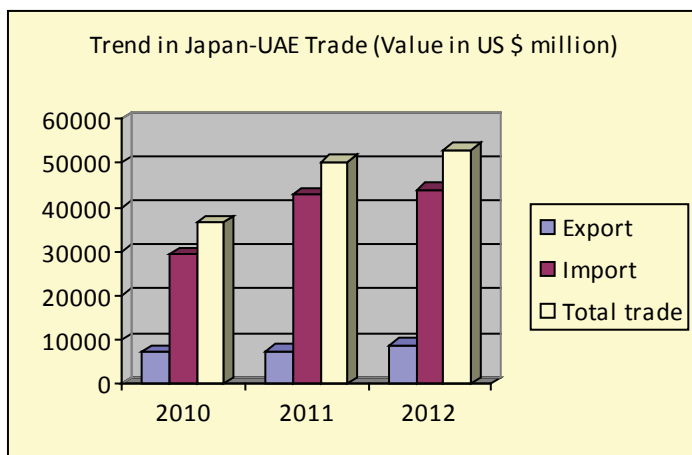


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## 20% rise in Japan's exports to the UAE :

Japan's exports to the United Arab Emirates surged 20% in 2012 to US \$ 8.96 billion, compared to US \$ 7.46 billion in 2011. The two-way trade reached US \$ 52.94 billion, registering a growth rate of 5.2%. Japan's imports from the UAE rose 2.6% to US \$ 43.98 billion, placing UAE as the 5th largest supplier to Japan. UAE's trade balance with Japan remained high at US \$ 35.03 billion, close to the previous year's balance of US \$ 35.40 billion.



In 2012, Japan's overall trade deficit increased by 175% at US \$ 87.3 billion as a result of a 3.05% decline in exports and a 3.46% increase in imports.

China stood at the top as Japan's major trading partner with a bilateral trade value of US \$ 332.58 billion, followed by the United

Japan's two-way trade with major partner countries (value in billion US \$)

| Country   | 2009   | 2010   | 2011   | 2012   | Growth rate (%) |
|-----------|--------|--------|--------|--------|-----------------|
| China     | 232.09 | 303.10 | 346.11 | 332.58 | -3.91           |
| USA       | 152.58 | 186.11 | 200.45 | 216.29 | 7.90            |
| S. Korea  | 69.20  | 90.95  | 99.90  | 102.09 | 2.19            |
| Australia | 46.91  | 61.08  | 74.50  | 74.83  | 0.44            |
| Taiwan    | 54.75  | 75.50  | 74.11  | 70.05  | -5.48           |
| Thailand  | 38.27  | 55.28  | 62.03  | 67.32  | 5.53            |
| S. Arabia | 34.58  | 42.37  | 57.04  | 62.99  | 10.43           |
| UAE       | 29.20  | 36.62  | 50.38  | 52.94  | 5.08            |
| Indonesia | 31.14  | 44.18  | 51.83  | 52.54  | 1.37            |
| Malaysia  | 29.59  | 40.36  | 49.27  | 50.53  | 2.56            |

Source: Japan Customs, compiled by World Trade Atlas

States of America with a trade value of US \$ 216.29 billion. Japan's other major trading partners in 2012 were South Korea, Australia, Taiwan, Thailand and Saudi Arabia, ahead of the UAE.

In the overall trade, UAE was Japan's 8th largest trading partner, climbing one position compared to the previous year.

### Japan's major exports to the UAE:

Japan's major exports to the UAE were motor vehicles, general machinery, electrical machinery, iron and steel, rubber products, textiles and plastic products. The year 2012 saw a fast recovery in Japan's vehicle exports to the UAE after the slump in 2011 due to production setbacks caused by the Great East Japan Earthquake, tsunami and the nuclear accident at Fukushima. The value of vehicle exports to the UAE rose almost 42% in 2012 to US \$ 4.49 billion, compared to US \$ 3.17 billion in 2011.

### Export of Motor Vehicles:

Exports of passenger motor cars, the largest single component of exports to the UAE, rose by 43% to US \$ 2,926 million in 2012 from US \$ 2,046 million in 2011. Among the passenger motor cars, export of higher capacity passenger cars - above 3000 cc - surged more than 60% to US \$ 2,080 million, covering 71% of the total value of passenger cars exported to the UAE.

