

We Are *Tomodachi*

Winter 2016



The Government of Japan

We Are *Tomodachi*
Winter 2016

"We Are *Tomodachi*" is a magazine published with the aim of further deepening people's understanding of the initiatives of the Government of Japan and the charms of Japan. The magazine's title, "We Are *Tomodachi*" means "We Are Friends," expressing that Japan is a friend of the countries of the world, one that will cooperate and grow together with them.

On the cover: Prime Minister Shinzo Abe visited New York City to attend the 71st Session of the United Nations General Assembly and delivered an address at the General Debate (September 2016).



Prime Minister Abe, visiting Vientiane, Laos, to attend the ASEAN-related Summit Meetings and other events, attended the ASEAN Business and Investment Summit Meeting, where he observed a demonstration of traditional embroidery techniques of the Luang Prabang area (September 2016).

Wagashi : Traditional Japanese Confections



Anmitsu

Anmitsu is a traditional Japanese treat usually eaten as a snack between meals. As you can see in the photo, the main component is *an*, a sweet bean paste made from adzuki beans, accompanied by jelly cubes, ice cream, fresh fruit, and so on. The result is a refreshing bowl of goodness. This makes *anmitsu* popular among Japanese people of all ages and from all walks of life. Be sure to give it a try when you visit Japan—we're sure you'll love it too.

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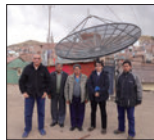


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Note: All U.S. dollar equivalents for Japanese yen amounts in this issue of *We Are Tomodachi* are calculated at 104 yen to the dollar, roughly the rate at the time of publication.

Sacred Sites Draw Visitors from Abroad



Motonosumi Inari Shrine: Yamaguchi Prefecture

Nagato City in Yamaguchi Prefecture is situated about 100 minutes by car north of Yamaguchi Ube Airport. The Motonosumi Inari Shrine stands on a cliff facing the Sea of Japan and the entrance path to the shrine continues for more than 100 meters (330 feet) with 123 bright red *torii* (traditional shrine gates) set along it in an orderly manner.

White foxes, said to be messengers of the Shinto *kami*, or spirits, are the symbol of Inari shrines, which are a familiar presence to local people. They believe the *kami* of Inari shrines can make their businesses prosper and otherwise help them. Since March 2015, when Motonosumi Inari Shrine was selected by CNN as one of Japan's 31 most beautiful places, the number of overseas visitors to the shrine has suddenly increased. Perched on the main *torii* at a height of about five meters (16 feet), is a box into which visitors can throw coins and make a prayer. Despite the height of this target, many non-Japanese coins have made their way inside.

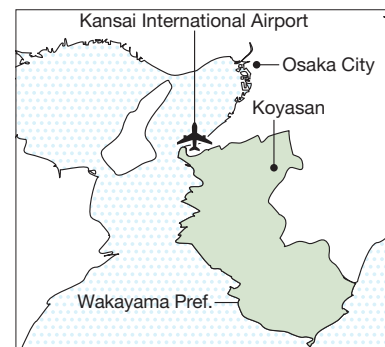




Koyasan: Wakayama Prefecture

Located about 90 minutes by car from Kansai International Airport, the sacred Buddhist site of Koyasan sits at an altitude of 1,000 meters (3,300 feet). Recently, more and more Westerners, especially French people, are visiting Koyasan, and non-Japanese visitors number more than 50,000 people a year. In 2015, Koyasan was included in *National Geographic Traveler* magazine's 20 go-now destinations.

The scholar-monk Kobo Daishi established Koyasan in 816, 1,200 years ago. There are 117 temples at the site, which is approximately 5 kilometers (3 miles) from east to west. The town appears to be like the grounds of one big temple, and monks make up more than 30% of the town's population of about 3,300. Koyasan is said to be one of Japan's most pristine and sacred places.



Japanese Individuals Contributing Worldwide

Delivering Free TV Broadcasts with Beautiful Image Resolutions to the Peruvian People

The transition to digital terrestrial television broadcasting is progressing in various countries around the world. Broadly speaking, there are currently four standards: Japanese, North American, European, and Chinese. Most countries in South America use Integrated Services Digital Broadcasting–Terrestrial (ISDB-T), the so-called Japan/Brazil standard, based on Japanese technology. Strong points of the Japan/Brazil standard include the ability to transmit high-definition images and data in digital form and to broadcast to mobile devices. Furthermore, the equipment is of good quality and does not break down easily, with long-term operational maintenance ensured by thorough follow-up service from Japanese manufacturers. These strengths have received positive evaluation, with 13 countries in Latin America having adopted this standard as of September 2016.

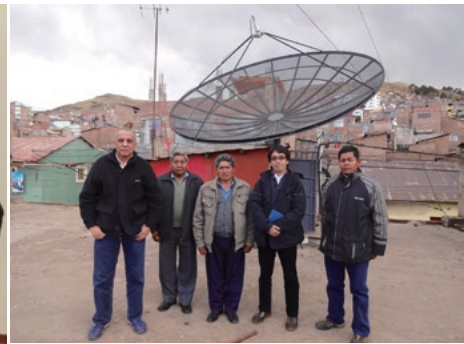
Peru decided to adopt the Japan/Brazil standard in 2009. Katsumasa Hirose, a specialist who was assigned to work in Peru for the Japan International Cooperation Agency (JICA), devoted himself to helping to spread the use of digital terrestrial television during his two-year stay there. After taking up his post in 2012, Hirose assisted in launching digital broadcasts at 13 TV stations in Lima, the capital, and its environs. He provided know-how to the stations on how to make the switch from analog to digital broadcasting, and he also offered recommendations for types of broadcasting equipment.

Hirose actively took part in seminars in regional cities to improve commercial broadcasters' and ordinary viewers' understanding of digital broadcasting. In Peru, there is a fixed idea that to be able to watch television with a high-quality picture, viewers need to pay to subscribe to cable TV service. "I wanted to let people know," he says, "that with digital terrestrial television they could enjoy a beautiful picture on their TV screens for free." He cannot forget the reactions of seminar participants when he showed them scenes from the digital terrestrial broadcast of the 2014 FIFA World Cup in Brazil. "Is the picture really this good? I want it now!" they said as they crowded in front of the screen.

Hirose also worked hard to facilitate use through the digital terrestrial network of the Emergency Warning Broadcasting System (EWBS), which transmits warnings in times of disaster. As part of Japan's Official Development Assistance program, grant aid amounting to JPY 700 million (USD 6.7 million) from Japan for the Project for Improvement of Equipment for Disaster Risk Management enabled the development and use of EWBS receiver chips, and TV sets capable of receiving EWBS signals were offered to seven cities in coastal areas. Also, another project independent of ODA was conducted together with INICTEL, the Peruvian national telecommunications research institute, and this resulted in the creation of disaster-warning speakers implanted with chips for receiving EWBS signals, which can be set up on street corners to sound warnings. The Peruvian government has budgeted funds of its own that have enabled the installation of about 70 of these EWBS-compatible disaster-warning speakers.

Hirose has great expectations for the potential of digital terrestrial broadcasting, which originated in Japan. Peru began to use disaster-warning systems before other regions in South America. The Japanese system has now become the standard used in South America, and other regions prone to natural disasters are considering expanding EWBS by taking advantage of the special features of digital terrestrial broadcasting.

Since returning to Japan, Hirose has kept in regular contact with the person who succeeded him in Peru, providing ongoing support. Though Peru is separated from Japan by 15,000 kilometers (over 9,000 miles), his ties with the country are still strong.



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| 2 | 1. Hirose (right) stands next to ATV Group CEO Marcello V. Cuneo at a ceremony to commemorate the launch of commercial digital terrestrial broadcasting in Cusco, the first regional city to introduce the system. |
| 3 | 2. At an antenna construction site in Puno: Satellite signals received by a parabolic antenna will be transmitted to the surrounding areas by digital terrestrial broadcasting antennas. |
| | 3. A siren combined with an EWBS receiver in actual operation. |

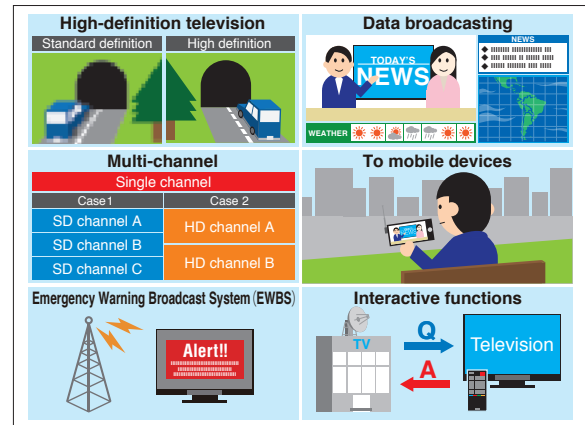
(Photo by JICA)

Wide use of the Japan/Brazil standard in Latin America



Brazil adopted the Japan/Brazil standard in 2006, and now most Latin American countries have adopted this standard, which originated in Japan.

