

We Are *Tomodachi*  
Summer 2017

**GLOBAL SUMMIT  
OF WOMEN  
2017**

**Tokyo, Japan**



Professor Jeffrey D. Sachs:  
Japan's Leadership and Inspiration  
in Sustainable Development

Feature:  
Raising the Banner of  
Free Trade

Prime Minister Shinzo Abe:  
Welcoming New Friends and  
Further Solidarity to the G7



The Government of Japan




# JAPAN GOV - THE GOVERNMENT OF JAPAN

## Website

JapanGov (<http://www.japan.go.jp>), the official web portal of the Government of Japan, features video and other content to bring you up to date on various initiatives, such as the Abenomics program to revive Japan's economy, womenomics measures to unleash the power of women, and the country's international contributions. The website also carries publications including "We are *Tomodachi*" going back to the Winter 2013 edition.

**"We Are Tomodachi"** New

The "We Are *Tomodachi*" website has been completely renovated and made easier to view. To facilitate in-site navigation, the contents are now searchable by category, such as "Featured Articles" and "Friends of Japan," and by topic country, as well as by year.



**Regional Revitalization** New

We have also added a new page on regional revitalization. This page shows the diverse attractions of each regional area, as a destination for investment and tourism, through a variety of videos. We invite you to discover the area that most appeals to you.



You can also follow the official JapanGov accounts on social media to get the very latest updates on your own devices.

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## App

Download the free official JapanGov app to easily enjoy all the information on the JapanGov website, including digital editions of "We Are *Tomodachi*," wherever you are.

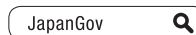
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**Cover:** Prime Minister Shinzo Abe spoke in the opening ceremony of the 2017 Global Summit of Women, which was held in Japan for the first time. This event brought together more than 1,300 women leaders in politics and business from throughout the world. Prime Minister Abe concluded his speech with an important message: “In order to create a society in which all women can shine, let us learn together and work together to change the world.” (May 2017)

“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. *Tomodachi* means “friend” in Japanese, and the magazine’s title expresses that Japan is a friend of the countries of the world—one that will cooperate and grow together with them.

Note: U.S. dollar equivalents for Japanese yen amounts in this issue are calculated at 112 yen to the dollar, roughly the rate at the time of publication.

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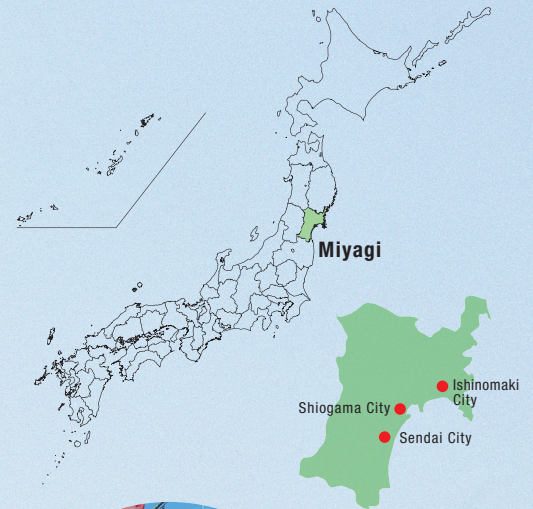
This is Japan

**EAT  
VISIT  
INVEST**

# Festivals in Miyagi

All over Japan, countless festivals large and small known as *matsuri* are held each year, with estimates putting the number of events between 100,000 and 300,000.

Here in Miyagi Prefecture, there is a long history and tradition of holding a diverse range of festivals.



## **Ishinomaki River Opening Festival Fireworks Display — August 1, 2017**

Around 6,000 fireworks will light up the sky at this festival in 2017. The festival began as a way for the people to show gratitude for the blessings they receive from the river and to honor their ancestors, and even through times of disaster it has been held every year for the past 90 years.



## **Sendai Tanabata Festival — August 6 – 8, 2017**

This traditional summer celebration is counted as one of the “Three Great Festivals” of the Tohoku region. Sendai’s festival for Tanabata, or Star Festival, is characterized by colorful bamboo decorations that brighten up the shopping arcades of the city to delight the 2 million visitors who come from all over Japan to see the celebration.