Export of motor trucks rose by 59% to US \$ 770 million in 2012 from US \$ 483 million in 2011. A dramatic surge in the export of small trucks of less than 5 ton capacity was registered in 2012, with a growth rate of 146% to US \$ 197 million from just 80 million in the previous year. Trucks having capacity from 5 to 20 tons have also posted a growth rate of 52% in 2012. Similarly, export of public transport busses have also surged by more than 80% to US \$ 321 million in 2012.

UAE became the 7th largest vehicles export market for Japan in 2012, advancing 3 positions compared to the previous year. This

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improvement raised UAE's share in Japan's vehicle export markets in the world from 2.14% in 2011 to 2.76% in 2012. USA remained to be the top market of Japanese vehicles, valued nearly at US \$ 50 billion in 2012, compared to US \$ 41 billion in 2011. China remained at a distant 2nd position with a value of US \$ 13.5 billion, 12.4% less than the value in 2011. Australia, Russia Thailand and Canada occupied the 3rd position to the 6th position.

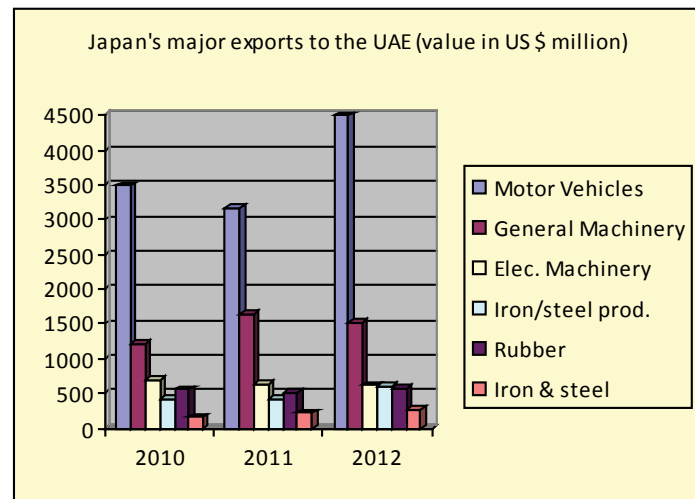
Japan's vehicle exports to the UAE (not including railway)(value in million US \$)

| Description    | 2010    | 2011    | 2012    | Growth % |
|----------------|---------|---------|---------|----------|
| Vehicles       | 3,489.7 | 3,174.5 | 4,492.8 | 41.53    |
| Passenger Cars | 2443.8  | 2,046.2 | 2,926.2 | 43.01    |
| Trucks         | 470.9   | 483.8   | 770.9   | 59.32    |
| Busses         | 175.2   | 177.2   | 320.6   | 80.87    |
| parts& acc.    | 327.9   | 387.4   | 412.4   | 6.45     |
| Others         | 71.9    | 79.9    | 62.7    | -21.53   |

Source: Japan customs, compiled by World Trade Atlas

### General Machinery:

UAE was the 11th largest export market of general machinery for Japan in 2012, up from the 15th position in 2011. However, the value of general machinery export to the UAE contracted in 2012 due to the climb-down of air pumps, ship derricks and cranes which had an unusual jump in the previous year. An average of 7.8% fall in the export of general machinery brought their value down to US \$ 1,519 million in 2012 from US \$ 1,647.2 million in 2011. Civil construction machinery and equipment formed a good percentage of general machinery that has shown considerable increase in exports in 2012. Export of self-propelled bulldozers; angledozers graders etc rose by 42% to US \$ 273 million in 2012, from US \$ 192 million in 2011. Other major exports in this category were liquid pumps, piston engines, cranes, printing machinery and lifting equipments.



### Electrical Goods:

Export of electrical goods from Japan to the UAE remained nearly the same level at US \$ 616 million in 2012, against US \$ 620.5 million in 2011. While export of insulated cables, wires, carbon electrodes, electric panels and boards had surged, that of transmission apparatus for radio telephony, television receivers and electric generator sets had declined.