Six special features of the Japan/Brazil standard



The standard, originating in Japan, has special features in addition to high-definition broadcasting. These include multiple-channel broadcasting, interactive functions like answering a survey while watching a program, as well as functioning as infrastructure to reduce disaster risks by broadcasting emergency warnings. Data broadcasting has already begun in Peru with weather information data-casting.



Katsumasa Hirose

Joined the Japanese public broadcaster in 2000. Was in the Engineering Administration Department, involved in maintaining the file base system for news programs. From October 2012, was assigned to Peru by JICA to provide expertise for the introduction of broadcasting infrastructure and to train engineers. Assisted in the launch and spread of digital terrestrial broadcasting in the Lima area.

▶ Video clip will be available at <https://youtu.be/De7KgKu8M10>

Japanese Individuals Contributing Worldwide

Bringing Japanese Culture to Argentina Through the Tradition of Landscape Gardening

Parque Tres de Febrero, also known as the Bosques de Palermo (Palermo Woods), is a park in Buenos Aires, Argentina, that attracts many visitors from near and far. Situated in one corner of the park is the 2.5 hectare (6.2-acre) Buenos Aires Japanese Garden. The garden features a large pond spanned by a Japanese-style bridge, surrounded by Japanese cherry trees and other flora representative of Japan.

The current Japanese Garden is the creation of the landscape architect Yasuo Inomata, who lives in Escobar, a suburb of Buenos Aires. Inomata studied landscape architecture at a Japanese university and then gained experience as a landscape architect in Japan. After moving to Argentina in 1966, he designed gardens for private residences, and in 1969 he created a Japanese garden for the city of Escobar. In addition, he has been actively involved in Escobar's flower festival, the Fiesta Nacional de la Flor. This event has been held for more than 50 years, and since the fourth fiesta in 1967 Inomata has been the chief site designer, handling the decorations and other aspects of presentation. Through this work he has contributed significantly to spreading the fame of Escobar's flower festival throughout Argentina.

The Japanese Garden of Palermo Woods was originally built and donated to Buenos Aires by the Japanese immigrant community to commemorate the marriage of Crown Prince Akihito and Princess Michiko, the current emperor and empress of Japan, when they visited Argentina in 1967. At the request of the local Japanese Association, Inomata undertook a major refurbishing and expansion of the garden in 1978 and 1979 to make it more authentically Japanese. In the four decades since then, the Japanese Garden has soothed the spirits of visitors and has served as a bridge to Japanese culture.

Inomata became widely known through his involvement in the expansion and repair of a ring road in Buenos Aires Province starting in 1994. This major undertaking required the transplanting of about 1,000 large old trees. Local experts argued that this was not possible because of the age of the trees and that they should simply be cut down. But opponents organized in resistance, and the dispute became a topic on local news programs. The expressway corporation turned to Inomata to solve this issue. He brilliantly succeeded in transferring the trees using *tarumaki*, a traditional Japanese gardening technique of binding the roots with straw and rope. With this he won renown as the savior who solved a crisis that had threatened to stall the urban development plans of Buenos Aires.

"The Japanese gardens I create express the Buddhist concept of paradise," says Inomata. "In Japanese gardens, the trees and flowers are laid out not in obviously ordered patterns but as if in nature, thereby conveying a feeling of serenity. While they may seem disordered, the gardens actually maintain a careful order." When Inomata turned 66 in 2004, the city of Escobar presented him with an honored citizen award. In 2014, the Ministry of Foreign Affairs of Japan conferred a Foreign Minister's Commendation on him. Landscapes embodying the Japanese spirit created by a Japanese landscape architect in his adopted second home are providing moments of tranquility to Argentinians and visitors from around the world.



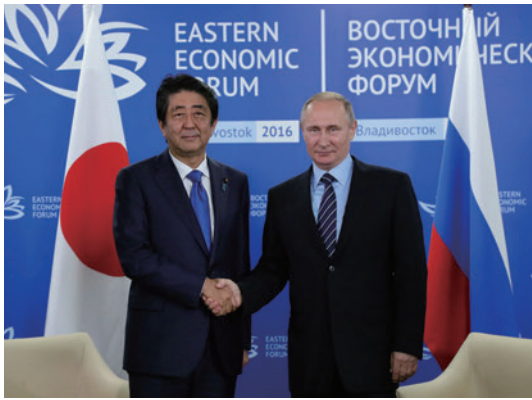
1. The Japanese Garden of Palermo Woods was refurbished in 1979 with design and guidance by Inomata. The garden has become a famous spot visited by many Argentinians and foreigners. 2. Inomata (left) works at preparations for the 2013 flower festival in Escobar. Local workers know him as a strict supervisor but have great confidence in him. 3. Trees' roots are bound with straw and rope—a Japanese technique called *tarumaki*—before they are transplanted as part of the repair and expansion of a Buenos Aires ring road. Argentinians were greatly surprised at the transplanted trees' survival rate of 95%. 4. Escobar's flower festival, the Fiesta Nacional de la Flor, has evolved into an artistic exhibition-style event through Inomata's involvement.

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Yasuo Inomata

Born in Iwate Prefecture in 1938. Currently lives in Escobar, Argentina. Graduated from the Department of Landscape Architecture, Faculty of Agriculture, Tokyo University of Agriculture, in 1961. Moved to Argentina in 1966, where he began to work as a landscape architect. Received the honored citizen award of the city of Escobar in 2004. Selected as one of Argentina's six representative artists in 2005. Also awarded for his management and craft skills by Tokyo University of Agriculture in 2009.





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1. Prime Minister Abe visited Vladivostok, Russia, to attend the second Eastern Economic Forum, and held a meeting with President Vladimir Putin (September 2016).

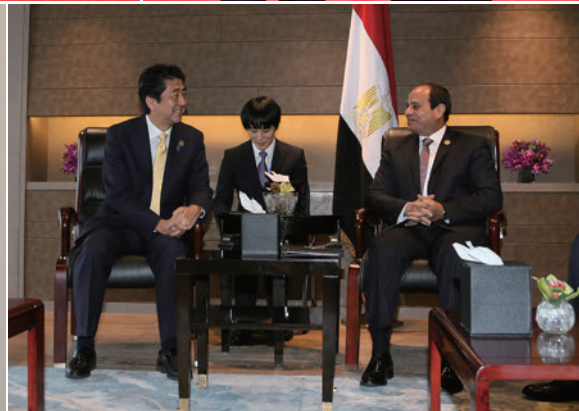
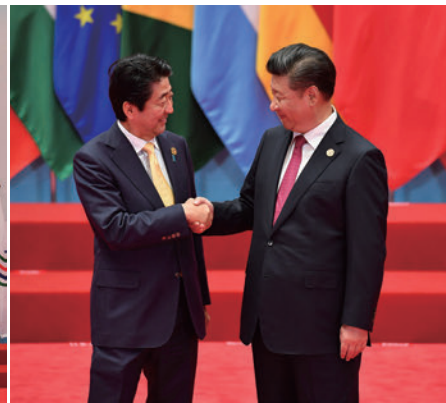
Prime Minister Abe visited Hangzhou, China, to attend the Group of 20 Summit on Financial Markets and the World Economy and met with various world leaders (September 2016).

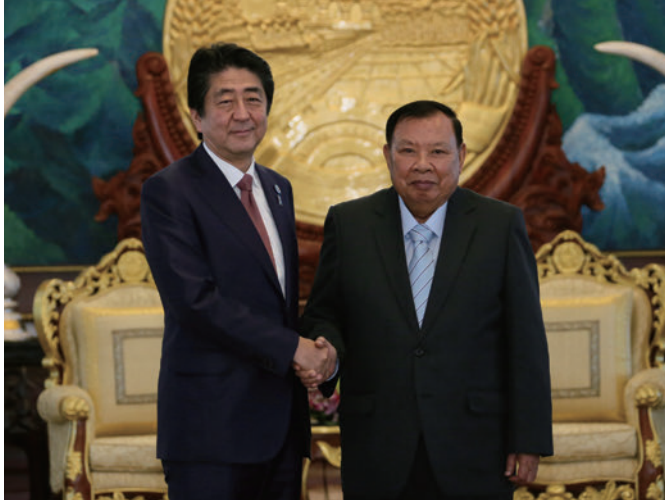
2. Commemorative photo session (Pool photo). 3. With President Xi Jinping of China (Pool photo). 4. With President Michel Temer of Brazil. 5. With President Abdel-Fattah El-Sisi of Egypt.

Prime Minister Abe visited Vientiane in Laos to attend the ASEAN-related Summit Meetings and held talks with various foreign leaders (September 2016).

