

Japan-U.S. Investment Initiative Seminar in Shizuoka

September 9, 2008

On October 30, 2008, the “Japan-U.S. Investment Initiative Seminar in Shizuoka” will be held in Shizuoka Prefecture. This aim of this seminar is to enhance understanding of foreign direct investment in Japan and providing useful information for foreign companies considering business in Japan and Japanese companies considering business partnerships with overseas companies, including information on the business environment in Japan and the U.S. and the experience of foreign companies that have actually invested in Japan.

1. This seminar will be jointly hosted by the Japanese and the U.S. governments with the aim of fostering exchange between business leaders in both countries and thereby allowing U.S. direct investment in Japan to serve as a driver of regional development.

2. The seminar program will focus on providing up-to-date information on business between Japan and the U.S., including the investment environment in Japan and Shizuoka, national and local government efforts to improve it, and the stories of companies that have been investing in Japan or dealing with Japanese companies.

3. On the day following the seminar, a tour of local industry will be offered to foreign company representatives who have participated in the seminar.

4. Those who wish to attend the seminar should access the following website of Shizuoka Prefecture and register by fax or e-mail. No registration fee is needed.

Japanese website: <http://www.pref.shizuoka.jp/sangyou/sa-530/seminar.html>

English website: <http://www.onestop-shizuoka.jp/english/news/2008/invest.html>

Division in Charge

Trade and Investment Facilitation Division, Trade and Economic Cooperation Bureau

Outline of the Japan-U.S. Investment Initiative Seminar in Shizuoka

1. Objective

This seminar will be held for the purpose of enhancing understanding of the role that foreign direct investment in Japan plays in developing regional economies and promoting investment by U.S. companies in Japan. The seminar will feature the stories of U.S. companies that have successfully started operations in Shizuoka or elsewhere in Japan and the benefits of choosing Shizuoka as a business location.

2. Outline

(1) Organizers: Ministry of Economy, Trade and Industry, Shizuoka Prefectural Government, Embassy of the United States in Japan, Japan External Trade Organization (JETRO)

(2) Date: Thursday, October 30, 2008, 13:30-17:30

(3) Place: Conference Hall “Winds,” 11th floor of GRANSHIP and other sites

(4) Participants: About 100 people, including government officials and business leaders of Japan and the U.S.

(5) Language: Japanese/English (with simultaneous interpretation)

(6) Fee: Free

(7) Program

A. Seminar

Program	Speakers (tentative)
Opening remarks	<ul style="list-style-type: none">• Yoshinobu Ishikawa, Governor of Shizuoka Prefecture• Representative of the Ministry of Economy, Trade and Industry• Patricia M. Haslach, U.S. Ambassador to APEC, U.S. Department of State
“The Foreign Direct Investment (FDI) Environment in Japan and JETRO’s Efforts to Promote FDI in Japan”	<ul style="list-style-type: none">• Yasuo Hayashi, Chairman & CEO, Japan External Trade Organization (JETRO)

“The Investment environment in Shizuoka”	• Eiichi Sugiyama, Director of Industry, Shizuoka Prefectural Government
Special lectures	I. Haruo Shimada, President, Chiba University of Commerce and Chair of the Expert Committee on FDI Promotion, Cabinet Office
	II. Allan Smith, President, American Chamber of Commerce in Japan
Panel discussion on “Key to the Success for Foreign Business -Expectation & Challenge-” (tentative)	Moderator: Haruo Shimada, President, Chiba University of Commerce Panelists: (U.S. company operating in Shizuoka) • Tomoyasu Inuzuka, Director, Plant Manager, Shizuoka Plant, Corning Japan K.K. (U.S. company operating in Japan) • Kyle Verplank, Japan Commercial Director, Shape Corporation (Shizuoka companies operating in the U.S.) • Masahiro Ohtake, President, Koito Manufacturing Co., Ltd. • Takashi Kajikawa, President, Yamaha Motor Co., Ltd.
Reception	(Reception Hall, 18:00-19:30)

B. Tour of Local Industry

With the aim of promoting investment in Shizuoka Prefecture, a tour of local will be offered to representatives of U.S. companies on the day following the seminar. Participants will be able to visit companies and research institutes in Shizuoka for plant tours and opinion exchange with local business leaders.

- (1) Date: Friday, October 31, 2008, 9:30-16:00
- (2) Participants: Foreign company representatives who have attended the seminar on the previous day and wish to participate in the tour.
- (3) Language: Japanese/English (with simultaneous interpretation)
- (4) Fee: Free

Sector	Companies to be visited
Transportation Machinery	Suzuki Motor Company, Yamaha Motor Co., Ltd.
Optics & Electronics	Hamamatsu Photonics K.K., Pulstec Industrial Co., Ltd.
Life Science	Terumo Corporation, Shizuoka Cancer Center Research Institute