### Iron & Steel:

Export of iron and steel products, comprising mainly tubes, pipes, pipe fittings, bars, sheets, plates and sections saw an average increase of 35% to US \$ 853 million in 2012 from US \$ 632 million in 2011. Export of different types of tubes and pipes alone increased nearly 53% to US \$ 545 million from US \$ 356 million. Though the volume was low, a similar increase was also recorded in the export

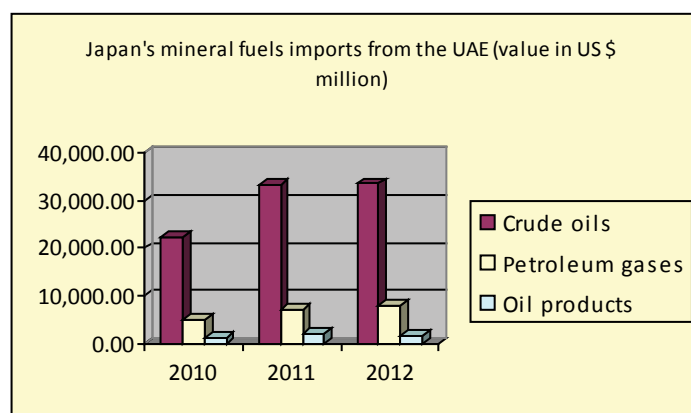
of sheet piling, of which, the export grew by 209% to US \$ 6.5 million in 2012 from US \$ 2.1 million in 2011.

### Rubber Products:

Rubber products, mainly new tyres, saw an increase in exports by nearly 10% in 2012 to US \$ 563 million from US \$ 513 million in 2011. Among rubber products, export of new pneumatic tyres increased by 9% to US \$ 487 million in 2012 from US \$ 448 million in the previous year. Japan exported 4.12 million new tyres to the UAE in 2012 compared to 3.97 million tyres in 2011

### Japan's major imports from the UAE:

Mineral fuels formed 98.5% of Japan's imports from the UAE in 2012. The remaining small portion was comprised of semi-finished aluminium, scrap metals, precious stones and metals, readymade garments, fish and seafood, backing related goods, perfumes, toys etc. The value of imports from the UAE rose 2.6% to US \$ 43.98 billion in 2012, compared to US \$ 42.87 billion in 2011. UAE was Japan's 5th largest supplier, covering 4.97% of her total imports.



### Crude Oils:

The value of Japan's crude oil imports from the UAE rose 1.05% to US \$ 33.44 billion in 2012, compared to US \$ 33.09 billion in 2011. This amount is 76.03% of the total value of Japan's imports from the UAE in 2012. However, in terms of volume, Japan's crude oil imports from UAE decreased by 2.89% to 291.99 million barrels in 2012, compared to 300.67 million barrels in 2011. The average price of crude oils imported from the UAE increased 4.05% to US \$ 114.53 per barrel in 2012, replacing the US \$ 110.07 per barrel in 2011. UAE remained to be the 2nd largest supplier of crude oils to Japan, supplying 21.87% of Japan's total crude oil imports during the whole year. Japan's total import of crude oils from the world over was estimated at 1,336 million barrels in 2012, compared to 1,302 million barrels in 2011, increasing 2.6%. Saudi Arabia remained to be Japan's top supplier of crude oils in 2012.

Japan's mineral fuel imports from the UAE (value in US \$ million)

| Mineral fuels     | 2010      | 2011      | 2012      | G. Rate % |
|-------------------|-----------|-----------|-----------|-----------|
| Crude oils        | 22,267.48 | 33,094.02 | 33,440.26 | 1.05      |
| Petroleum Gases   | 5,132.37  | 7,031.49  | 8,102.53  | 15.23     |
| Oils preparations | 1,439.92  | 2,078.63  | 1,762.01  | -15.23    |
| Total             | 28,839.77 | 42,204.19 | 43,304.80 | 2.61      |

Source: Japan Customs (Compiled by World Trade Atlas)