6. With President Rodrigo Duterte of the Philippines. 7. With Prime Minister Malcolm Turnbull of Australia.

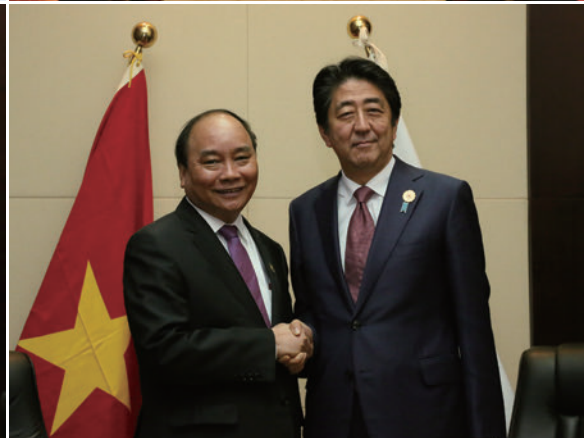
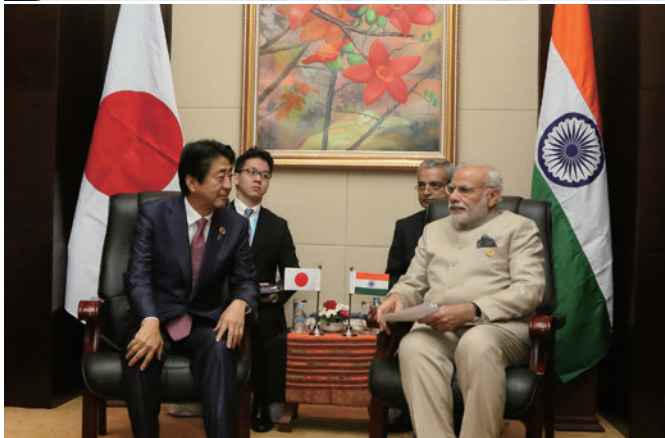
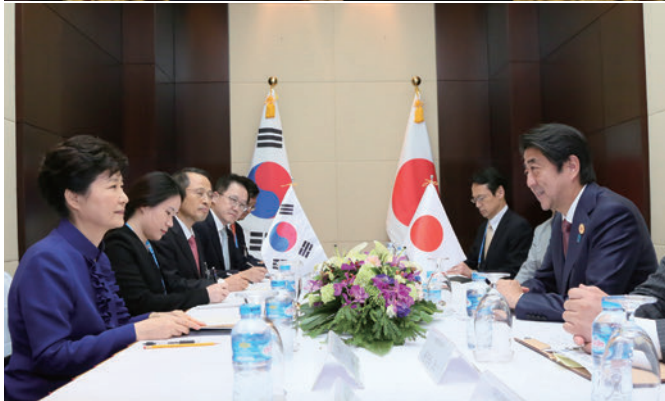
Moments of Prime Minister Abe





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8. Group photo of leaders at the ASEAN-Japan Summit. 9. With Prime Minister Thongloun Sisoulith of Laos. 10. With President Bounnhang Vorachit of Laos. 11. With State Counselor Aung San Suu Kyi of Myanmar. 12. With President Park Geun-hye of the Republic of Korea. 13. With Prime Minister Narendra Modi of India. 14. With Prime Minister Nguyen Xuan Phuc of Viet Nam.

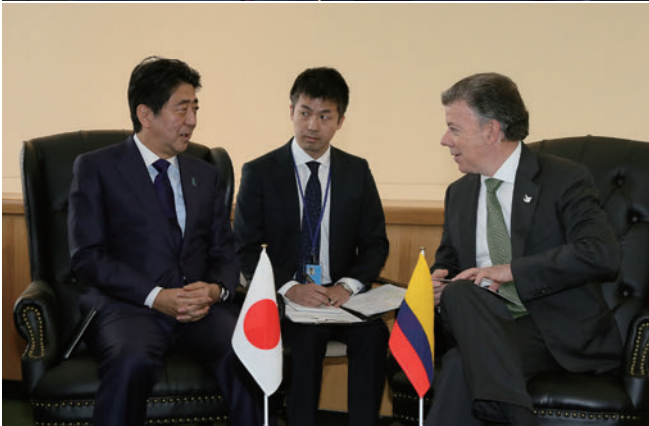
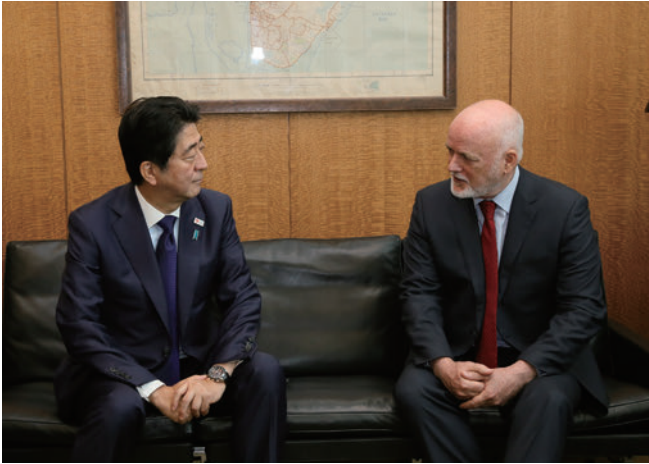


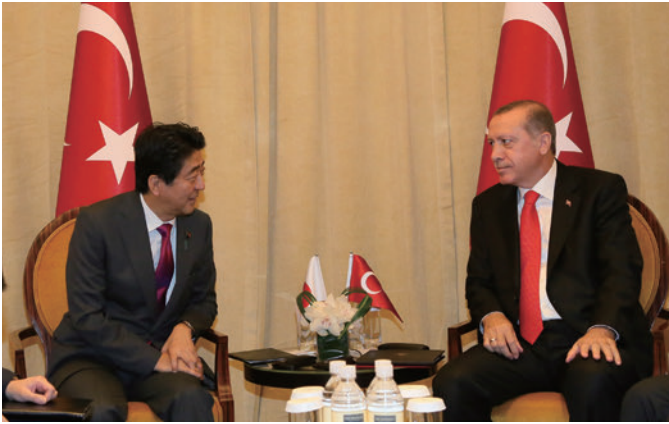


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Prime Minister Abe visited New York to attend the 71st Session of the United Nations General Assembly (September 2016).

1. Attending a high-level meeting of the UN Security Council on Syria. 2. With Peter Thomson, President of the 71st Session of the United Nations General Assembly. 3. With Emir Sheikh Tamim bin Hamad Al-Thani of Qatar (Pool photo). 4. With President Petro Poroshenko of Ukraine. 5. With Prime Minister Theresa May of the United Kingdom. 6. With President Juan Manuel Santos of Colombia. 7. With Prime Minister Nawaz Sharif of Pakistan.





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8. With President Recep Tayyip Erdogan of Turkey. 9. With Vice President Joe Biden of the United States. 10. With President Hassan Rouhani of Iran. 11. Attending a dialogue with the New York finance/business community at Reuters.

Prime Minister Abe visited Havana, Cuba. This visit by Prime Minister Abe was the first visit to Cuba by a Japanese prime minister. (September 2016).

12. Attending a meeting with Japanese-Cubans. 13. With President Raúl Castro. 14. With former President Fidel Castro (Photo by Alex Castro) .



The Seventy-First Session of the United Nations General Assembly

Excerpt from the Address by Prime Minister Shinzo Abe
Delivered in New York, September 21, 2016

full text: http://japan.kantei.go.jp/97_abe/statement/201609/71unga.html

North Korea as a threat to peace

North Korea has now manifested itself directly before us as an open threat to peace. The *raison d'être* of the United Nations is now truly being tested.

North Korea launched SLBMs. Immediately after that it fired three ballistic missiles simultaneously, each traversing 1,000 kilometers to reach Japan's exclusive economic zone. This year alone, North Korea has launched a total of 21 ballistic missiles. In addition, it claims to have successfully detonated a nuclear warhead in a test on September 9. That nuclear test followed another test conducted this past January. This series of launches of missiles and a detonation of a warhead does change the landscape completely.

We must therefore respond to this in a manner entirely distinct from our responses thus far. We must concentrate our strengths and thwart North Korea's plans.

It is the United Nations' turn on the stage. Now is the time for the Security Council to indicate an unmistakable attitude towards this threat of a new dimension.

Leading Security Council discussions

It was only four months ago that President Obama visited Hiroshima, where countless innocent citizens fell victim to the first atomic bomb ever detonated.

It was a day on which we renewed pledges. However much time it may take, we must never, even for the briefest moment, let up in our efforts towards the total elimination of nuclear weapons. Our pledges on that day linked both sides of the Pacific and gained new strength.

Despite this, North Korea is now escalating its provocations. The threat to peace now manifest before us, and the nature of the military provocation North Korea has persisted with, are substantially more serious than before.