**Shiogama Harbor Festival — July 17, 2017**

This festival began in 1948 in hopes of reviving local industry and bringing well-being to the people after the war. Ever since the March 2011 Great East Japan Earthquake, it has had the additional purpose of bringing the souls of victims to rest and praying for a speedy recovery for the region. It is one of Japan's three major boat festivals, during which *mikoshi* (portable shrines) from two different Shinto shrines are loaded onto boats and paraded around the harbor with up to 100 other vessels on a spectacular marine excursion.

# Professor Jeffrey D. Sachs: Japan's Leadership and Inspiration in Sustainable Development

One can say that Japan is the world's great teacher of modern economic development. In the second half of the nineteenth century, Japan defended itself against colonial rule by embracing a modern, market-based economy built on advanced technology and export-led growth. Japan's justly famous Meiji Restoration of 1868 provided a blueprint for economic development for countless countries to follow. It is a tradition that Japan maintains to the present day, as a world leader in sustainable technology and a partner to countries around the world aiming to end poverty, achieve high levels of well-being, and ensure human security.

Japan became Asia's first industrial economy at the end of the nineteenth century through national unity, visionary leadership, and hard work. When European powers threatened Japan's sovereignty in the middle of the nineteenth century, far-sighted leaders instituted a remarkable policy of modernization that began in 1868. Japan famously adopted "best practices" from abroad through a remarkable global study mission, and also defended Japan's unique and venerable culture. Thus, Japan's economic reform and catching up was built on national values and international best practices.

The lessons of Japan's early industrialization were repeated in the second half of the twentieth century, when Japan rebuilt from war through a surge of breakthroughs building on the new microelectronics and advanced machine technologies. Japan became a world leader in the export of automobiles, consumer electronics, healthcare products, and other goods and services. Famously, during the 1960s Japan achieved a doubling of the economy, setting a standard that several neighbors in Asia would emulate in the following decades, using their own development strategies that were heavily influenced by Japan's success and methods.

Japan not only provided an example, but also key technologies and modern infrastructure to enable neighbors in Northeast Asia and Southeast Asia to initiate their own processes of rapid "catch-up" growth. For example, during the 1970s and 1980s, Japan's development assistance in Southeast Asia helped

Malaysia, Indonesia, Thailand, and other countries to modernize infrastructure and attract foreign investments in global manufacturing. These countries thereby began their own processes of rapid economic growth.

When the world adopted the Millennium Development Goals (MDGs), Japan added an important dimension through the concept of "human security." National security is not enough. Freedom from Want must be combined with Freedom from Fear. Japan established the U.N. Trust Fund for Human Security to promote a broad-based approach to human security that integrates economic development, environmental protection, human empowerment through education, and gender equality.

The Trust Fund became a bulwark to achieve the MDGs and an important forerunner in the world's later adoption of the Sustainable Development Goals (SDGs), which follow the concept of human security in combining economic development, social inclusion, and environmental sustainability. Japan also contributed to development through its innovative TICAD (Tokyo International Conference on African Development) process, linking Japan and Africa in a strong, vibrant, long-term partnership for development and mutual well-being.

What we learn most from Japan's own development and partnership with other countries is the importance of a broad-based approach to sustainable development. The economic basics are clear enough: export competitiveness, technological excellence, and an open economy. But these economic pillars are not enough. They need to be combined with high levels of public investment in human capital, especially health and education for all, and with the protection of the natural environment. Japan is a world leader in energy efficiency and in urban design that combines economic efficiency with cultural, aesthetic, and environmental values in urban life. It's not by accident that Japan has the world's highest life expectancy, a remarkable 83.7 years on the latest data, an achievement that reflects Japan's broad-based commitment to inclusive and sustainable growth.

