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Japan Foreign Trade Council, Inc.

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Japan Foreign Trade Council, Inc. Celebrate 60th Year Anniversary

Japan Foreign Trade Council, Inc. held a 60th Year Anniversary Reception on May 28th in Imperial Hotel, Tokyo inviting a plenty of guests in business, government and academic spheres. The Fuji Room was filled with some 600 participants including foreign ambassadors and counselors from 53 different countries.

Mr. Mikio Sasaki, chairman of JFTC, delivered an opening address appreciating the earnest supports extended to the activities of JFTC. The ceremony was followed by an introduction of congratulatory message from the Prime Minister Shinzo Abe and a message from Mr. Akira Amari, Minister of Economy, Trade and Industry. Mr. Yasuo Hayashi, chairman, Japan External Trade Organization, gave a toast on behalf of invited guests.

Opening Speech by JFTC Chairman

Greetings by Chairman Mikio Sasaki, at the Reception to Celebrate the 60th Anniversary of the Japan Foreign Trade Council, Inc.

May 31, 2007

I am delighted to have this opportunity to say a few words at this reception to celebrate the 60th anniversary of the Japan Foreign Trade Council, Inc. (JFTC). First, let me thank you all for taking time out of your busy schedules to attend this gathering today. I also wish to take this opportunity to express my sincere appreciation to you for your continued understanding and support of our activities.



The JFTC celebrates its 60th anniversary this June. Over these sixty years, we have witnessed the development of Japan as a leading country in the area of trade and investment. This is not to say, however, that it

has been smooth sailing.

We have faced many trials. The 1970s saw the shift to a floating exchange rate and two oil crises. In the 1980s, Japan was criticized for its trade surplus and the yen rapidly appreciated with the Plaza Accord. The 1990s were the so-called Lost Decade, which was sparked by the collapse of the bubble economy.

Shosha, overcame these various hardships through constant management measures and private- and public-sector efforts to address trade issues. Over these years, the JFTC ascertained the changes of the times and the needs of the world, considered the proper role of *shosha*, and made infrastructure improvements and policy proposals for *shosha* activities. Permit me to mention a few recent activities. The JFTC is actively urging the government to promote the conclusion of FTAs and EPAs, to prevent international double payment of corporate taxes and social insurance premiums for people stationed overseas, as well as to simplify and digitalize trade procedures and raise their efficiency.

The JFTC also places emphasis on social action programs. We established Action for a Better International Community, or "ABIC," seven years ago. With a core of former *shosha* employees, ABIC currently has more than 1,600 active members, all of whom energetically engage in activities in the front line of economic and cultural interchange and education in Japan and overseas, using their vast experience and knowledge.

Japan today faces a declining population. For the nation to continue to achieve sustainable development in the future, we are being called to create a new frontier that both develops increasingly global trade and investment activities and incorporates economic vitality from overseas.

It is here that *shosha* have a role to play. *Shosha* will actively develop a new frontier in response to the demands of the new era and contribute to the vitalization of Japan's economy and the healthy development of the world economy. Based on this perspective, the JFTC currently uses "Global Frontier" as the slogan for its

activities.

To commemorate the landmark of our 60th anniversary, we are now formulating a midterm vision for trade and investment. To create this vision, we are projecting Japan's trade and investment ten years hence and examining what we should do to achieve that. The results of this exercise are scheduled to be announced at the end of this year and will set the direction for our activities into the future.

In Japan, the 60th birthday is the occasion of *kanreki*, when five cycles of the Chinese zodiac have been completed and a new cycle is begun. The JFTC is determined to return to its original ideals and work toward the further development of Japan as a leading country in the area of trade and investment.

I ask for your continued understanding and support of our organization.

Thank you very much.

Congratulatory Message from Minister Amari

Mr. Toru Ishida, Director General of Trade and Economic Cooperation Bureau, METI, read the following message from the Minister who was due to come to the reception but resulted in absence owing to the extended Diet session on the day.



It is indeed a happy occasion that the Japan Foreign Trade Council, Inc. (JFTC) will celebrate its Sixtieth Anniversary this June, and I offer you my heartfelt congratulations.

Beginning in the middle of the twentieth century, Japan staked its future on international trade, achieved remarkably rapid economic development, and has played a leading role as an engine of global economic growth ever since. Last year's exports topped 75 trillion yen, a record high. The value of Japan's total trade, exports and imports included, is now double what it was ten years ago, and there is no question that the business of international trade will continue to play a very important role in Japan's economic prosperity.

Businesses of international trade have been resolutely promoting "selection and concentration" and innovating in the business models, while engaging in the proposition and structuring of projects and strategic investment. I would like to once again express my respect for the activities of all the members of the JFTC in this regard.

In recent years, as a result of progress in the liberalization of trade and investment, global supply-chain systems have developed and the mutually interdependent relations among nations have strengthened. But, at the same time, the global competition has intensified and the resource nationalism has risen more apparently.

The Government of Japan is working to create a favorable business environment in overseas markets in a variety of ways: by bringing the WTO Doha Round to a conclusion this year, by active engagement in strengthening our economic partnership in East Asia and with resource-rich nations, and through the provision of ODA and trade insurance.

I hope that the government and the private sector will continue to work together actively in areas such as "resource diplomacy (strengthening relations with resource-rich nations)" and international cooperation in the fields of environmental issue and energy conservation.

In closing, as the JFTC celebrates its sixtieth year, I would like to offer both my congratulations and my hope that it will continue to grow, expand its networks both in Japan and overseas, and continue its contribution to the development of the Japanese economy and, by extension, the global economy.

