



Rebuilding Tomorrow

As an innovator in a wide range of industries, Japan has exported its game-changing technologies and expertise to the rest of the world. However, over the past two decades, its economy has experienced sluggish growth. Maintaining its position as the third's largest economy, Japan continues to find new ways in creating economic boost.

"As the Japanese government works on a wide range of policies aimed at stimulating economic growth, the ACCJ has offered policy prescriptions that encourage further reform and growth in Japan," said Christopher LaFleur, President of the Ameri-

can Chamber of Commerce in Japan. "we look forward to working with them on a number of issues that will make Japan an even more promising place to do business," said LaFleur.

In the past, Japan faced fierce competition as an investment destination with the rise of mainland China, Hong Kong and Singapore. High costs, an aging society and a language barrier did not help Japan's goal to attract more foreign investment.

"These negative perceptions are old concepts. As for business costs, the average office rent in Tokyo is lower than in Singapore and Hong Kong. According to an OECD survey, labor costs in Tokyo are actually lower than that of major developed countries," said Hiroyuki Ishige, Chairman of the Japan External Trade Organization (JETRO), the main agency tasked to promote inbound foreign direct investment (FDI) in order to strengthen international collaboration and drive economic growth.

To increase FDI, JETRO works in coordination with the government to improve the business environment by helping to simplify regulations and establish rules for corporate governance.

"We want to give a unified message that Japan has changed and is open for business," stressed Ishige.

Amid the government's

determined efforts to jumpstart the economy, with FDI pouring into Japan and Japanese companies seeking more investment opportunities abroad, the country's law firms have begun to strengthen their presence around the world.

Atsumi & Sakai (A&S), a full-service firm with overseas offices in London and

Frankfurt, caters to Japanese companies expanding abroad, as well as foreign companies entering Japan.

"People are saying the Japanese market is shrinking, but we can see that it is still expanding in certain industries such as pharmaceutical, healthcare and renewable energy. In addition,

CONTINUED ON NEXT PAGE



Japan External Trade Organization Chairman Hiroyuki Ishige

can Chamber of Commerce in Japan.

Earlier this year, Prime Minister Shinzo Abe reiterated that his top priority continues to be economic growth, with accelerating Abenomics being key. Introduced in 2012, Abenomics is a set of economic policies combining aggressive fiscal spending, monetary policy, and structural reform.

Open for business

"The ACCJ appreciates all the hard work done by the Japanese government and

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Rebuilding Tomorrow

Internet of Things and artificial intelligence have also been hot topics in Japan," revealed A&S Managing Partner Hiroo Atsumi.

To assist the influx of foreign investors penetrating the Japanese market, A&S in partnership with Tricor K.K., launched a "One-Stop Japan FDI Support Service" in 2016.

"Our motto is 'a compass to find your way.' With our experience, we can better assist companies in establishing themselves locally and internationally," said Atsumi.

Tourism: new economic pillar

With Japan hosting the Olympics and Paralympics in 2020, the Japanese government hopes to reinvigorate the country's overall economy with the expected deluge of

tourists.

"The government has focused on tourism for economic growth. By making tourism an economic pillar, the government hopes to utilize the industry as a driver of local revitalization," said JTA Commissioner Akihiko Tamura.

Having reached its target of 20 million annual visitors four years early, Japan has set a new target of 40 million by 2020. To increase the effectiveness of its campaign, JTA and Japan National Tourism Organization (JNTO) have partnered with several industry-related organizations.

"In 2003, the 'Visit Japan' campaign was launched. And that was the beginning of the increased importance of tourism in the country," said JNTO President Ryoichi Matsuyama.

Recently, JNTO and JTA

launched major campaigns to promote the diversity of Japan's attractions outside the "Golden Route" of Tokyo, Osaka and Kyoto and highlight the country's year-round beauty, unique festivals, and distinct cuisine.

To further encourage travel outside the Golden Route, the government and the private sector have upgraded its airports, raised the number of hotel rooms, increased English signage and trained more tourism professionals.

Contributing to national efforts to facilitate stress-free travel, Orient Corporation (Orico), a provider of various payment settlement services, is assisting towards the creation of a cashless economy in Japan by Tokyo 2020.

"Extensive infrastructure development and collabora-



ZEAL Cosmetics CEO Osamu Maeda

tion with every local shop are needed for such cashless settlement. Having a cashless society will greatly help stimulate local economy," explained Orico President Masaaki Kono. "I believe we are the only consumer finance company in Japan that has a business base in every single prefecture. With

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this advantage, we have a role to play in contributing to local economy revitalization.”

