade with the GCC countries grew by 27.35% to US \$ 110.1 billion, but still far from reaching the 2008 figures for the comparable period. Saudi Arabia stands as the largest trading partner of Japan among the GCC countries with Jan-Nov 2010 trade standing at US \$ 37.95 billion, compared to US \$ 30.75 billion during



the corresponding period in 2009. UAE stands as the 2nd largest trading partner of Japan among the GCC countries with a trade value of US \$ 32.83 billion during the first eleven months of 2010.

Japan's Exports to the GCC countries (value in billion US dollars)

Countries	2008 (Jan- Nov)	2009 (Jan- Nov)	Growth 09/08 %	2010 (Jan- Nov)	Growth Rate % 10/09
UAE	9.99	5.84	-41.54	6.68	14.35
S. Arabia	7.18	4.88	-32.03	5.72	17.16
Oman	3.62	2.08	-42.54	2.87	37.98
Kuwait	1.90	1.04	-45.26	1.31	26.12
Qatar	1.79	1.48	-17.32	1.08	-27.15
Bahrain	0.84	0.38	-54.76	0.55	46.31

Source: Japan Customs, compiled by World Trade Atlas

Japan's trade with the United Arab Emirates increased by 27.1% to US \$ 32.8 billion during the Jan-Nov 2010 period, compared to US \$ 25.8 billion during the same period in 2009. However, the trade figure is far short of the US \$ 54.5 billion attained during the corresponding period in 2008. Vehicle exports to the UAE surged by 84% to US \$ 3.2 billion, compared to US \$ 1.7 billion in 2009. Export of passenger motor cars increased by 129.2% to US \$ 2.2 billion. Export of passenger cars above 3000 cc registered an increase of 166.7% to US \$ 1.4 billion, reaching almost the same level of exports in 2008. However, reflecting the continuing stagnation in the construction industry in the UAE and the GCC as a whole, Japan's export of general machinery and electrical machinery to the UAE remained sluggish, registering minus growths compared to figures in 2009.

Japan's imports from the GCC countries (value in billion US \$)

Countries	2008 (Jan-Nov)	2009 (Jan- Nov)	G Rate 09/08 %	2010 (Jan- Nov)	G Rate 10/09 %
S. Arabia	48.28	25.87	-46.42	32.23	24.58
UAE	44.55	20.00	-55.11	26.16	30.78
Qatar	24.90	13.97	-43.90	19.80	41.73
Kuwait	14.39	7.70	-46.49	9.07	17.77
Oman	5.09	2.71	-46.76	4.01	48.09
Bahrain	0.36	0.48	33.33	0.59	23.04

Source: Japan Customs, compiled by World Trade Atlas

Japan's import from the UAE, in which, 98.47% is covered by import of mineral fuels, surged by 30.78% during the first eleven months of 2010. Crude oil imports increased by 28.42% to reach US \$ 19.81 billion during Jan-Nov 2010, compared to US \$ 15.43 billion during the same period in 2009. A major boost in the import of aluminium from the UAE was seen during 2010, raising the value by 237% to US \$ 291.7 million, compared to just 86.6 million in 2009.

### Japan Pavilion at Arab Health 2011 – Boost for Japanese medical companies entering into the Middle East market:

Eleven medical equipment manufacturers from Japan have showcased their products, ranging from anaesthesia needles to fluidized therapy beds, under the Japanese Pavilion set up by JETRO at the Arab Health Exhibition and Conference, between 24th and 27th of January 2011 at Dubai International Convention and Exhibition Centre. JETRO has organized this pavilion as part of its



*Japan Pavilion at Arab Health*

campaign to promote export of medical equipments of small to medium sized Japanese companies to overseas countries. A 25-strong delegation, including officials from JETRO Head Quarters in Tokyo have stayed in Dubai for a week, participating in the exhibition and visiting medical facilities, free zones and several commercial facilities in the city. The delegation had also met officials of Dubai Health Authority (DHA), Dubai Health Care City (DHCC), and some of the major hospitals in Dubai. In addition to the 11 companies exhibiting medical products, another two companies have sent their representatives to Dubai as observers. Exhibiting companies had one to one meetings with around 30 UAE companies for business discussions during the exhibition time.