And the country carrying this out is a country that abducted a large number of Japanese, including a girl aged 13 at the time. We are demanding that North Korea return them immediately, but they have not agreed upon doing that and deprived them of their peaceful lives and [are] not allowing them to return to their homeland even now.

It is a country that tramples human rights, where no heed whatsoever is paid to restraints on or balances of power. It is a country pushing ahead with a buildup of arms including nuclear weapons and missiles while paying no attention to the plight of its citizens.

The threat to the international community has become increasingly grave and all the more realistic. It demands a new means of addressing it, altogether different from what we applied until yesterday.

This December, Japan will mark the 60th anniversary of its accession to the United Nations. Sixty years ago, what the Japanese who had attained a seat in this distinguished

Chamber sought from the depths of their hearts, and thereafter consistently and absolutely unfailingly wished for and advocated for was, single-mindedly, world peace and the elimination of nuclear weapons.

Now, as the world concentrates on whether the United Nations will thwart North Korea's ambitions or the Security Council will be able to confront North Korea in a united way, Japan, as a Security Council member, will lead the Security Council's discussions

Bringing the rule of law to the seas

No matter the issue facing us, or exactly since we are faced with many challenges, Japan, which marks its 60th year since accession, will spare no effort to strengthen the United Nations.

The cumulative total of the assessed contributions to the UN and assessed contributions to peacekeeping operations that Japan has paid in, as a simple tally of the book value of those contributions, easily exceeds 20 billion U.S. dollars. In addition, our track record of development assistance amounts to 334.5 billion U.S. dollars, again as a simple tally of the then book value.

In my view, the United Nations has had three great causes pervading its history. These are the devotion to peace, the pursuit of growth, and the desire for a world free of injustice and unfairness. I believe you will recognize that Japan is a country that has made all-out efforts regarding each of those causes over these 60 years.

Above all, growth serves as the foundation for all. Only when there is growth does peace take root and can injustices be rectified over time.

It is only through a free and open trade and investment environment that Japan was able to grow. This is the very same thing that has conferred the prosperity of the present day on the countries of Asia.

Peace, stability, and security of the seas as well as freedom of navigation and overflight are the basis for the peace and prosperity of the international community.

Should there be disputes, the international community must adhere strictly to the principles that states shall make their claims based on international law, they shall not use force or coercion in trying to drive their claims, and they shall seek to settle disputes by peaceful means.

Let me also say that at the core of the Japanese government I have formed a special team which I lead

directly that is working to further the Sustainable Development Goals (SDGs).

The Government of Japan will accelerate the work towards early conclusion of the Paris Agreement on climate change and will carry out without fail its pledge to provide 1.3 trillion yen of assistance for developing countries in 2020. Japan will spare no effort in strengthening the United Nations in the 60 years to come just as it did over the past 60 years.

This is Japan's UN spirit

Wherever the Japanese engaged in international cooperation go, the nameless people there wake up to their own abilities and realize that nation-building begins from the very place where they themselves are standing. The Japanese witnessing this are moved in ways that become memories lasting their entire lives.

It is a source of quiet pride for me that the relationship between Japan and the United Nations has for the past 60 years brought hearts together in this way in Asia, in Africa, and indeed all around the world. This is Japan's UN spirit. I pledge not to forget this and to foster it and hand it down to the next generation.

Reform of the Security Council as a matter of urgency

I will end my address by pointing out the need for fundamental changes in the UN governance structure. Countries in Africa and Latin America have built up a degree of influence they have never had before in global politics and the global economy, and yet they do not have satisfactory representation on the Security Council. Just this single example makes the current state of affairs on the Security Council indefensible to the generation alive now.

At the TICAD VI summit Japan convened recently with the countries of Africa, I heard the leaders call the circumstances by which Africa has no permanent representation on the Security Council a "historical injustice," to which I nodded deeply in agreement.

If we do not carry out the reform of the Security Council now, it will easily be put off for a decade or two. Will we stand in the position of harming the values of the UN? Or will we wish for a strengthening of the UN? If it is the latter, then it goes without saying that reform of the Security Council is a matter of urgency.

Thank you very much.

Japan-Chile Salmon Ties

Japanese Know-How Helps Make Chile a Leading Salmon Exporter

Chile is the world's second-largest exporter of salmon after Norway. Salmon exports amounted to approximately USD 3.5 billion in 2015, and the top destination was Japan, which accounted for 25% of the total value. Chile's salmon industry, including processing, employs about 70,000 workers, and it has become a key component of the country's economy. Japanese assistance from both the public and private sectors has had much to do with the origins and development of salmon farming in Chile, so much so that people now talk about the "salmon ties" between the two countries.

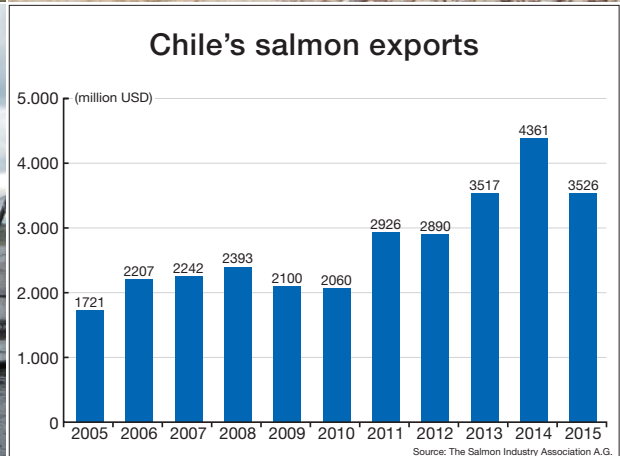
The history of these ties goes back about half a century. The Chilean government was searching for ways to help small fishing businesses, and Japan was looking for new supply sources for salmon. So the interests of the two sides meshed. In 1972 the Japan-Chile Salmon Project began with the aim of farming and releasing young salmon. Hidemitsu Sakurai, head of the Japan International Cooperation Agency (JICA) office in Chile, who was involved in the project from 1985 to 1987, recalls, "The purpose of the project was to bring Japanese salmon to Chile and establish this fish as a marine resource here. First of all, therefore, we decided to bring salmon eggs over from Japan, hatch them, and release the young fish into a river in Chile, aiming to have them return there." JICA experts dispatched to Chile directed the construction of a hatchery, and starting in 1974 chum salmon were hatched and released. These efforts continued for several years, but the objective of having the salmon return was not achieved. In order to increase the possibility that the salmon would return and thus sustain the project, the JICA experts considered ways of producing salmon eggs in Chile. They adopted the method of ocean farming, hatching chum salmon in fresh water and then transferring them to a pen in the sea, where they were raised to adult fish so as to serve as a source of eggs. In 1982 they succeeded for the first time in producing eggs from locally raised chum salmon. They hatched the eggs and released the young fish. Though some of them returned, even this ocean-farming method did not succeed in establishing the chum salmon as a local marine resource within the given timeframe. However, the trial use of a pen in the sea for raising the fish served as a highly valuable experience for Chilean technicians.

In 1981 a Japanese company succeeded for the first time in using ocean farming to raise and harvest a substantial number of silver salmon in Chile with imported eggs. Subsequently, Chilean companies and a local foundation also became involved in raising silver salmon, and the prospect of commercialization of this undertaking was coming into view. JICA experts, drawing on the successes that had been achieved, tackled the outstanding issue of developing a method for producing disease-free eggs locally. Thanks to their efforts, it became possible to produce them from locally raised silver salmon suited to the Chilean environment and to supply them to fish-farming operators, who thus became able to raise and harvest the fish on a steady basis. This, combined with the ripe timing for growth in the business, led to the subsequent development of the salmon-farming industry. This industry continues even now to be sustained by Chilean technicians who engaged in salmon farming after learning about techniques for harvesting and hatching eggs, preventing diseases, developing feed, managing fish pens, and dealing with other aspects of this undertaking under the auspices of the Japan-Chile Salmon Project.

Chile has become an advanced country in South America, but the salmon-farming industry still faces a complex set of issues for the future. As Sakurai explains, "The issues include establishing salmon farming in a manner that considers harmony with the environment and coexistence with small fishing businesses, as well as stabilizing salmon farming operations with measures to deal with red tides." The strong "salmon ties" that Japan has built are sure to play a major role in solving the issues that Chile's salmon-farming industry faces and further developing this industry in the future.



After being processed in local factories, large salmon raised in pens are exported from Chile to dinner tables around the world.



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1. The Shiraiishi Hatchery in Coyhaique played a central role in the Japan-Chile Salmon Project, and research activities continue to be conducted here.
2. Young salmon were released into a river for the first time under the project in 1973.
3. A pen for ocean farming, which has become a lively business since the 1980s.
4. Although exports declined from 2007 to 2010 due to the impact of the infectious salmon anemia virus, they have recovered and are on an upward trend.