Tokyo 2020 hopes to show the world how Japan will successfully stage a sustainable Olympic Games and display its unique position as the crossroads of traditional culture and leading-edge technology.

New generation cosmetics

Incorporated in 2011 by CEO Osamu Maeda, ZEAL Cosmetics, in cooperation with Prof. Yasuhiro Tsukamoto, introduced antibody-based skin care products to the world.

The mass production of antibodies involves extracting durable, heat-resistant, high reactive antibodies from unfertilized ostrich eggs. ZEAL utilizes this method to also make agriculture, food, and household products, among others.

ZEAL is a vital partner in the global battle against infectious diseases such as Zika, MERS and flu viruses (including bird flu) as it provides effective preventative care against these diseases.

“We are always open to new strategic business partners in all industries to create long-term goals in each market to solve real problems in each geographic region, with a focus on the United States in 2017,” said Maeda. “We have been working with the Better Future Foundation in providing our antibody technology to protect underprivileged children from infectious diseases around the world.” ■

Healing the country and the world

With more than 25 percent of its population being 65 years of age or older, Japan has the world’s largest aging population. This number is expected to rise to 33 percent by 2030 as the country’s fertility rate remains below replacement level.

While various problems arise from Japan’s demographic challenges, their medical technology and healthcare industries have found solutions to the problems of its elderly population. While some of these difficulties are unique to Japan, other countries will face similar issues in the near future.

“So far, we have developed medical devices fit for Japanese patients’ body size and diseases. Because we have the basic technology and manufacturing knowhow, in the future, we can establish centers in different parts of the world and research which devices would be most fit for the people living in those countries,” said Tokai Medical Products (TMP) Chairman and Founder Nobumasa Tsutsui.

TMP, which dominates the domestic market, produces high-quality catheters with a wide range of applications, such as cardiovascular, abdominal and neurological intervention.

“We have a new product that saves newborn babies’ lives,” said Tsutsui. “Some babies have problems with the pulmonary valves in their hearts that allow them to live only for limited terms. This congenital disease occurs in a very small number of patients; and the development of products for newborn babies is very difficult because we have to develop the smallest catheter in the world—only 0.3 mm in diameter. Yet, we did it.”

After finding success in Japan with the launch of this niche product, TMP sees the need to tap into the global market, supplying

its device to as many countries as possible in order to help as many babies as possible.

“Our company is not after profit. What we are trying to do is provide good things for the patients and make people happy. We want to save lives. And I believe that’s the reason why our company is growing,” said Tsutsui.

From medical equipment to cosmetics, a wide variety of companies, such as medical information provider MRT, Inc. has found success in the domestic market and have seen the opportunity to go global.

“In terms of remote services and technology, there are several companies around the world equipped with similar technology. But MRT is the first company that has applied this to the medical field in Japan,” said MRT President and Founder Toshimasa Baba.

“Japan is at the forefront of an aging population. But 10 to 20 years down the line, there will be many other countries confronted with this dilemma. So our business model will be applicable to other countries around the world in the future. We hope our business would be helpful in coping with the problem,” Baba added. ■



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Raising global standards in manufacturing

Japan's prowess lies in many fields, and the Japanese are undoubtedly masters at making things.

The Japan Electrical Manufacturers' Association (JEMA) has overseen the development of the electrical machinery industry for nearly 70 years. JEMA was formed in 1948 out of a need to rebuild Japanese industry following the Second World War. Ever since, the 280-strong organization has supported the growth of its industry by ensuring that its members adapt to worldwide trends and remain globally competitive.

"We saw the need to improve the entire electrical industry. Instead of each company working single-handedly, we decided to have an association to assist the members, from suggesting important policy changes, meeting international standards, enlightening people about product safety and exchanging information foreign electrical machinery organizations," said JEMA President Kiyoshi Ebizuka.

While Japanese electrical machinery companies try to boost their domestic market, Ebizuka stressed that Japanese



From its production base in Nagano, SANYO DENKI produces standard-setting electrical components and systems.

electrical machinery companies have thrived around the world.

Embodying Japan's reputation as a trailblazer in manufacturing, SANYO DENKI has remained one of the world's top manufacturers of electrical components and systems, which include cooling fans, universal power systems and servo systems.