Following are the companies from Japan that have participated in Arab Health 2011.

#### 1. ACOMA MEDICAL INDUSTRY CO., LTD.



Founded in 1921, Acoma Medical Company is a leading Japanese manufacturer of anaesthesia apparatus. Other products include ventilators, electrosurgical units, suction units, and other medical devices. The control panel monitor (shown) enables easy operation, and the removable and autoclavable breathing circuit unit allows simplified maintenance. ([www.acoma.com/en](http://www.acoma.com/en))

#### 2. DR. JAPAN CO., LTD.

With the most advanced technology, Dr. Japan provides a full line-up of anaesthesia needles, biopsy needles, and other special needles for medical use to various medical-related workplaces. Some of Dr. Japan's revolutionary puncture needles are patented in Japan, US and Europe. "Facil Point" is one of them. This epidural needle reduces damage to tissues and nerves, minimizes the outflow of spinal fluid, and produces a smaller puncture that prevents PDPH. The company also provides OEM manufacturing services.



([www.drjapan-jp.com/index.html](http://www.drjapan-jp.com/index.html))

#### 3. ITO CO., LTD.

Founded in 1916, Ito began by developing Japan's first electrotherapy equipment. Ito's technology is acclaimed in Japan and around the world, and their quality environmental system is certified to satisfy the ISO9001, ISO13485, and ISO14001, and their products comply with MDD (EU), UL and FDA (USA). The company believes that their dedication to quality will gain the trust of more and more people around the world.



([www.itolator.co.jp/english/index.html](http://www.itolator.co.jp/english/index.html))

#### 4. KEISEI MEDICAL INDUSTRIAL CO., LTD.

Keisei Medical is the world leader of air Fluidized Therapy beds. This special bed of bed-ridden or severely skin burned patients is filled with medical ceramic beads that provide flowability and blood circulation which helps prevent further skin damages and bedsores. Established in 1964, dedicated to the manufacturing of plastic surgery-related products such as needled suture, surgical instruments and dermatome, is ISO 13485 certified, FDA registered, CE mark declared and medical manufacturer's license registered in Japan.



([www.keiseimed.com/english/cmanagemet.html](http://www.keiseimed.com/english/cmanagemet.html))

#### 5. KOIKE MEDICAL CO., LTD. Koike

Medical's "Jusmine" is the first and only CPAP device made in Japan with advanced technologies that provides the patient comfort and high quality sleep. The Auto-adjusting Pressure Feature controls pressure to provide quality sleep and effective treatment. It is small and lightweight unit takes up little space and can be easily carried for travelling. The company's compact oxygen Concentrator can be used for 24 hours/7 days a week. It has an extremely sensitive breath trigger for even the lightest breather during sleep. The clinically high standard pulse mode delivers a better FIO2 than CF mode of other concentrators. Guarantees up to 40 breathe per minutes and 90% pure oxygen concentration. The product is ISO13485 certified.



([www.koike-medical.co.jp/english](http://www.koike-medical.co.jp/english))

6. PACIFIC MEDICO, CO., LTD.



Specializing in respiratory care products and ventilator devices, Pacifico Medico's Humidifier Heater Base is available with NPPV and IPPV auto settings in addition to manual mode. CE approved, UL classified and FDA approved. Pacific created a light weight design by eliminating coil transformer. The company's portable sleep diagnostic Device "Smart Watch" is the smallest OSA detection device, weighing only 80g. A built-in G sensor detects abdomen effort. An optional analysis software records high-rate identical results. The product is ISO13485 certified. (www.pacific-medico.com/english/index.php)