### Petroleum Gases:

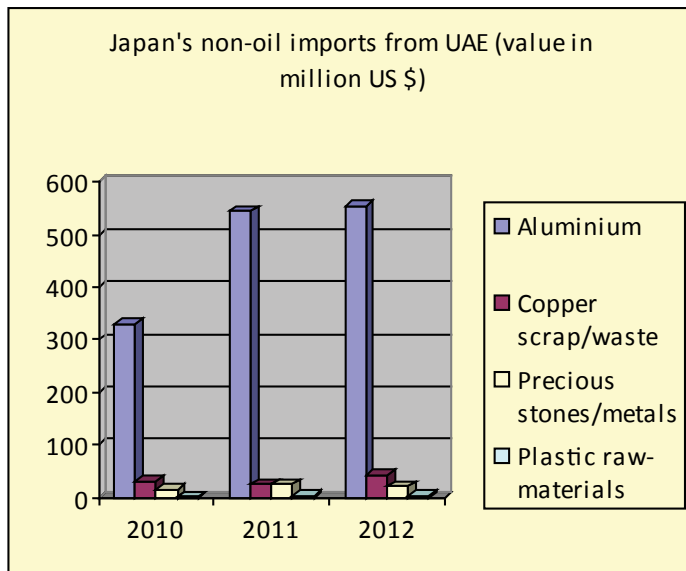
Besides crude oils, Japan imported petroleum gases and other fuels in large quantities from the UAE. Total value of gas imports from the UAE grew by 15.23% in 2012 to US \$ 8,102.5 million from US \$ 7,031.5 million in 2011. Among the petroleum gases that Japan imported from the UAE, LNG was the major commodity, valued at

## Petroleum Gases:

US \$ 5 billion. Other categories of gas imports were Liquefied Propane and Liquefied Butane gases. In terms of volume, the total import of gases from the UAE in 2012 rose by 3.98% to 8.79 million tons from 8.46 million tons in the previous year. The average price of petroleum gases imported from the UAE in 2012 was US \$ 921.32 per metric ton, compared to US \$ 831.17 per metric ton in 2011, an increase of 10.85%.

## Aluminium:

Japan's 2nd major commodity of import from the UAE was semi-finished aluminium that posted an 18% increase in volume in 2012. Japan imported a total of 242.75 million kg of aluminium from the UAE in 2012 against 205.64 million kg in 2011. A 13.6% decline in the average price of aluminium imported from the UAE helped Japan limit the cost at US \$ 553.2 million, in spite of the increased volume. The average price of aluminium that Japan imported from the UAE fell by 13.6% to US \$ 2.28 per kg in 2012 from US \$ 2.64 per kg in 2011. Japan's aluminium imports from the world over stood at 3.1 billion kg in 2012, nearly 1% higher than



the volume in 2011. However, due to a 10% decline in the average import price of aluminium – from US \$ 3 per kg in 2011 to US \$ 2.7 per kg in 2012, import cost decreased by around 10% to US \$ 8.3 billion in 2012 against US \$ 9.2 billion in 2011. UAE was Japan's 4th largest supplier of aluminium in 2012 after China, Russia and Australia.

Japan's aluminium imports from major countries (value in US \$ million)

| Countries          | 2010            | 2011            | 2012            | Growth (%)    |
|--------------------|-----------------|-----------------|-----------------|---------------|
| China              | 1,390.71        | 1,902.44        | 1,598.19        | -15.99        |
| Russia             | 1,012.28        | 1,154.39        | 1,268.60        | 9.89          |
| Australia          | 1,458.93        | 1,464.74        | 1,218.79        | -16.79        |
| <b>UAE</b>         | <b>329.83</b>   | <b>543.53</b>   | <b>553.17</b>   | <b>1.77</b>   |
| Brazil             | 440.00          | 558.48          | 468.13          | -16.18        |
| New Zealand        | 474.40          | 553.71          | 404.75          | -26.90        |
| USA                | 331.58          | 421.81          | 392.15          | -7.03         |
| Thailand           | 442.08          | 485.08          | 369.61          | -23.80        |
| All others         | 2,142.02        | 2,138.64        | 2,004.45        | -6.27         |
| <b>World Total</b> | <b>8,021.83</b> | <b>9,222.82</b> | <b>8,277.84</b> | <b>-10.25</b> |

Source: Japan Customs (compiled by World Trade Atlas)

## Other miscellaneous imports:

Japan's other imports from the UAE included small amounts of copper scrap, plastic raw-materials and seafood, all of which had shown considerable growth in imports. Import of copper scrap

increased more than 80% to US \$ 43.1 million, compared to US \$ 23.9 million in the previous year. Similarly, import of plastic raw-materials doubled to US \$ 3.3 million from US \$ 1.65 million.