"We strive to compete on performance; and that is why we are ahead. We have a very good reputation with our current and even potential customers, and that is because we help them focus on features and not only on price," said CEO Shigeo Yamamoto.

With more than 90 years of experience, SANYO DENKI develops core technologies used in high-performing standard products and creates customized ones based on each customer's application.

"With different markets having varying demands, our technical centers worldwide gather information from each region and collaborate with the main R&D center in Japan. Through this, we maintain competitiveness. Also, we are

currently integrating IoT (Internet of Things) technologies into our products," Yamamoto explained.

Apart from gathering information for R&D, SANYO DENKI's overseas technical centers also provide technical support and after-sales service.

A designer and manufacturer of power transmission equipment, Miki Pulley has also carved its niche by catering to the specific needs of its clients and focusing on developing its own technologies.

"It's not about just customizing products," CEO Koji Miki pointed out. "Even in the design, we develop this together with our clients. Our strength is in engineering. We have the facilities and the engineers that our clients don't have. That is how we offer solutions."

Meanwhile, Tamura Corporation, among Japan's oldest companies in the electrical market, ensures that proper support is provided to its customers worldwide.

"One of our biggest advantages is that we have a number of manufacturing locations in Asia, Europe and the U.S. So, our global customers can

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always get support," explained President Naoki Tamura.

For Miki Pulley and Tamura Corporation, an increased international presence is important for its long-term future.

"Currently, we are targeting the industrial and infrastructure markets in the US, EU, India, China and Brazil. Mergers and acquisitions would be the strategy for us all over the world to expand our business. As we are committed to understanding the local markets we are in, we hope to find good people there and work with them," Tamura said.

But for Miki Pulley, its expansion strategy involves forming partnerships or setting up its own sales offices.

"The subsidiaries that we have were all set up five or six years ago. We have been in the business for a long time but we realized that we could not grow further if we do everything from Japan," Executive Vice President Yuji Miki said.

The Japanese have also acquired a reputation as early

adapters, particularly in safety standards and environmental friendliness. These two qualities have remained priorities for SOC Corporation, a maker of low voltage fuses.

"As a last line of safety defense for multiple applications, the fuse is a very important component. Our responsibility is huge and we always try to meet the technical and specific needs of our customers because this is also our chance to grow and expand and because this helps us maintain our status as the fuse manufacturer with the world's best technology," said President Kayoko Ari-kawa.

Already present in Asia, Europe and the United States, SOC Corporation has identified the automotive and renewable energy industries as potential growth markets.

Japanese manufacturers gained the admiration of its partners and the loyalty of its clients, at home and abroad, for their ability to capitalize on its several strengths and to fur-

ther improve them. While this has prompted Japanese companies to expand overseas, others, such as Japan Material and NASCO Nakamura, have focused on growth opportunities that exist at home.

Japan Material, which focuses on providing technical support for semiconductor factories, also offers in-house preventive maintenance for its customers as part of the whole package. Its clients include the world's largest companies in the semiconductor industry from Japan, Singapore, and Taiwan.

However, President of Japan Material, Hisao Tanaka, admits that Japan's semiconductor industry has lost its leading position and must do more to regain its standing.

"I've been in the industry for years and I've seen Japan's semiconductor industry at its peak. In recent years, other countries have taken over the field. Japan staggered a little because although the country has high quality, it has

high prices too. We are eager to help Japan bring the semiconductor industry back to the top. It has been before. We can do it again," Tanaka said.

NASCO Nakamura, a pioneer in food processing and packaging solutions, believes that Japan, its main market, will still set the standards in innovation and be the point of reference for countries around the world.

"We are currently supplying the packaging solutions for food sold in convenience stores, which is really popular in Japan. In the near future, the demand for this in other countries will increase," said President Gotaro Nakamura.

"Other countries will soon experience the same shifts in demographics and economy that Japan is now experiencing. By that time, Japanese companies like us will have gained enough know-how to lead in other markets, especially in Asia, with our acquired techniques," Managing Director Hidemune Nakamura added. ■

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Japanese universities find solutions to global problems



Like Momoyama Gakuin, Japan's universities are steadfast in their mission to raise a new breed of global students.

Facing tough challenges, such as an aging population and a shrinking workforce, Japan is seen as one of the first countries to encounter problems that will beset other developed economies. The situation has brought about an opportunity to find solutions and to propose new growth models for the rest of the world to follow.