A Small Business from Japan Contributes to Industrial Development in Colombia

The First Japanese Precision Casting Manufacturer to Set Up a Colombian Plant

Castem is a precision casting manufacturer located in Fukuyama, Hiroshima Prefecture, approximately 730 kilometers (450 miles) west of Tokyo. Its products include parts for printing machines, machine tools, and parts for medical devices. For the past 20 years, Castem's offshore production bases have been situated in Asia. However, the company recently decided to enter the U.S. market, and it chose Colombia, not the United States, as the site of its new factory, to take advantage of the good location.

Japanese companies have been showing increasing interest in Colombia because of the favorable environment for business that has been emerging thanks to the improvement in security and development of the economy. In July 2014, as part of a tour of five Latin American countries, Japanese Prime Minister Shinzo Abe made his first visit to Colombia, where he took part in a bilateral summit and expressed his positive assessment of recent developments, along with his hopes for the country's future.

Castem's CEO, Takuo Toda, was a member of the prime minister's delegation to Colombia, and this provided the impetus for him to consider investing there. He was impressed with the country's excellent human resources and the region's potential. And just half a year later, in January 2015, Castem decided to build a factory in Colombia, moving nimbly as only a small business can. Work began on the new factory in July that year, but coordination with related parties took longer than expected, and construction fell behind schedule. Any delay in the commencement of operations is a serious issue for a small firm like Castem with limited resources to use for overseas expansion. Toda took over supervision of the construction process himself, and Castem managed to begin trial operations at the new factory in August 2016, six months behind the initial schedule.

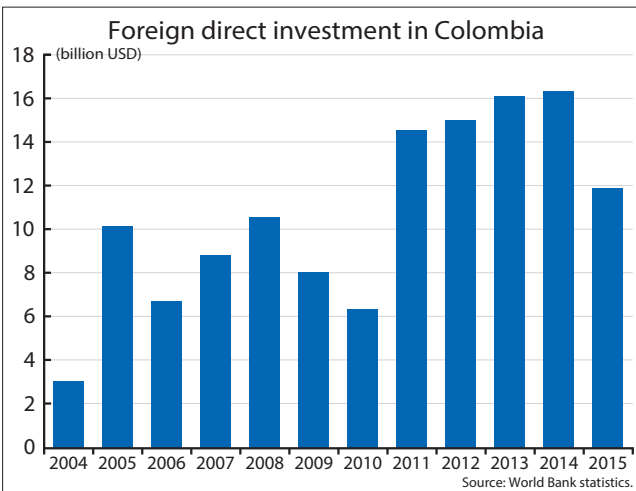
Securing talented human resources on site is essential for any small business seeking to start operations in a new country. With the support of the Colombian government, Toda visited the Universidad de los Andes, a leading Colombian science university, and the National Service of Learning (SENA), a public vocational training institution. There Castem was able to hire well-qualified personnel—people with strengths characteristic of Colombians, such as manual dexterity, meticulousness, and ambition to get ahead.

Currently the factory is operating with 15 local and 2 Japanese employees; but when it gears up to full capacity, slated for October 2017, the company intends to increase the number of local personnel to 40. In the future, Castem plans to develop the factory into a key base by passing on technological know-how from Japan to its local staff, procuring raw materials and manufacturing equipment locally, and producing high-value-added precision cast parts for medical device makers in the United States.

Toda notes, "Colombian engineers possess wonderful qualities individually, but there is room for improvement when it comes to their working together in an organization. In particular, we need to make them rigorously conscious of deadlines." Toda is very enthusiastic about introducing Japan's culture of meticulous manufacturing, *monozukuri*, to Colombia. If Castem becomes a successful example of a small Japanese business operating in Colombia, numerous other small and medium-sized enterprises underpinning Japan's manufacturing sector may be encouraged to set up operations there too. Japan can contribute much to the future of manufacturing in Colombia.



Castem's factory in Colombia, located in the Intexzona free-trade industrial zone, near Bogota's El Dorado International Airport. Designed by a local firm, it embodies CEO Toda's idea that a company needs to present an attractive appearance in order to secure excellent staff.



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- Foreign direct investment in Colombia has been increasing steadily. Over the 12 years since 2004, the cumulative total of FDI has roughly quadrupled.
- Toda delivers a speech at the completion ceremony for the local factory in May 2016.
- The machinery installed in the local factory includes mold production equipment and lost-wax-casting equipment.
- Toda (far left) is a leader who values the spirit of tackling challenges and encourages the creation of new businesses within the company. He holds the Guinness record for the longest-duration flight of a paper aircraft, and he has shared his paper-folding and flying techniques with people in Colombia.

Japanese Descendants Build Bridges Between Japan and Brazil

A New Fusion of Cultures Born in a São Paulo Commune

Migration between Japan and Brazil has a long history going back more than a century. Since the first 800 Japanese migrants arrived in Brazil aboard the *Kasato-maru* in 1908, the number of Japanese migrants to that country is said to have totaled 1.9 million people. They have contributed to Brazilian society in various fields, including agriculture, politics, and education, and have served as a bridge between the two countries. The farm established by the Yuba family, which migrated in 1926, is a good example.

Yuba Farm was set up as a commune in the Aliança district of São Paulo State in 1935 based on the wish of the founder, the late Isamu Yuba, to “create a new culture in Brazil that incorporates the characteristics of the Japanese people.” Today 56 people, comprising four generations of Japanese descendants, live a communal life on this farm, combining agricultural work and artistic activities. Masakatsu Yazaki, who migrated from Japan about 50 years ago, describes the philosophy of Isamu Yuba as “cultivation, prayer, and art.” This maxim lives on in the daily life of the farm today. When the sun rises, the farmers go out to work in the fields, growing fruit and vegetables. In the evenings, after dinner, they practice ballet and Japanese and Brazilian choral songs and offer instruction to local people.

The name “Yuba” became well known in Brazil after 1962, when the farmers established the Yuba Ballet Troupe. The troupe gradually attracted attention as it toured around the country, performing dance arrangements of the traditional Japanese song “Sakura,” as well as original ballet, and in 1978 it staged a homecoming performance in Japan. The troupe’s accomplishments in promoting exchange between Japan and Brazil through its artistic activities over many years were recognized in 2008, when it received a Japanese Foreign Minister’s Commendation and an award for distinguished services in culture from the Brazilian Ministry of Culture; it was the first time for a group of Japanese descendants to be presented with this Brazilian prize. Today the ballet troupe is conducting daily lessons in which anyone can participate.

Yuba Farm celebrated its 80th anniversary in 2015. The farm’s annual Christmas show is attended by around 400 people, a majority of the residents in the Aliança district, and is a merry affair. On this occasion, the troupe stages performances rooted in the cultures of both Japan and Brazil, including the traditional Japanese dance “Yosakoi soran” and “Rising,” an original ballet based on the theme of Brazil’s magnificent nature.

Yazaki remarks, “The ideals of Isamu Yuba provide insights for the survival of immigrants in Brazilian society, and we believe that it is the mission of immigrants to settle on this land and help develop Brazilian culture. If the unchanging life on the farm continues for a century, then we will be able to say proudly that a new culture fusing Japan and Brazil has been born. In order to pass on Yuba culture to the future, we must carry on thinking about the role of the farm.” Yuba Farm’s existence will continue to shine as a symbol of Japanese-Brazilian friendship.



The Yuba Ballet Troupe performs the original "Festo do Interior," created in preparation for its visit to Japan in 1991. The troupe, in which local children also take part, offers a stage for exchange, holding lessons in which not only Japanese descendants but other local residents can participate.



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1. Since the annual Christmas show attracts many spectators, it is held twice, on December 25 and 30. Japanese songs and hymns are performed, and the audience sings along. 2. Theater Yuba, built on the farm in 1961, can accommodate up to 800 people. 3. Guavas, which are one of Yuba Farm's specialties, can be harvested throughout the year and are praised for their good taste. The farm also ships mangoes, shiitake, okra, pumpkins, and other products. 4. Travelers from Brazil and around the world now come to visit the farm, attracted by reports of the relaxed pace and freedom of life here.

Warming Up for the Tokyo 2020 Olympic and Paralympic Games

Aiming for Games in Which All Athletes Can Perform Their Very Best

The Tokyo Olympic and Paralympic Games will be held just four years from now in 2020. The Tokyo Olympics will consist of 33 events; five sports have been newly added, including baseball, softball, and skateboard. The Paralympics will consist of 22 events.

Tokyo will be hosting the Games for the second time, the first having been in 1964. The Tokyo Organizing Committee has proclaimed three basic concepts as its vision for the Games: “Achieving Personal Best,” “Unity in Diversity,” and “Connecting to Tomorrow.”