The value of Japan's fish and other seafood imports from the UAE, mostly of frozen fish, fillets and other fish meal grew to US \$ 2.06 million in 2012 from just 0.25 million in the previous year.

## JETRO Dubai hosts business networking luncheon:

### "J Style" - Japanese fashion, beauty and lifestyle delegation in Dubai:



On 28th February 2013, JETRO Dubai hosted a seminar and business networking luncheon for the visiting Japanese fashion and beauty delegation in Dubai at the Address Dubai Mall. The delegation's visit to Dubai was part of JETRO's recent initiative to promote the Japanese beauty and fashion products in the Middle East. The delegation also visited Riyadh, Saudi Arabia, prior to their visit to the UAE.

Mr. Hiroki Matsumoto, Managing Director of JETRO Dubai & MENA, gave the welcoming remarks at the start of the seminar. Ms. Mariko Arai, director of Fashion Industry Division, Creative Industries Promotion Department of JETRO, Tokyo, served as the moderator at the presentations and the networking luncheon. The delegation from Japan was comprised of the following companies:

- (1) World Co., Ltd. – With Anatelier Brand - presenting new basic style, while favouring simple clothing that fits current tastes, targeting intelligent, pure-hearted women who know to enjoy fashion. Filo de Seta Brand – presenting elegant and graceful style originating in Milan that offers luxurious everyday wear with style. Horoko Hayasi Brand – with Chicchissimo, Italian for "the ultimate in chic", as the key word, which is the brand for women who have a spirit of fun and possess their own values. Icebeat Brand with Hi-Tech fabric underwear, and Pink-latte brand – a new type of select shop for teenagers.
- (2) 212 Co., Ltd. With A Degree Fahrenheit brand fashion dress enriching the uniqueness of the individual, sophisticated decoration and sensual textures.
- (3) St. Louis International Inc., with le bois brand wide range of aging skin care products. le bois' beliefs lie in the principles of phytotherapy and Japanese and Chinese plant remedies as well as La(Western), Kan(Eastern) and Wa(Japanese) plant, culture and technology. le bois products were formulated



after careful selection of natural ingredients based on their therapeutic effects and ability to support the self healing property of the skin.

- (4) Coquette Co., Ltd, with Coquette Brand of hand bags. The Coquette hand bags are made in Japan for modern women,



with high quality original leathers and by Japanese traditional artisan techniques. They are stylish and practical leather handbags designed by female designer.

- (5) Accent Corporation, with Standard CRAFT Brand of crafts. 'Craftholic' is a character launched in 2008 designed by Ikuko Yamamoto. Regardless of age or gender, CRAFT has an



and become a 'CRAFTHOLIC' – addicted to CRAFT. Another brand of Accent Corporation presented in the event is wATM, a range of lifestyle products, including hand bags. This brand signifies "semi-Japanese style" which is conceptualized "cuteness" and "up-to-date fashion" for women's daily life.

- (6) Ms. Ransetsu Ozawa with her Japanese Calligraphy.

Presentations by the Japanese companies were followed by presentations by five UAE companies from the same industries. Those companies from the UAE included 'The Doll House' (beauty), 'Tips and Toes' (beauty), 'Image Factor' (fashion), 'Gulf Mode' (fashion), and 'Special Editions at ADMC' (fashion editor).

Other UAE companies present in the seminar and the networking luncheon were 'SISTERS' (beauty), 'Beautypoint Trading' (beauty), 'Reach' (beauty), 'Emerging Beauty Brands' (beauty), 'Foo Dog' (doll), 'Sauce' (fashion), 'Topshop' (fashion), 'Citrus TV' (fashion & beauty), 'Uranio' (fashion & beauty), 'Cosmopolitan' (fashion media), 'Russian Empire Holding' (fashion & beauty), 'Time Out' - Gulf Today (fashion), 'Candy & Couture', 'Shades and coffee', 'HOB', 'Hayla with love', 'The Look Bureau', 'Beads, laces and shoes', 'Style Talk', 'Amna Atelier', 'The Monroe Affair', and finally Clyde & Co., the prominent law firm in Dubai.