Japanese universities play a key role in this task and are well aware of their influence on policy-making.

"We have to be attentive to global changes and what cur-

rent society is faced with. We have to create solutions for existing problems and show new options. Japanese universities have to take in good practices from all over the world and adapt them to Japanese society," said Toyota Technological Institute President Dr. Hiroyuki Sakaki.

Becoming aware of the importance of having a global outlook, TTI sends one-third of its graduate students on internships abroad. "For our graduates to serve as the next techno-industrial leaders, we let our students think about global missions and international opportunities," he added.

Yokohama National University President Yuichi Hasebe shares similar beliefs. Established in 1876, YNU has formulated solutions to problems faced by the cosmopolitan city and its prefecture, Kanagawa, by integrating multi-disciplinary and cross-border knowledge.

"We do particularly well in IT. I plan to further strengthen our studies in the humanities, social sciences, and natural sciences so we have a wider inter-

disciplinary approach. We also want to collaborate with our counterparts in China, India and other fast-growing economies in Asia," Hasebe explained.

Another school in the city, Yokohama City University, is committed to educating global citizens by expanding its student exchange program, particularly with partners in Asia and Europe. Currently, YCU has 38 partner institutions from around the world. As part of its long term goal, YCU plans to focus on establishing more partnerships with universities in Asia.

While the international exposure will help its students in their future careers, YCU also hopes that the knowledge gained abroad by students will contribute to the city's development, especially in the fields of medicine and science.

"At the same time, we also want to invite more international students to come to Japan. YCU is an attractive school as it is ranked second by Times Higher Education among small universities in Japan," said YCU President Yoshinobu Kubota.

To fulfill its goal of increasing

outbound and inbound students, YCU has set up the International Academic Consortium for Sustainable Cities (IACSC) in 2009, to continue establishing relationships with more universities and institutions.

Even specialized Japanese universities, such as Showa University and St. Marianna University School of Medicine, cannot ignore the importance of internationalization.

Showa University, one of Japan's top comprehensive medical universities, started its foreign exchange programs nearly 40 years ago. But, especially in the last five years the school has aggressively promoted student exchanges to satisfy its students' demand.

"Although there was a decline in Japanese students going abroad, we see that the interest is increasing again recently. A large portion of our students wants to study abroad, so we are working hard to establish memoranda of understanding with universities," said Showa University President Ryohei Koide. Currently, Showa University's international reach includes 28 institutions in 15 countries, including the United States, Madagascar and Egypt.

The university also has a post-graduate fellowship program that allows young medical professionals (doctors, dentists, pharmacists, nurses) and researchers to receive free additional training in Japan. This program also offers free housing and, for about half of the fellows, a monthly stipend. In the last 35 years, over 900 international research fellows have participated in the program.

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TTI is a small but unique college of engineering. Born in Nagoya in 1981 with the support of Toyota Motor Corporation, TTI admits only 90 students each year.

Its mission is to conduct quality education and research of global excellence, as well as hand down the creative spirit of Sakichi Toyoda (1867-1930), an inventor of automatic looms and the founder of Toyota Group.

TTI works in close collaboration with its sister institute, TTI at Chicago (TTI-C), which focuses on computer science.

"We want to share our techniques and technology to future leaders who can educate other medical practitioners around the world. Fellows may go back to their home country to share knowledge they have acquired. As it is open to everybody, the program also helps us gauge the medical level and culture of many countries and learn from them. With this, we hope to cultivate the next generation of leaders," Koide also said.

Meanwhile, in the last six years, St. Marianna University School of Medicine began foreign exchange programs with universities and institutions in China, Korea and the United States. Chairman Katsuya Akashi hopes to increase the number of partner schools in the next few years.

"We are actually searching for more universities to communicate with. We hope to send our students anywhere in the world to gain experience as long as it's safe," Akashi said.

Apart from expanding its

international partnerships, the university is also internationalizing its curriculum.

"With the encouragement of MEXT (Ministry of Education, Culture, Sports, Science and Technology), we saw the need to match our curriculum according to global standards.

Although our knowledge and skills are up to par, work still needs to be done in relation to breaking language barriers in order to collaborate more easily with other parts of the world," explained Akashi.

Despite the drive to globalize, Japanese universities have not abandoned their roots as they see themselves as emissaries of a country with a unique culture and timeless values that can benefit the world.