The hammer thrower Koji Murofushi, an Olympic gold medalist who has participated in four Olympic Games, has been appointed sports director of the Tokyo Organizing Committee. “Unlike world championships for a single sport,” he says, “the Olympics and Paralympics feature many sports going on at the same time. Athletes compete fairly in optimal venues and are watched by people around the world. Furthermore, the athletes live together in the Olympic Village; this gives rise to interaction among them transcending sports and nationalities. Since these are the greatest attractions of

the Olympics and Paralympics, the first priority for the organizers is to arrange venues and an Olympic Village to be proud of, working in tandem with related organizations and individuals.”

From the point of view of the Paralympics, it is also necessary to enhance accessibility for all athletes and spectators. “Tokyo is one of the leading cities in the world in terms of the development of its public transport infrastructure, including its subway network, which stretches far and wide in all directions,” Murofushi says. “But in preparation for the Tokyo Games in 2020, it will become an even more accessible and inclusive city for all people.”

Thanks to the smooth operation of this year’s Olympic and Paralympic Games in Rio de Janeiro, an increased number of new world records were set. At the closing ceremony for the Rio 2016 Olympics Japan conveyed its changing image and expectations for the Tokyo Games in 2020 with an appearance by Prime Minister Shinzo Abe as the character Mario from the Super Mario video game series and an impressive performance, fusing state-of-the-art technology and



Credits: 1. Courtesy of Tokyo 2020 2. Design Works and Construction Works of Taisei Corporation, Azusa Sekkei Co., and Kengo Kuma and Association JV/Courtesy of JSC 3. Photo by Reuters/Aflo 4&5. Photo by Tokyo 2020/Shugo Takemi

1. The official emblems for the Tokyo Olympic and Paralympic Games in 2020 feature three different rectangular shapes, symbolizing the message of “unity in diversity” of nationality, culture, and thought. 2. New venues are being constructed for the Tokyo Games in 2020. The New National Stadium will combine a traditional Japanese timber structure and a hybrid structure taking advantage of the merits of steel-frame construction. Spectators will be greeted by a harmonious Japanese-style space enveloped in timber.



Koji Murofushi

Sports director, Tokyo Organizing Committee for the Olympic and Paralympic Games. Hammer-throw gold medalist at the Athens (2004) and bronze medalist at the London (2012) Olympic Games.

dance. “At the closing ceremony in Rio we expressed the image of a changing Japan,” Murofushi comments enthusiastically. “We want people around the world to see the new Japan at the Tokyo Games in 2020.”

During his 26-year career as an athlete, Murofushi saw firsthand how foreign athletes praised the high level of organizational competence at international tournaments held in Japan. “The Olympics and Paralympics are a special stage for athletes,” he says, “a sports festival that takes place just once every four years. Smooth and attentive management of the events is the most important factor in terms of enabling the athletes to concentrate on their sports with a sense of security and achieve results. The Japanese are good at smooth and reliable management, so I firmly believe that the Tokyo Games in 2020 will be ‘athlete-first’ games—in other words, games where athletes can compete with a solid sense of security.”

From his standpoint as an Olympian, Murofushi also speaks of his new hopes relating to spectator experiences in the broad sense, including broadcasting. “At the

venues,” he says, “there are various experiences that can’t be fully conveyed by broadcasting—sounds, for example.” In hammer throwing, there’s the sound of the wire as it cuts through the air. In goalball, a Paralympic event, there’s the sound of bells tinkling quietly at the venue. Murofushi hopes that means will be found by the time of the Tokyo Games in 2020 to convey the world being experienced by athletes to spectators even more realistically. “We can make use of the latest technology, like virtual reality,” he says. “And from the perspective of sports presentation, I want spectators at the venues to be able to have experiences of a sort that they have never had before.”

The Tokyo Organizing Committee aims to provide the very best stage for all participants. Japan is moving steadily forward toward hosting a sophisticated sports festival in four years’ time that will truly befit the “made-in-Japan” label.



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3. At the Tokyo 2020 presentation performance held during the closing ceremony of the Rio Olympics, the words “See You in Tokyo” were firmly imprinted in the minds of people around the world. 4. Around 800,000 people lined the streets to watch the homecoming parade of athletes who won medals in Rio, held in Tokyo on October 7, 2016. Tokyo is already warming up to host the Games in 2020. 5. Japan also made a presentation at the closing ceremony of the Rio Paralympics. Through these two presentations, a message was transmitted to the world that the stereotyped image of Japan is a thing of the past and “Japan is changing.”

In Pursuit of Productivity: An Abenomics Report Card

The primary goal of Abenomics is raising productivity growth. To raise its output per worker in order to maintain the standard of living, Japan needs reform. Many government policies including the Abenomics initiatives are delivering in this area.

Fighting Against History

For Abenomics to succeed, all three of its arrows—fiscal stimulus, monetary policy, and structural reforms—must contribute to accelerating productivity growth. Real GDP per worker in Japan has followed an S-curve over the last 60 years. In 1955 it stood at about JPY 1 million (USD 9,600), in today's prices, per worker; after accelerating in the first 20–25 years, it has since then been decelerating. At around JPY 8 million (USD 77,000) today, it is still rising, but at a much slower pace.

What Abenomics needs to do is to fight this history of deceleration—which is something that can impact all major industrialized economies, not just Japan—and thus increase the pace of growth again. With hard work, this can be done.

Headed in the Right Direction

Nearly four years since the launch of Abenomics, Japan is moving in the correct direction, with a number of successful policies. Two areas of particular success are agriculture and corporate governance. Agricultural reform in Japan presents a difficult political landscape, but progress has been excellent. We have now seen previously inconceivable reforms in the agricultural distribution system thanks to Prime Minister Shinzo Abe's work to get things done.

In corporate governance, we now see external directors at virtually every listed company. Having outside people on the board is quite helpful because they can be allies to bring in external opinion and help the decision-makers in the firm push things forward.

In addition, the Stewardship Code put out by the Financial Services Agency (FSA) has been enormously successful in giving asset managers incentives to be tougher with the companies they own and better serve the needs of their investors.

In government reform, too, I give Prime Minister Abe and Chief Cabinet Secretary Yoshihide Suga credit for improving discipline in government. Their changes to the National Public Service Act centralizing control over promotions in individual ministries have produced a much more organized government. This has in turn had a positive impact on welfare, trade and industrial, tax, and other policies.

Further Effort Needed

We've seen less progress in other areas, such as immigration policy. Japan has traditionally been sensitive to the idea of large-scale immigration. Given today's demographic and labor market changes, though, the country clearly faces different conditions from the past.

The government's new panel for work style reforms, launched in September, is making some progress here. Labor reform is an area where the Prime Minister has been quite vocal, with his insistence on equal pay for equal work. He showed nimble leadership in organizing this panel, which will make its own proposals for labor policy reform by March 2017. I am hopeful that that committee will produce good proposals, and challenge the slower legacy commissions in this policy area.

Energy policy also needs improvement. Japan's total spending on energy, energy-related R&D, and so forth totals JPY 1.2 trillion (about USD 12 billion). Social security spending, meanwhile, comes to JPY 130 trillion (USD 1.25 trillion). Something is wrong when we spend that little on energy, particularly on technology,

which is crucial to the long-term sustainability of the country—and which shows such promise. Just recently, for example, a group in Saitama Prefecture announced a new kind of battery replacing lithium with magnesium, which will reduce the material cost by 96%. There are immense opportunities for a complete overhaul of the energy supply chain.

Maintaining Momentum

In the area of tax reform, we have seen the corporate tax brought from 35% down to 29%—a big win. It improves the incentives for companies to invest. There have also been detailed changes in the tax code to encourage R&D to create incentives for better, more efficient investment, which should aid productivity.

My view is that the consumption tax hike in 2014 was a mistake that derailed the economic recovery. Since that error, though, the Prime Minister has been very forceful in postponing tax hikes twice. He made it clear to the ministries that the money was not coming in, and instructed them to improve efficiency and cut spending where possible. We now have more discipline in public spending, and Abenomics deserves credit for that.

Fiscal spending needs to contribute directly to growth, on either the supply or the demand side. The fiscal package that just passed the Diet is good in this regard, being concentrated in crucial industries: energy, infrastructure, healthcare and daycare. These fields are important for the future of Japan because they are essential for raising productivity.

Looking beyond Japan's borders, the Trans-Pacific Partnership is very significant. TPP will open trade for the entire region. It's disappointing to see the United States backtracking on its commitment—this is a negative development for the global economy and for global peace. I hope that Japan can step forward and ensure that TPP becomes a robust agreement.

Reasons for Optimism

With Abenomics, Japan is using monetary, fiscal, and structural policy in a coordinated fashion. No other country's economic policy approach is nearly as comprehensive as Japan's. To my mind, Abenomics is actually just orthodox economics. The theories underpinning it are not new, but the notion that they should come together and work together in a coordinated fashion is a lesson that other countries can learn.

