

# JFTC News

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## Japan Foreign Trade Council, Inc.

World Trade Center Bldg. 6th Floor,  
4-1, Hamamatsu-cho 2-chome,  
Minato-ku, Tokyo 105-6106, Japan  
Tel. (03) 3435-5960 Fax. (03) 3435-5979  
URL. <http://www.jftc.or.jp/>

## Social Contribution by Former Trading Company Employees — Applying Their Business Experience

Mr. Mikio Sasaki, the chairman of the board of Mitsubishi Corporation and the chairman of JFTC, was newly appointed as the chairman of Action for a Better International Community (ABIC) at the 4<sup>th</sup> general assembly of ABIC held on June 1<sup>st</sup> 2004.



ABIC was established by Japan Foreign Trade Council, Inc. (JFTC) in April 2000 and is aiming to promote social contribution activities on a global scale, utilizing various know-how accumulated by trading firms over many years through their international business. ABIC was officially registered as an NPO in May 2001.

Since its establishment, now around 1400 experts with experience of having been stationed abroad and well versed in political, economical, cultural and linguistic matters of foreign countries, have registered with ABIC. Based on the contributions of these members, ABIC is extending support to various government projects in developing countries and carrying out social contribution activities, such as supporting foreign students in Japan, assisting the globalization of small and medium-sized enterprises (SMEs) and local municipalities, lecturing at universities, participating in an educational program for global understanding at elementary, junior and senior high schools, and performing volunteer work at international sport events.

NPO activities in Japan are now so extensive, covering health care, medical services, social welfare, social education, global exchange, refugee support and disaster relief services, that the significance of NPOs has been recognized rapidly in various fields. It is supposed that in the future NPOs will play an indispensable role as an important part for our society.

### Recommendation of Personnel as Experts on Government ODA-related Matters

ABIC recommends its members as experts and "Senior Overseas Volunteers", who are to materialize "ODA with Visibility" to developing countries. Some ABIC activity

members have been dispatched to Hungary, Pakistan, Egypt, Indonesia, Cambodia, Paraguay and other countries as investment and commercial advisors related to the programs of Japan International Cooperation Agency (JICA). For JICA Senior Overseas Volunteer activities, ABIC has sent four members to Indonesia and two to Paraguay for the purpose of promoting and assisting their local industries and exports.



### Recommendation of Human Resources for NGO Activities Overseas

Also, another ABIC members have been designated as representatives of the Cambodian and Afghanistan Offices of "The Japan Center for Conflict Prevention (JCCP)"—an NGO aiming for the prevention, containment and resolution of conflicts around the world. ABIC members have also been recruited for the Thai representative offices of "Japan Alliance for Humanitarian Demining Support (JAHDS)" — a demining NGO, "Peace Winds Japan (PWJ)" — an NGO to support humanitarian relief of refugees and reconstruction overseas, "Médecins Du Monde (MDM)" — the Japanese arm of an international medical aid NGO based in France and also of "JFB Network Co-Op (JFB)" — a private sector of Japan which trains Vietnamese nurses.



### Support for Business Globalization of Domestic Small and Midsize Enterprises

ABIC supplies human resources to small and midsize enterprises that plan to expand their business with foreign companies. For such enterprises that lack their own personnel despite having advice available from Government agencies or municipalities but do not need

an employee full-time for economical and operative reasons, ABIC recommends part-time advisor or personnel who can assist them until their aim is achieved, on an on-the-spot, short-term or part-time basis.



### **Business Support for Small and Midsize Overseas Enterprises Planning Inroads into Japan**

For small and midsize overseas enterprises that engage in business activities not handled by existing trading firms and that are interested in exporting to or doing business in Japan, ABIC selects and introduces appropriate experts from among its members to help them as business interpreter during visits to Japan or to act as part-time representative on a work-at-home basis.



#### **Possible assistance provided**

- Business interpretation at international expositions and trade fairs.
- Follow-up contact with potential Japanese customers after international expositions and trade fairs.
- Arrangement of meetings with Japanese companies and assistance as interpreters.
- Briefing in English to missions from overseas enterprises about the general trend of their related industries in Japan.
- Liaison with Japanese companies (communication assistance)
- Market research on Japanese industries and merchandise.
- Supporting services for business discussions or contracting with Japanese companies.

### **Assistance to Local Municipalities for International Exchange and Inducement of Foreign Enterprises**

ABIC also introduces its members to offices of local municipalities, where they work as advisors for the local SMEs who are planning to expand their business with foreign companies or to induce investment from foreign countries. In addition to advice, their activities now extend to practical help for small and midsize enterprises with personnel problems.