## JETRO Content Business Seminar 2013 in Tokyo:

**panellists include Mr. Amer Bitar of UAE-based Spacetoon Int'l, under JETRO's "Buyer Invitation Program".**

In conjunction with the Tokyo Anime Fair 2013 (TAF-2013), held on 21st and 22nd March 2013 at the Tokyo Big Site, Japan External Trade Organization (JETRO) organized a seminar on content business to update the Japanese industry professionals with the status of Japanese anime in different focused territories, and to highlight the business opportunities that lay ahead. The seminar was held on the first day of the Tokyo Anime Fair. During the seminar, global TV Network and producers spoke on "What is Attractive about Japanese Anime". The panellists were from U.S.A, Brazil, UAE, Germany and France. More than 100 people, mostly from Japanese and English production/ distribution companies attended the seminar.

Under the JETRO's "Buyer's Invitation Program", Mr. Amer Bitar, Managing Director of 'Spacetoon International', Dubai participated in the seminar. He was also one of the five panellists. Spacetoon Dubai is a TV animation company, and a pioneer in the production and distribution of animation products in the MENA region. Spacetoon has also been a pioneer in buying Japanese animation products and broadcasting them on TV in the MENA region. The other panellists in the seminar were Mr. Brian Alan Miller of 'Cartoon Network Studio' of the U.S., Mr. Fernando Sugueno of 'Brandeirantes TV & Radio' of Brazil, Ms. Anja Pallasch of 'Universum Film' of Germany, and Mr. David Bessieres of 'Canal+Group' of France.



Ms. Mami Toyonaga, General Manager – International Research Department of JETRO – Tokyo served as Moderator of the seminar.

Mr. Amer Bitar said that he had met with more than 20 Japanese animation companies during his visit to Japan, and found a lot of opportunities to build a fruitful business relationship with the companies. He also found that the Japanese companies were so interested in developing the Middle Eastern market.



He expressed his readiness to help them enter into this very important market. Bitar said that there was a huge market for Japanese animation industry in the Middle East, from different sectors such as TV series, films, online & video games, licensing, merchandising etc.

The program was organized as part of JETRO's hosting of numerous events to further expand Japanese contents abroad, including anime.

## JETRO Seminar on MENA Economic and Political developments:

A one-day seminar on recent economic and political developments in the Middle East and North Africa (MENA) region was organized by JETRO Dubai at its premise on 14th February 2013. Fifty officials from different Japanese companies in the UAE attended the seminar.



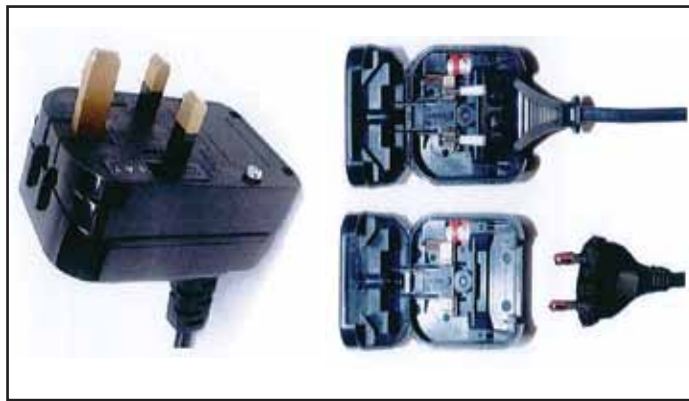
Dr. Keiichiro Komatsu, Principal of Komatsu Research and Advisory, London was the main speaker. Seminar was moderated by Mr. Yasuaki Uchino of JETRO Dubai.

## ESMA extends grace period for the use of non-removable plug adaptors for 6 months:

The Emirates Authority for Standardization & Metrology (ESMA) in the UAE has extended the grace period for the use of ESMA approved non-removable plug adaptors for all single-phased electrical, electronics, information technology (IT) and office appliances and equipment having a current rating of up to 13Ampere, for a period of six months from 1st January 2013. ESMA issued a circular in this effect on 2nd January 2013.