Japan has many reasons to be confident about its future. Its political, social, and legal stability is immense. The FSA provides excellent, consistent market regulation. The Japanese people work hard, which is a huge asset. The technology level in the country is very good, with wonderful scientists and engineers everywhere. And if we can get them to interact more, there is an immense amount of pent-up creativity. These are all reasons for optimism that Japan can tackle the challenge of its economic history, keep productivity growing, and remain a top target for the global investment community.



Dr. Robert Feldman

Chief economist at Morgan Stanley MUFJ Securities, where he specializes in Japan's economy, financial markets, and policy issues. He majored in economics and Japanese studies at Yale University before getting his PhD in economics from the Massachusetts Institute of Technology. His decades of engagement with Japan go back to a year spent in Nagoya as a high school exchange student.

Abenomics in Progress

Time to Invest in Japan

“Thanks to Abenomics, the current administration’s economic policies, Japan’s economy has escaped the doldrums, and the investment environment has completely changed,” says Kazuya Nakajo, director-general of the Invest Japan Department of the Japan External Trade Organization (JETRO). “The government has established the policy objective of making Japan the most business-friendly nation in the world, and it is promoting measures to attract investments with an unprecedented level of commitment.”

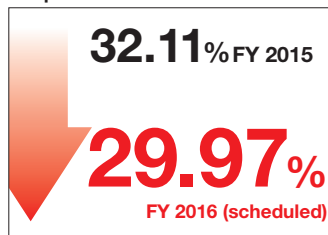
Over the past few years the Japanese government has taken steps in rapid succession to improve the investment environment. These include regulatory reforms—such as liberalizing the retail sale of electricity and shortening the evaluation period for new pharmaceuticals—along with the reduction of the effective corporate tax rate to the 20% level and active

participation in negotiations for the Trans-Pacific Partnership (TPP) Agreement. And despite the persistent impression that office rents are extremely high in Japan, they have become more affordable in relative terms, and Japan’s competitiveness within Asia has increased. To publicize these changes, JETRO has been holding more than 100 invest-in-Japan seminars annually in countries around the world.

“Foreign businesses are realizing that the perception of Japan as a low-growth, high-cost, insular economy no longer fits, and they have already begun to change their behavior accordingly,” says Nakajo. A growing number of companies are expanding their operations in Japan or are newly entering the Japanese market, and the outstanding amount of inbound direct investment is steadily rising. Now we are seeing a growth trend in the business model where foreign companies that have teamed up with Japanese universities and companies in R&D and manufacturing then deploy the resulting products on a global scale. The Japanese market, which consists of sophisticated consumers with exacting standards in both the business-to-business and business-to-consumer fields, is drawing attention as an excellent place to test new products. In such areas as cosmetics, products researched and commercialized in Japan are then being marketed elsewhere in Asia. In this way, Japan is functioning as a platform for broadcasting trends to the wider world.

“JETRO is ready to support foreign companies in every respect, such as by providing investment information and office space free of charge for up to 50 working days,” emphasizes Nakajo. “We want foreign companies to take advantage of our support to create new businesses in Japan, with its enormous market and attractive investment environment.”

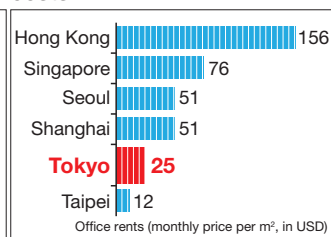
Reduction of the effective corporate tax rate



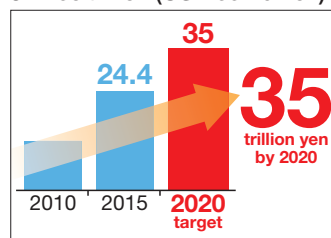
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1. Japan’s effective corporate tax rate fell below 30% in April 2016 and is scheduled to be reduced further. 2. Office rents are lower in Tokyo than in such other major Asian cities as Hong Kong and Singapore. (Source: JETRO, 26th Survey of Investment Related Costs in Asia and Oceania, June 2016.) 3. Total inbound direct investment has increased at a good rate and reached JPY 24.4 trillion (USD 235 billion) in 2015. The Japanese government set a goal of JPY 35 trillion (USD 337 billion) in 2020.

Japan’s competitive office costs



Total inbound direct investment is estimated to be JPY 35 trillion (USD 337 billion).



JETRO official website
www.investjapan.org

Investment Case: Valeo Japan

Japan Leads the World in Self-Driving Technology



Tsukuba Techno Center in Tsukuba Science City, 50 km northeast of Tokyo. Since self-driving automobiles require highly confidential technology development, Valeo built an exclusive test track.



Cruise4U is a self-driving automobile being developed by Valeo. The vehicle completed a journey around France in November 2015 and 24 hours of continuous driving on the Boulevard Périphérique in Paris in September 2016.



Valeo, headquartered in Paris, is a major supplier of automotive components. The company has established business operations in 32 countries, and it has positioned Japan, with its many world-class automobile makers, as an important platform for its global strategies. Since establishing its local subsidiary, Valeo Japan, in 1985, it has set up production operations at nine locations and R&D operations at three locations in Japan.

Valeo is also involved in self-driving technology, an arena in which the world's automobile makers are competing fiercely. The company has developed automated parking system technology with proven results in Europe. Valeo intends to leverage this technology to develop more sophisticated self-driving technology. "Japan is where many of our automotive customers are based," explains Valeo Japan Director Shoji Akiyama regarding the company's investments in Japan. "It's not conceivable for us to respond quickly to the demands of Japanese automakers without having R&D facilities here."

Valeo Japan's R&D facilities for self-driving technology are situated in Tsukuba Science City, about 50 kilometers

(30 miles) northeast of Tokyo. In January 2016, the company completed an exclusive test track for self-driving automobiles. "Tsukuba is Japan's Silicon Valley," says Akiyama. "It's the site of the Japan Automobile Research Institute, a comprehensive experimental research institute for automobiles. It's also home to many research institutes and universities involved in artificial intelligence, robotics, and other innovative technologies. And human resources are plentiful."

The Japanese government is actively promoting innovations in the automotive sector, such as establishing a roadmap for the commercialization of self-driving cars by 2020. "We particularly expect that Japan, in light of the upcoming 2020 Tokyo Olympics, will be a vibrant innovation mega cluster in autonomous and connected driving, which we are excited to be contributing to," declares Marc Vrecko, president of Valeo's Comfort and Driving Assistance Systems Business Group.



Marc VRECKO
Business Group President
Valeo Comfort & Driving
Assistance Systems

Friends of Japan



Lorena Sue Rojas Espinoza

Born in Peru, resident in Nagoya. Spent a total of six years living in Japan with her family during elementary and high school. Returned to Japan after graduating from the Universidad de Santiago de Chile. Currently works as an interpreter and translator.

Promoting Cross-Cultural Understanding as a Language Professional

Born in Peru, Lorena Sue Rojas Espinoza currently works in Japan as a Spanish interpreter and translator. As a child, she and her family went back and forth between Peru and Japan several times in connection with her father's job. When she was attending high school in Japan, a friend asked her if she could translate a questionnaire about renovating a housing development into Spanish in order to collect as many opinions as possible from the development's foreign-born residents. This was her first experience serving as a translator. Later, she participated in the public meeting for the project as an interpreter and found great satisfaction in helping South Americans and Japanese understand each other despite their different customs and ways of thinking.

Deciding to pursue a career in translation and interpreting, Rojas went to the Universidad de Santiago de Chile (University of Santiago, Chile), which offers a course in the field. There she studied translation and interpreting from scratch across four languages: English, Spanish, Portuguese, and Japanese.

During her time at the university, she realized that there were many people in Peru and Chile with an interest in Japan. "Even the owner of a small local bakery might attend Japanese classes," she says. "Manga, martial arts, history, literature—everyone had different reasons, but they all wanted to know more about Japan. And I believe that learning about other cultures leads to personal growth. This made me wish there were more opportunities for cultural exchange outside of events held at universities and language schools."

After graduation, Rojas decided without hesitation to return to Japan, where she launched her own interpretation and translation company, taking on a range of cultural exchange-related and other projects. "When I came back to Japan after five years in Chile, there was more English signage, there were interpreters permanently available at government offices and medical facilities, and even multilingual pamphlets were common. Foreigners living in Japan have access to more forms of assistance than ever before, and I want to be a part of that."

Rojas intends to continue to base her life in Japan. "Living here for three years in elementary school and another three in high school, I came to like Japan very much. This is where I feel most at peace. In fact, my great-grandfather immigrated from Japan. The first group of immigrants from Japan arrived in South America in 1899, and that's exactly around the time my great-grandfather was alive. I would like to translate books and other materials about that time into Spanish to help uncover the history of that exchange and deepen the relationship between those two parts of the world." Language is the foundation of this kind of exchange, and as a language professional, Rojas will continue striving to remove verbal barriers and encourage mutual understanding.