In Chiba Prefecture, ABIC concluded and is implementing a service agreement with the Industrial Promotion Center of Chiba Prefecture on international business support for small and midsize companies, mainly by introducing personnel on a part-time, short-term or on-the-spot basis. Similar activities are being carried out in Osaka, Aichi and Nagano prefectures.

### **Lectures at Universities/Extended Education Centers (EC)**

Making the most of what he/she is good at and specializes in, each lecturer from ABIC is in charge of one or two classes, while ABIC offers lectures by combining these classes in an omnibus style. The lectures cover a wide variety of topics, including trade practices, international business and global situations, risk management, environment and natural resources, and corporate strategies for advancing into overseas markets.



Based on lectures at universities and extended education centers, ABIC also has increasing opportunities to dispatch lecturers to various seminars held by local governments and economic organizations. These lectures are distinctive as they are chiefly based on the lecturers' own experience. However, the lecturers also organize study meetings to update their lectures beforehand with the latest news they have collected through trading houses.

In 2003, in addition to continuing with the lectures held last year at six universities, including Shinshu University and Kwansai Gakuin University, seven universities, among which are Aoyama Gakuin University and Hosei University, are going to hold new seminars.

Probably reflecting the recent state of society, in 2002 ABIC was entrusted with opening a training course and lectures at Saitama University for people seeking jobs for the purpose of promoting re-employment. In 2003 ABIC was requested to provide four lectures and to textbooks by the Employment and Human Resources Development Organization of Japan (EHDO). ABIC also has increasing requests for lectures on themes categorized by industrial field, such as "food" and "energy".

### **Dispatching Part-time Lecturers to Elementary, Junior and Senior High Schools to Provide Students with Education for Globalization**

In 2001, a new system was launched under the guidance of the Ministry of Education, Culture, Sports, Science and Technology, in which working people could be employed as part-time lecturers without a teacher's license for classes



on "Comprehensive Studies on International Understanding" at elementary, junior and senior high schools. To support the educational program for international understanding, ABIC has been dispatching former trading firm employees as lecturers with abundant overseas experience, who can talk to children and

students in an easy-to-understand way about things abroad.

The lecturers dispatched by ABIC discuss their curriculum plans and ideas with teachers before they start lecturing in the classes for international understanding, so that they can develop their programs flexibly by choosing suitable themes depending on the ages of children and students. ABIC has also supported programming for annual lecture courses and dispatched multiple lecturers, such as ten lecturers for ten countries or five for five countries, each having a class simultaneously (in an omnibus style).

### Support and Exchange for Foreign Students in Japan

ABIC is carrying out support and exchange activities for foreign students and their families now residing in the



Tokyo International Exchange Center (TIEC) of Tokyo Academic Park, which opened in July 2001. NIHONGO HIROBA was set up with the aim of cultural exchange as well as learning Japanese. While NIHON BUNKA KYOSHITSU (Japanese Culture Classes) introduces traditional Japanese culture, for which ABIC offers periodical classes in calligraphy, karate, tea ceremony, flower arrangement, "go" and Japanese chess. In addition, a bazaar to support people starting life in Japan is held with household commodities donated by ABIC members every year.

From the viewpoint that the exchange of foreign students is expected to play an important role in creating a base of international cooperation and mutual understanding, ABIC is planning to further promote and enhance its support activities for foreign students.

### Volunteer Activities at International Events and Contests

Some ABIC members worked hard behind the scenes for the 2002 FIFA World Cup Soccer. A total of sixty-four ABIC members participated, mainly as interpreters, in the volunteer program for the world's largest sport event in this field. After registration and training with the Japan World Cup Organizing Committee (JAWOC), they engaged in guiding spectators in each stadium, showing people managing the event and assisting overseas media people at the media center at PACIFICO YOKOHAMA, making full use of Spanish, French, Portuguese and other languages which they had mastered overseas.



For each event office of the Swiss News Agency, a single ABIC member was recruited as manager to deal with personnel matters, general affairs and accounting as

well as to take care of incoming and outgoing foreign staff a few months before and after the event. ABIC members are entrusted with seven out of eleven event locations across the country.

Such activities were well-suited to former trading firm employees, who took full advantage of their experience in overseas branches and project offices.

### Contacting ABIC

Action for a Better International Community  
c/o Japan Foreign Trade Council, Inc.  
6th Floor, World Trade Center Bldg.  
4-1, Hamamatsu-cho 2-chome, Minato-ku,  
Tokyo 105-6106, Japan  
eMail: abic@jftc.or.jp  
Tel. 03-3435-5973  
Fax. 03-3435-5979  
http://www.abic.or.jp

### Secretary General of ALADI visited JFTC on September 28<sup>th</sup>

Ambassador Juan Francisco Rojas Penso, The Secretary General of ALADI (Latin American Integration Association) visited



JFTC on September 28th and was welcomed by Mr. Susumu Kato, Chairman of the International Market Committee of JFTC (a member of the Board, Managing Executive Officer, General Manager, Corporate Planning & Coordination Office, of Sumitomo Corporation).