In December 2011, the Board of Directors of ESMA has decided to ban the use of 2-pin plugs for all single-phased electrical appliances in use, in the UAE.

Accordingly a circular was issued in January 2012, informing that all single-phase electrical, electronics, Information Technology and office appliances and equipment having a current rating of up to 13 Ampere shall be fitted with BS 1363 type plug (Class I with earthing terminal and Class II with dummy earth pin). Use of ESMA approved non-removable plug-adaptors, compliant to UAE S.BS



1363-5:2010 was allowed until 31st December 2012 in order to allow manufacturers and traders time to comply with the new regulation. This temporary arrangement was to ensure that safe adaptors are used for all electrical appliances and equipment. As per the January 2012 circular, use of plug adaptors would no longer be allowed with effect from 1st January 2013. ESMA has now extended this grace period for another six months until 30th June 2013.

## Topics of Japanese Economy and Industry

### Bank of Japan targets 2% inflation in two years:

Faced with continuing deflation trend, the Bank of Japan (BOJ), Japan's Central Bank - has embarked on a path of 'Quantitative and Qualitative Monetary Easing' aimed at attaining a 2% inflation in two years time. This program is based on the initiatives taken by the new Japanese Prime Minister Shinzo Abe to prop up the Japanese economy from its current weaknesses. Accordingly, the Bank of Japan has taken up a wide range of monetary easing efforts, including the implementation of the zero interest rate policy, and the quantitative and qualitative easing policy. A period of two years has been given to accomplish the target, as it is assumed that the effects of the various measures would take at least two years to permeate through different layers of the economy.

Announcing the different methods of monetary easing, Haruhiko Kuroda, the newly appointed Governor of Bank of Japan has recently reiterated the Bank's resolve to strictly implement the easing policies. In a speech recently at a meeting held by the Yomiuri International Economic Society in Tokyo, Kuroda said that a strong message would be sent to the markets and economic entities with clarity and intelligibility, thereby dramatically changing the expectations of market participants as well as firms and households.

### New phase of monetary easing, both in terms of quantity and quality:

The Bank embarks on the monetary easing in the quantitative and qualitative side simultaneously to attain this commitment.

Concretely, the bank plans to increase the monetary base (i.e. quantity) at an annual pace of about 60-70 trillion yen. The monetary base is the currency supplied to the economy as a whole by the Bank. In other terms, it is the sum of banknotes and coins in circulation and financial institutions' current account deposits at the Bank of Japan. As of end-2012, the amount outstanding was 138



trillion Yen, which is expected to reach about 200 trillion Yen at end 2013 and 270 trillion Yen at end 2014, almost doubling in two years. As a means of increasing the monetary base, the Bank will purchase Japan Government Bonds (JGBs) in a way, effectively increasing the holding of their amount at an annual pace of about 50 trillion Yen, so that, consequently, the Bank's holding of JGB's will be increased from 89 trillion Yen at end 2012 to 190 trillion Yen at end 2014.

In terms of quality, all JGBs, including the 40-year bonds, will be made eligible for purchase, and the average remaining maturity of the Bank's JGB purchases will be extended from slightly less than three years at present to about seven years. According to Kuroda, as an additional effort to strengthen the working of monetary easing on the economy and prices, the bank will also purchase Exchange Traded Funds (ETFs) and Japan Real Estate Investment Trusts (J-REITs) so that their amounts outstanding on the Bank's balance sheet will increase at an annual pace of about 1 trillion Yen and about 30 billion Yen, respectively.

The Bank Chief said that the Bank would continue with the quantitative and qualitative monetary easing as long as it was necessary for maintaining the target in a stable manner. He said that, going forward, obviously, there would be both upside and downside risks to economic activity and prices. However, the Bank would examine those risks carefully and would not hesitate to make adjustments as appropriate, should circumstances warranted. Kuroda continued that the Bank did not believe that 2% inflation achieved at a certain point in time was enough; rather, it believed that the 2% inflation should be maintained in a stable manner. Therefore, even if the inflation rate hits 2% at some point, the Bank would continue with the quantitative and qualitative monetary easing if it was judged necessary to do so in order to maintain that rate in a stable manner.