Friends of Japan



Jovan Rebolledo

Born in Mexico, resident in Okinawa. A believer in predicting the future by making it. Serves on the advisory board for several start-ups, is involved in Exponential Japan, the XPrize Think Tank Tokyo, and SingularityU Tokyo, and is working on building a haptics company. Is currently contributing his expertise in exponential technologies to an OIST research group building innovative microbial fuel cells. Is excited to continue producing and promoting exponential innovation in Japan and beyond, to positively impact people globally.

Fostering Exponential Possibilities in Japan

Okinawa Institute of Science and Technology (OIST) researcher Jovan Rebolledo is optimistic he can help Japan be among the leaders of worldwide growth in exponential technologies. The Mexican-born computer science expert and entrepreneur says Japan already has many structural and organic elements in place to help shape this rapidly developing area that includes artificial intelligence, robotics, biotech, nanotech, and information systems and networks. “Japan produces amazing technology, especially in the field of robotics,” he says. “I expect it to continue as a leader in R&D and to expand its global reach in rolling out tech advances around the world.”

The Veracruz native first stepped into the tech world as a boy when his father brought a computer home one day. Smiling, he says that he was fascinated by the machine—a rare item where he grew up—and would spend hours on it. “It made me dream about technology.”

Rebolledo had been working at a start-up in Mexico when he decided to travel to Japan—a country he had been fascinated by since childhood—to study robotics on a Japan International Cooperation Agency (JICA) research program in 2002. Grinning, he explains he was most interested in “understanding the orderliness of the culture and the ways big companies produce high-quality products.” Having forged a strong connection to Japan, he came here again to undertake graduate studies on a Japanese government scholarship, earning his master’s and PhD in engineering and computer science from Kanazawa University.

A major turning point came in 2009 when he joined the inaugural Global Solutions Program (GSP) at the Silicon Valley-based think tank Singularity University (SU). The 10-week course opened his eyes to the importance of applying exponential technologies toward changing the world. “By thinking exponentially,” he stresses, “leaders and CEOs, even ordinary people, would use a new approach when attacking global-scale problems. For example, they might use AI to improve access to high-quality educational materials. A key characteristic of these solutions is that they can become globally scaled services or products, rather than a means to tackle problems just locally or linearly. In this way, through the exercise of thinking exponentially, we can create exponential innovation quickly.”

He has applied this approach in Japan since before joining OIST in 2015. Along with research, he is active in the Exponential Japan initiative and serves as a SingularityU community ambassador in Japan’s first SU chapter. As part of his efforts to promote bold thinking, he coaches a group of high school students in Okinawa in developing innovative uses for drones. He also teaches entrepreneurship at Keio University in Tokyo in a course that includes considerations for applying exponential technology. “It’s important to impress on young people that they can make amazing things by thinking exponentially.” He is also enlisting the support of innovation leaders at companies, educational institutions, and other organizations in Japan.

Rebolledo is optimistic that linking innovators in exponential technologies will push the world forward in what he describes as a “combined ripple effect.” He is currently working to build collaboration among innovators, starting in Mexico, Japan, and the United States—three countries he has strong ties to—and expanding throughout Latin America and beyond, bringing together the big, diverse opportunities available. One area he is focusing on is making Japanese companies more aware of the innovation happening in Latin America. A recent example of his efforts includes introducing a drone start-up in Mexico to IT companies and investors in Japan.

Rebolledo points out there are abundant opportunities for cooperation. “Regardless of the shape or size of the collaboration, I aim to act as a bridge to bring innovation to and from Japan.”

The JET Programme: A Great Way to Experience Japan

Strengthening Relationships Both Locally and Globally

Although Brazil is far from Japan, it is easy to come into contact with Japanese culture, thanks mainly to the large Nikkei (Japanese-descent) population. My father emigrated from Japan to Brazil when he was 18 years old, making me a Nisei, or second-generation, part of this Nikkei population. São Paulo offers frequent Japanese festivals, and is home to plenty of Japanese language schools for Nikkei children like myself. I used to attend one of these twice a week. Thus, it was natural to me to proceed to a Japanese university.

Although I had plenty of exposure to Japanese culture and had learned to speak the language, I knew that working in Japanese society was a must if I wanted to know the “real Japan”—not just arts and foods, but the ways people think and communicate day to day. The JET Programme enabled me to do just that. I have recently begun my fourth and final year in Kofu, the capital city of Yamanashi Prefecture, working as a Coordinator for International Relations (CIR) in the prefectural government. My job is to push forward the internationalization of Yamanashi.

We are currently working on a project to attract international athletic delegations to Yamanashi for the Tokyo 2020 Olympic Games, and this year I accompanied the prefectural vice-governor to Brazil for the Rio de Janeiro Olympics. We visited the state of Minas Gerais, with which Yamanashi has a sister-state relationship. Minas Gerais did a great job attracting delegations for Olympic training, and we went to learn how to do the same. I felt proud to have helped facilitate the sharing of knowledge between the two governments.

The Tokyo 2020 Olympic Games also present a great chance for people from all over the world to travel to Japan and get to know it better. Japan’s local areas, like Yamanashi, offer lots of unique attractions you cannot encounter in Tokyo, starting with Mount Fuji. In Kofu we are surrounded by nature and mountains. I enjoy hiking in my free time, and it’s a real pleasure to be able to climb every weekend! Japan’s safety and convenience further enhance Japan’s charm for visitors, as do the polite manners and kindness of the Japanese. I hope as many visitors as possible can experience all of this.

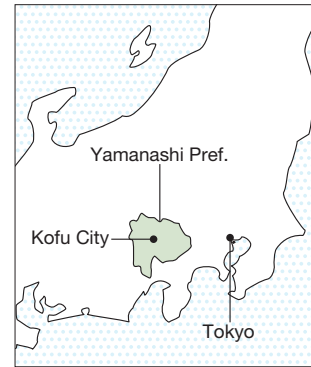
Our team includes a number of JET participants. My office has a diverse CIR staff, with representatives from the United States, Britain, Indonesia, Brazil, China, and South Korea. We run a blog and publish a magazine, *The Yamanashi Grapevine*, to showcase Yamanashi’s charms.

Thanks to JET, I am now able to work comfortably in a Japanese workplace. Having used Japanese only in the classroom previously, it was a real challenge to become fully functional in the language, but the on-the-job training has given me much experience and confidence. I hope to stay here in Yamanashi and be involved in work related to international friendship—planning and organizing projects to enhance ties between Japan and Brazil. Becoming this sort of a “bridge” is the best part of the JET experience, and has become one of my lifetime goals as a Nikkei living in Japan.



Daniela Miwa Amemiya

Second-generation Japanese Brazilian born in São Paulo, Brazil. Became a JET participant in 2013. Prior to that, graduated from the São Paulo University and earned her master’s degree at Kochi University in Japan.



Daniela speaks with fellow CIRs in the office from other countries. With so many diverse nationalities, meetings are conducted in Japanese.



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3	

1. Daniela (left) interprets for the vice-governor during a visit to Minas Gerais, Brazil, this summer. 2. Daniela talks with students about Brazil's multicultural society while visiting a local high school to promote ties between Japan and Brazil. 3. Daniela and a friend while climbing Mount Fuji.

About the Japan Exchange and Teaching (JET) Programme

The Japan Exchange and Teaching (JET) Programme began in 1987 with the goal of promoting grass-roots international exchange between Japan and other nations, and is now one of the world's largest international exchange programs. JET participants are placed in every region of Japan and work in one of three positions: assistant language teachers (ALTs), coordinators for international relations (CIRs), or sports exchange advisors (SEAs). In 2016, the JET Programme welcomed 4,952 participants, and currently there are approximately 62,000 alumni from 65 countries living in all parts of the world.

The JET Programme official website
<http://jetprogramme.org/en/>

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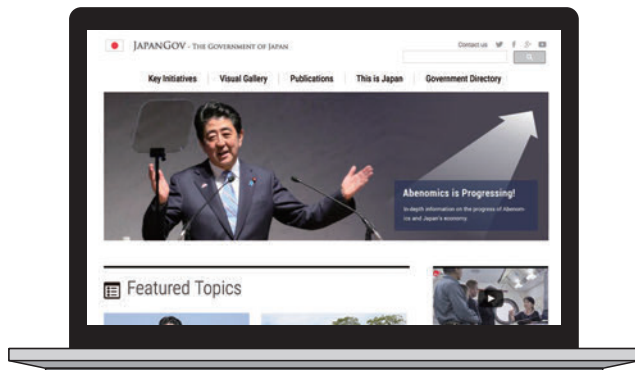
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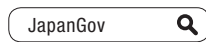
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