The ALADI, founded in March 1981, is the largest Latin-American group of its kind. It has twelve member countries: Argentina, Bolivia, Brazil, Chile, Colombia, Cuba, Ecuador, Mexico, Paraguay, Peru, Uruguay and Venezuela, which altogether are comprised of 20 million sq km and more than 430 million people. ALADI is promoting the creation of a preferential economic area in the region, aiming at a Latin-American common market, and provides an institutional and normative umbrella to shelter sub-regional agreements, such as MERCOSUR and CAN. Japan was welcomed by ALADI as an observer in July of this year.

At the meeting held at JFTC, Ambassador Rojas shared his views on a proposed Free Trade Area of the Americas (FTAA), including potential problems, and the challenges ALADI faces for future prosperity. He expressed his hopes that Japanese shosha would help private companies in ALADI member countries to access the international market.

## JFTC MONTHLY REPORT ON-LINE — Titles

JFTC publishes monthly reports covering wide variety of topics for the members and subscribers.

The following contents are available from the website (<http://www.jftc.or.jp/>) though written in Japanese.

### From September issue

1. **Foreword “Corporate Social Responsibility and Business Spirits of Sumitomo”**  
– Mr. Motoyuki Oka, Vice Chairman, Japan Foreign Trade Council, Inc. (President & CEO, Sumitomo Corporation)
2. **Symposium “Latest Real Image of Shosha” – Challenging Next-Generation Frontier** – Panelists: Dr. Michiharu Nakamura, Executive Vice President & Executive Officer, President, Research & Development Group, Hitachi, Ltd., Dr. Ryuuichi Morishita, Professor, Division of Clinical Gene Therapy, Osaka University Graduate School of Medicine, Mr. Kenichiro Yoshida, Managing Director, Equity Research, Nikko Citigroup Limited, Dr. Seiichiro Yonekura, Professor, Institute of Innovation Research, Hitotsubashi University, Coordinator: Mr. Akio Shibata, Deputy Director, Marubeni Research Institute.
3. **Expectation on Shosha for New Business Creation** – Mr. Motoo Ohara, General Manager, Corporate Planning Unit, Sanyo Electric Co., Ltd.
4. **International Letter “Sao Paulo Today”** – Mr. Hitoshi Kawashima, Vice-President, Sojitz do Brasil S.A.

### From October issue

1. **Foreword “Rising of New Era for East Asia – towards East Asia Community”** – Mr. Eizo Kobayashi, Vice Chairman, Japan Foreign Council, Inc. (President & CEO, ITOCHU Corporation)
2. **Special Articles “Natural Resources & Energy Exploitation and Shosha” – “Exploitation of Crude Oil and Natural Gas Energy”** – Mr. Yoshio Matsukawa, COO, Energy Development Division, Energy, Metals & Company, ITOCHU Corporation – **“History of Importation of Copper Raw Materials and Shosha’s Functions”** – Mr. Mitsuhiro Yamada, Corporate Officer, General Manager, Mineral Resources Division, Sumitomo Corporation – **“Minor factor players appealing in the grain market”** – Mr. Satoru Yasuda, General Manager, Planning & Administration Office, Forest Products & Building Materials Division, Sojitz Corporation – **“Development Business of Food Resources”** – Mr. Wataru Utsunomiya, Senior Operating Officer, Agro-Marine Products Division, Marubeni Corporation – **“Exploitation of Iron Ore Resources – Capital Investment to Companhia Vale do Rio Doce, Brasil”** – Iron Ore Division, Iron & Steel Raw Materials and Non-Ferrous Metals Business Unit, Mitsui & Co., Ltd. – **“Exploitation of Coal Resources”** – Mr. Hiroyuki Tarumi, General Manager, MDP Unit, Mitsubishi Corporation – **“Energy Situation in Japan”** – Mr. Horio, Director, Communication Office, General Policy Division, Director-General’s Secretariat, Agency for Natural Resources and Energy – **“Business Activities of JBIC in Energy & Mineral Resources”** – Mr. Akira Ogawa, General Manager, Energy and Natural Resources Finance Department, Japan Bank for International Cooperation
3. **International Letter – “Fluctuat nec mergitur (It tosses but it does not sink)”** – Mr. Kiyoji Katakawa, Regional Chief Operation Officer for Europe & President of Tomen France S.A.S.