### IMF lifts 2013 Japan growth forecast to 1.6%, citing BOJ easing steps

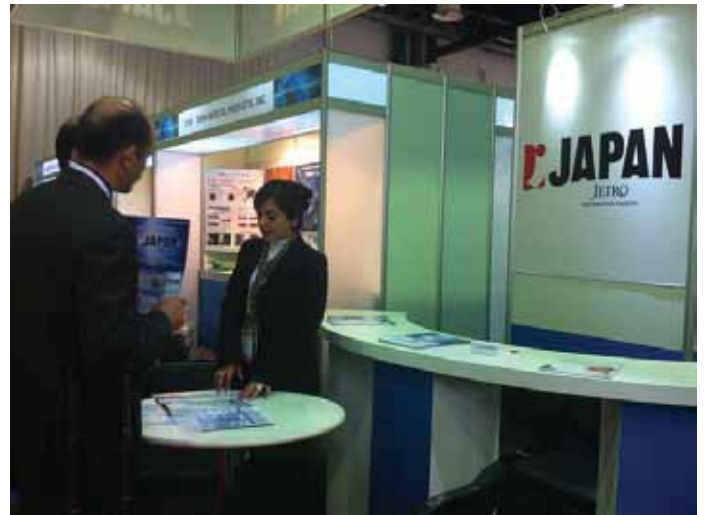
The International Monetary Fund (IMF) raised its economic growth estimate for Japan in its recent report on the World Economic Outlook. A report released recently said that the central banks' new monetary easing policy would provide substantial stimulus.

In its semi annual 'World Economic Outlook' report, the IMF projected that the nation's economy would grow 1.6% this year in terms of inflation-adjusted gross domestic product, up from 1.2% in its January estimate. The Washington-based organization also doubled its 2014 growth forecast for Japan to 1.4 % from the earlier projected 0.7 % . "In Japan, the new quantitative and qualitative easing framework of monetary policy adds substantial further monetary stimulus and should help accelerate the achievement of the Bank of Japan's new 2% inflation target," the report said.

Japan Times, quoting Kyodo News, said that the deflation-combating economic policies of Prime Minister Shinzo Abe and the aggressive monetary easing introduced under the leadership of recently appointed BOJ Governor Haruhiko Kuroda had driven the value of the Yen lower against the dollar, causing several other major economies to complain that Japan was trying to lower the value of its currency. "Concerns resurfaced once again recently when looser monetary policy in Japan and other factors prompted a large depreciation of the Yen," Japan Times said quoting the IMF report. But, according to IMF, complaints about competitive exchange rate depreciations appeared overblown, noting that there seemed to be no large deviations of major currencies from medium-term fundamentals. It said that "the evidence on valuation of the yen is mixed."

### Successful end to Arab Health 2013: More Japanese presence expected in 2014:

The Arab Health 2013 in Dubai held from 28th to 31st January 2013 at the Dubai International Convention & Exhibition Centre ended with a successful note. Most of the Japanese companies participated under the JETRO Pavilion in 2013 have promised to be part of Arab Health 2014. In the just concluded exhibition,



ten small to medium sized Japanese companies from the medical field took part under the Japan Pavilion set up by JETRO. In the next year's exhibition, JETRO is planning to expand the Japanese pavilion by accommodating more companies.



### JETRO Annual Global Trade and Investment Report 2012

JETRO has recently published its annual Global Trade and Investment Report for the year 2012, best known as "JETRO White Paper on International Trade". The report gives detailed study on global trade and investment, Japanese trade and FDI, WTO and FTAs, overseas development of Japanese SMEs etc. It highlights the high growth potential among emerging countries in spite of the slowing world economy, and the rapid growth in the ratio of contribution by emerging/developing economies to global economic growth in recent times. The report also shows the continuing trend of companies and people moving forward towards globalization in 2012.

For a full view of the report, please log on to JETRO web site as shown below

[http://www.jetro.go.jp/en/reports/white\\_paper/trade\\_invest\\_2012.pdf](http://www.jetro.go.jp/en/reports/white_paper/trade_invest_2012.pdf)