In March 2015, 23 Momoyama Gakuin University students visited the Consulate General of Japan in Los Angeles and the University of California-Irvine as part of the university's KAKEHASHI Project.

"They prepared a presenta-

tion designed to help others understand the real Japan. *Kakehashi* means 'a bridge connecting to the world' and our students try to be the link between Japan and other countries," explained Momoyama Gakuin University President Dr. Ninako Makino.

Momoyama Gakuin University also has outreach programs that promote Japanese goodwill.

"We have various programs that help local communities at home and abroad. For example, some of our students visit rural Indonesia to help local people build new homes, while others go to Inner Mongolia to assist in tree-planting to hold back desertification. Here in Japan, some students have provided aid following earthquakes, while others use their business management skills to support local women farmers," Makino said.

For the head of Tokyo International University, the mission of promoting Japanese values is a priority. Chancellor No-

buyasu Kurata pays special attention to instilling *kotokushin* or civic-mindedness among the students.

"Six years ago when the big earthquake hit Japan, we did not see people storming the stores and stealing from one another. Instead, people came to serve and help one another. This I believe is because of *kotokushin*. Instead of competition and fierce rivalry, everyone thinks of harmony and contributing to society," Kurata said.

"This philosophy is very important. It is meant to defy barriers, whether they be of race, religion or gender. This will help nurture our students to become truly internationally minded leaders," he added.

Along with several universities in Japan, TIU welcomes students from all parts of the world.

Kurata said, "It is our sincere hope that students who come to study at TIU will learn our philosophies, and go back and work for international communities as global leaders." ■

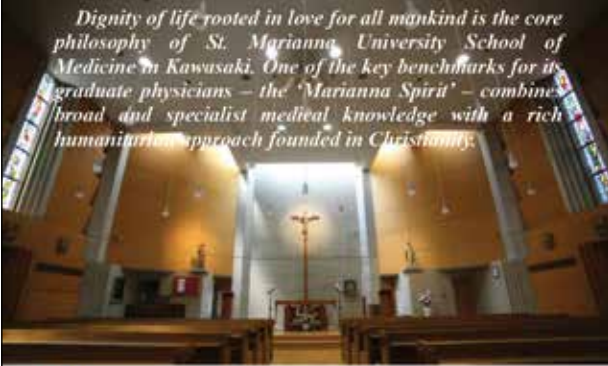


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Dignity of life rooted in love for all mankind is the core philosophy of St. Marianna University School of Medicine in Kawasaki. One of the key benchmarks for its graduate physicians – the 'Marianna Spirit' – combine broad and specialist medical knowledge with a rich humanitarian approach founded in Christianity.



St. Marianna University School of Medicine


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Among Japan's top-ranking private comprehensive medical universities, Showa University has four schools (Medicine, Dentistry, Pharmacy, Nursing and Rehabilitation Sciences) and four research centers. It runs eight teaching hospitals and two clinics located throughout Tokyo and Yokohama, wherein students from its schools acquire valuable bedside training and clinical practice.

For more than 50 years, Showa University has operated a fully equipped campus located close to the iconic Mt. Fuji. To build the early foundations of team-based medicine, all freshmen from its four schools live and study together in dormitories in this campus. In the Times Higher Education rankings in 2016, Showa University was No.4 in student-to-staff ratio.

Since 1982, Showa University has run a research fellowship program for foreign-trained medical specialists who seek free training in Japan for up to one year. The program has since accepted more than 900 international fellows from 58 countries.



Fostering "Citizens of the World"

Momoyama Gakuin University (St. Andrew's University) was founded in Osaka, Japan, in 1959. Our educational principle is to foster "citizens of the world" through Christian humanism.

In addition to their regular courses, many Momoyama students participate in our overseas programs, including language study and volunteer activities as well as business internships. Moreover, 70-80 international students, from more than 20 different countries and areas, come to Momoyama to study each year. Momoyama offers rich opportunities for intercultural experience, alongside the opportunity to contribute to the world.

The University President



Dr. Ninako MAKINO
Professor of Management



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Tokyo International University is wholeheartedly committed to "nurturing truly internationally-minded individuals" who harbor a sense of *Kotokushin* (公德心), or "unbiased harmony".

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From the firm base of our university's 51 years of history, we nurture young people from the international community through education and research instilled with *Kotokushin* as our continued contribution towards an ever-endurable world community.



Tokyo International University
Chancellor and Chair,
Nobuyasu Kurata