JFTC Honorary Chairman Kenji Miyahara attends Luncheon Meeting with the Prime Minister of Cambodia

Samdech Hun Sen, Prime Minister of the Royal Government of Cambodia, made an official visit to Japan in the middle of June this year.



A welcome luncheon was held on 14th June, 2007 at Hotel Okura Tokyo inviting the Prime Minister and his delegation, jointly hosted by Keizai Doyukai (Japan Association of Corporate Executives), Nippon Keidanren (Japan Business Federation), the Japan Chamber of Commerce and Industry and Japan Foreign Trade

Council, Inc..

Mr. Masamitsu Sakurai, the chairman of Keizaidoyukai, gave a welcome speech on behalf of hosting organizations and JFTC honorary chairman Kenji Miyahara hosted the members of the delegation, from Cambodia, at the main table.

JFTC MONTHLY BULLETIN ON-LINE — Titles

JFTC publishes monthly bulletin 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 May Issue

1. Foreword: "Shosha's Business in Matured Country, Japan" ... Shoei Utsuda, Vice Chairman of JFTC, President & CEO, Mitsui & Co., Ltd.
2. Special Articles: "International Economic Cooperation of Japan in the New Era"
 - "Coordination between External Economic Policy and International Economic Cooperation" ... Motoyuki Oka, Vice Chairman of JFTC, President & CEO, Sumitomo Corporation (Member of Council of Advisers on International Cooperation of Foreign Ministry)
 - "International Economic Cooperation of Japan in the New Era ~ Towards the Coexistence and Assistance for Graduation ~" ... Izumi Ono, Professor, National Graduate Institute for Policy Studies (Member of Council of Advisers on International Cooperation of Foreign Ministry)
 - "Establishment of the Framework for Environmental Cooperation in Asia"
 - ... Shunichi Teranishi, Professor, Graduate School of Economics, Hitotsubashi University
 - "JBIC's challenges to secure stable energy supplies of natural resources and energy"
 - ... Tadashi Maeda, General Manager, Energy and Natural Resources Finance Department, Japan Bank for International cooperation
 - "NEXI's challenges to secure stable supplies of energy"
 - ... Tsutomu Murasaki, Executive Director, Structured and Trade Finance Insurance Dept., Nippon Export and Investment Insurance
 - "Cooperation in agriculture and rural development in developing countries"
 - ... Toshikazu Kumazawa, Executive Director, Association for Overseas Technical Scholarship
 - "BOP (Bottom of the Pyramid) business as social action programs of private companies"
 - ... Toru Naito, Project General Manager, Overseas Safety Planning Group, Japan International Cooperation Agency
 - "Shosha's contribution to international economic cooperation" ... Mitusi & Co., Ltd., Mitsubishi Cooperation
3. International letter: "Massive wave of globalization toward Mexico" ... Yuichiro Imaeda, Management Dept., Sumitomo Corporation, Mexico.
4. Zoom-up "One-Stop shop for broadband equipment" ... Junichi Maeda, IT solutions Div., IP solution Dept., Hitachi High-Technologies Corporation

From June Issue

1. Foreword: "Global Warming and Green Logistics" ... Masatoshi Amaya, Executive Director of JFTC, President, Sumikin Bussan Corporation
2. Special Articles: "60th Anniversary of JFTC"
 - 60th Anniversary Reception held on May 31 at Imperial Hotel
 - "Opening Address" ... Mikio Sasaki, Chairman JFTC, Chairman, Mitsubishi Corporation
 - "Congratulatory Messages" ... Shinzo Abe, Prime Minister
 - ... Akira Amari, Minister of Economy, Trade and Industry
 - "Devoir for Toast" ... Yasuo Hayashi, Chairman, Japan External Trade Organization
 - "Congratulatory Messages" ... Fujio Mitarai, Chairman, Japan Business Federation
 - ... Nobuo Yamaguchi, Chairman, The Japan Chamber of Commerce & Industry
 - ... Masamitsu Sakurai, Chairman, Japan Association of Corporate Executives
 - Special Contributions
 - "Active and Dynamic JFTC" ... Minoru Murofushi, Honorary Advisor, JFTC, Adviser, Itochu Corporation
 - "JFTC for an Affluent World" ... Kenji Miyahara, Honorary Chairman, JFTC, Chairman, Sumitomo Corporation
 - Round-table talks: "60th Anniversary of JFTC"
 - ... Naoki Azuma, Tomohiko Fujiyama, Masaharu Miyao, Hisao Ikegami, Masayoshi Amano, Executive Director, JFTC (host)
3. International Letter: "Letter from Hong Kong" ... Masatoshi Kamata, Nagase (Hong Kong) Ltd.

What is "SHOSHA"?

SHOSHA is consistently changing to meet the requirements of each era. Its function, activities and vision are explained in detail in English at <http://www.jftc.or.jp/shosha/english/index.html>

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, METAL ONE CORPORATION, MITSUBISHI CORPORATION
 MITSUI & CO., LTD., MORIMURA BROS., INC., NAGASE & CO., LTD., NIPPON STEEL TRADING CO., LTD., N. I. TEIJIN 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 CORPORATION, SUMIKIN BUSSAN CORPORATION
 SUMITOMO CORPORATION, T. CHATANI & CO., LTD., THE TOSHO CO., LTD., TOKYO BOEKI LTD., TOSHOKU LTD., TOHO BUSSAN KAISHA, LTD.
 TOYOTA TSUSHO CORPORATION, Y. NISHIDA & CO., LTD., YAGI TSUSHO LTD., YUASA TRADING CO., LTD.

Associations (Total 25)

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 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, THE YOKOHAMA FOREIGN TRADE ASSOCIATION

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 Susumu Kato (President & CEO – Sumitomo Corporation)
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