### REGULAR MEMBERS OF JFTC

#### Companies (Total 45)

ASSOCIATED LUMBER & TRADING CO., LTD., CHORI CO., LTD., CBC CO., LTD., D. NAGATA CO., LTD., HANWA CO., LTD.  
 HITACHI HIGH-TECHNOLOGIES CORPORATION, INABATA & CO., LTD., ITOCHU CORPORATION, IWATANI INTERNATIONAL CORPORATION  
 JFE SHOJI HOLDINGS, INC., KANEMATSU CORPORATION, KINSHO CORPORATION, KOWA COMPANY, LTD., KYOEI SHOJI CO., LTD.  
 KYOKUTO BOEKI KAISHA, LTD., MARUBENI CORPORATION, MEIWA CORPORATION, MITSUBISHI CORPORATION, MITSUI & CO., LTD.  
 MORIMURA BROS., INC., NAGASE & CO., LTD., N. I. TEJIN SHOJI CO., LTD., NOMURA TRADING CO., LTD., NOSAWA & CO., LTD., OGURA TRADING CO., LTD.  
 OKAYA & CO., LTD., SANKO MEDICAL SYSTEM CO., LTD., SANKYO SEIKO CO., LTD., SEIKA CORPORATION, SHINYEI KAISHA, SMILE CORP.  
 SOJITZ HOLDINGS CORPORATION, SUMIKIN BUSSAN CORPORATION, SUMITOMO CORPORATION, T. CHATANI & CO., LTD., THE TOSHO CO., LTD.  
 TOKYO BOEKI LTD., TOMEN CORPORATION, TOSHOKU LTD., TOHO BUSSAN KAISHA, LTD., TOYOTA TSUSHO CORPORATION, Y. NISHIDA & CO., LTD.  
 YAGI & CO., LTD., YAGI TSUSHO LTD., YUASA TRADING CO., LTD.

#### Associations (Total 27)

COSMETIC IMPORTERS ASSOCIATION OF JAPAN, FUKUOKA FOREIGN TRADE ASSOCIATION,  
 INTERNATIONAL DEVELOPMENT ASSOCIATION OF THE FURNITURE INDUSTRY OF JAPAN, JAPAN AUTOMOBILE IMPORTERS ASSOCIATION,  
 THE JAPAN BANANA IMPORTERS ASSOCIATION, JAPAN CHEMICAL EXPORTERS’ ASSOCIATION, JAPAN CHEMICAL IMPORTERS’ ASSOCIATION,  
 JAPAN EEL IMPORTERS ASSOCIATION, JAPAN ELECTRONIC PRODUCTS IMPORTERS ASSOCIATION, JAPAN FISH TRADERS ASSOCIATION,  
 JAPAN FOREIGN TRADERS ASSOCIATION, INC., JAPAN MACHINE TOOL IMPORTERS’ ASSOCIATION, JAPAN MACHINERY EXPORTERS’ ASSOCIATION,  
 JAPAN MACHINERY IMPORTERS’ ASSOCIATION, JAPAN OVERSEAS ROLLING STOCK ASSOCIATION, JAPAN PAPER IMPORTERS’ ASSOCIATION,  
 JAPAN SHEEP CASING IMPORTERS ASSOCIATION, JAPAN SHIP EXPORTERS’ ASSOCIATION, JAPAN TEXTILE EXPORTERS ASSOCIATION,  
 THE JAPAN TEXTILES IMPORTERS ASSOCIATION, JAPAN WATCH IMPORTERS’ ASSOCIATION, JAPAN WINES AND SPIRITS IMPORTERS ASSOCIATION,  
 KOBE FOREIGN TRADE ASSOCIATION, KYOTO FOREIGN TRADE ASSOCIATION, THE RUBBER TRADE ASSOCIATION OF JAPAN,  
 TOKYO TRADE AND INDUSTRY ASSOCIATION, THE YOKOHAMA FOREIGN TRADE ASSOCIATION

#### CHAIRMAN

Mikio Sasaki (Chairman — Mitsubishi Corporation)

#### VICE CHAIRMEN

Hidetoshi Nishimura (President & Co-CEO — Sojitz Holdings Corporation)  
 Shoei Utsuda (President & CEO — Mitsui & Co., Ltd.)  
 Nobuo Katsumata (President & CEO — Marubeni Corporation)  
 Motoyuki Oka (President & CEO — Sumitomo Corporation)  
 Eizo Kobayashi (President & CEO — Itochu Corporation)

#### EXECUTIVE MANAGING DIRECTOR

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