7. SARAYA CO., LTD.



Saraya is the international leader in healthcare hygiene. The company is committed to providing advanced and effective solutions with their more than 50 years experience that suppress the threat of healthcare associated infections through Hand Hygiene, state-of-the-art chemical formulation and no-touch dispensers and education. The company's Automatic No-touch Dispensers, GUD-1000 and UD-9000 supports variety of hand soaps, alcohol gel type and liquid type disinfectants in disposable bottles. Eliminates cross-contamination. CE approved, ISO13485, ISO9001 and ISO14001 certified. (www.saraya.com/english)

8. SENKO MEDICAL INSTRUMENT MANUFACTURING CO., LTD.



Tracheostomy tube with original features such as a "pitch & flap neck plate", "high-flexibility & high-barrier cuff". Heat and Moisture Exchanger applicable from neonates to adults. Senko will also showcase their original closed humidifier system for Oxygen therapy and cold nebulizer system for aerosol therapy with sterile water bag. The eco-friendly soft water bag contributes to efficient nursing work and infection control in hospitals. Patented in U.S., Korea, Taiwan and Japan. All products are ISO13485 certified. (www.mera.co.jp/mera\_e/profile.html)

9. TAKEUCHI MANUFACTURING CO., LTD.



Takeuchi is a specialized manufacturer of Universal Operating Table in Japan. It's features include a powered sliding table top, an auxiliary built-in remote controller, a detachable table top, automatic zero positioning, powered brake system and silent drive system, and an easy handling head & leg plates. Useful for Cardiothoracic, Orthopaedic, Urology, Gynecology, ENT and general surgery. Model No.TS-318 Operating Table built-in with orthopaedic traction frame is patented. The products are ISO13485 certified. (www.takeuchi-medical.co.jp/ts145-e.htm)

10. TSK LABORATORY, JAPAN

Manufacturer of high quality speciality needles and components. ISO13485 certified, FDA registered. Arterial, Biopsy, Chiba, Dental, Hypodermic, Infusion and other needles and components, branded and OEM. (www.tsklab.com/index.html)



11. YAMADA SHADOWLESS LAMP CO., LTD

Yamada Shadowless Lamp Co., is the world's first company to achieve the high value of 99 for color of blood with the LED operation LAMP. The flagship operation lamp, the SKYLED R9 is all made in Japan. The company launched the NEW LED examination lamp, the CLOVER series. The CLOVER series has a patent-oriented design and can create a new operating environment. It is also suitable for minor surgeries. ISO19001, ISO13485 certified and FDA approved. (www.skylux.co.jp/index\_e.html)



For more information on companies listed above, please contact Mr. Junji Nakao, e-mail: Junji\_Nakao@jetro.go.jp at JETRO Dubai

**JETRO Adds Section on Japan's Infrastructure to Website:**

Responding to the growing need worldwide for infrastructure, in particular in Asia, where the Asian Development Bank expects some \$US8 trillion will be spent in the next decade, JETRO added a new section to its website highlighting Japan's strengths in several core infrastructure fields, namely water, nuclear power and high-speed rail.

The site details some of Japan's technological advancements and accomplishments in these areas as well as examples of how Japan is already collaborating with countries worldwide in infrastructure projects.

To learn more, please visit the website at: <http://www.jetro.go.jp/en/infrastructure/>

**Publication of new Survey Reports by JETRO**

JETRO, Tokyo has recently published two survey results concerning (1) Japanese affiliated companies in Asia and Oceania and (2) Business Conditions of Japanese companies in the U.S. and Canada.

To read the reports, please log on to [http://www.jetro.go.jp/en/reports/survey/pdf/2010\\_08-biz.pdf](http://www.jetro.go.jp/en/reports/survey/pdf/2010_08-biz.pdf) and [http://www.jetro.go.jp/en/reports/survey/pdf/2010\\_09\\_biz.pdf](http://www.jetro.go.jp/en/reports/survey/pdf/2010_09_biz.pdf)