We are now in the Age of Sustainable Development,

and once again we can count on Japan's visionary role in achieving sustainable development not only in Japan but around the world with Japan as a role model and a partner to other countries. Japan continues to partner with countries that want to advance rapidly, for example by helping the Government of Rwanda to establish the new SDG Center for Africa in Kigali, a center of excellence that will provide advice, research, and networks for all African countries as they seek to achieve the SDGs. Japan is innovating on how to create new institutions, technologies, and policies for a society with a significant proportion of elderly people, a challenge of course spurred by Japan's very high longevity. Japan's breakthroughs in healthcare, support systems, and quality of life for the elderly will have great benefits throughout the world. Japan is also pioneering the pathway to a low-carbon economy to

fulfill the Paris Climate Agreement, by deploying Japan's world-class engineering excellence to promote energy efficiency, new materials, and new kinds of vehicles, such as Toyota's fuel-cell vehicles.

I have been a student and admirer of Japan's broad, creative, and generous approach to economic development and human security for several decades. I have had the benefit of seeing the superb results up close within Japan, as well in many countries of Asia and Africa that have benefited enormously from Japan's partnership and example. Our world today is faced with the challenge of preserving national cultures in a globalized world, and in combining economic, social, and environmental objectives in a balanced and peaceful strategy of sustainable development. Fortunately, Japan provides an inspiration and beacon of hope and guidance in these great global challenges.



**Jeffrey D. Sachs**

Jeffrey D. Sachs is University Professor and Quetelet Professor of Sustainable Development at Columbia University. He is the Director of the Center for Sustainable Development at Columbia University, and Special Advisor to U.N. Secretary-General António Guterres on the Sustainable Development Goals. Professor Sachs received the Blue Planet Prize in 2015 for his global leadership in sustainable development. He is the founder and director of the U.N. Sustainable Development Solutions Network, which links hundreds of universities and think tanks around the world to support the Sustainable Development Goals.



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Carbon fiber has diverse applications including aircraft, space probes, rockets, and automobiles.

## Free Trade and Global Investments Create Win-Win Relationships Across Borders

A material with truly outstanding properties, carbon fiber is only 1/4 the weight of iron while being 10 times stronger. Carbon fiber's applications include sports equipment such as golf clubs and tennis rackets, and parts for automobiles. It also maintains stable performance under severe conditions such as extreme heat and cold. Because of these properties, it began to be used as a structural material for the vertical tails of aircraft and their outer body plating, and today it's even being used on containers for the solid boosters of rockets and the hull frames of satellites.

As the world's largest manufacturer of carbon fiber, Toray Industries, Inc. is actively expanding its global

production systems, and currently conducts its business through an international network with a four-node system of production bases in North America, Europe, Asia and Japan.

Toray's Corporate Communications Department Manager, Toshiki Matsumura, explains, "Our company's basic principle is to take root in the regions where we conduct our business, contributing to employment and industrial development as we grow. In addition, by establishing business bases in the vicinity of our customers, we closely work together and endeavor to promptly respond to their needs. This, in fact, leads us to technological innovation."

A good example of this is the application of structural



materials to airplanes. In the field of airplanes, starting in the 70s, carbon fiber was used as interior material for parts such as door components. But to replace the aluminum alloy that was the most commonly used structural material at the time for the fuselage and other critical components, absolute reliability was a must, and certain issues had to be overcome. The structural material was produced by overlaying sheets of carbon fiber, but when a certain area of the material peeled off when suffering a strong impact such as being struck by a bird during flight, it was discovered that there was a possibility that the strength of that area would decline. This was pointed out to Toray's engineering staff by U.S. aircraft manufacturer The Boeing Company. Through research and development, the staff came up with the solution of sticking the sheets together by impregnating them with an adhesive resin, successfully developing a material whose strength would not be downgraded even when a section of the material is stripped.

Impressed by Toray's innovative solution, Boeing adopted Toray's carbon fiber as the material for its Boeing 777 tail assembly in 1989. In the years that followed, the use of carbon fiber expanded with each newly developed aircraft, and in 2009, the Boeing 787 took its maiden flight as an innovative model featuring carbon fiber in the fuselage, main wing, central wing and tail assembly. Today, this Boeing 787 is owned and/or operated by 69 airlines and leasing companies in 49 countries around the world.

Backed by such successes, Toray conducted a worldwide capital investment of USD 3.6 billion (JPY 400 billion) in the three-year period spanning fiscal years 2014 to 2016.



Toshiki Matsumura serves as Manager of the Corporate Communications Department of Toray Industries, Inc. Toray currently conducts its business in 26 countries and regions.

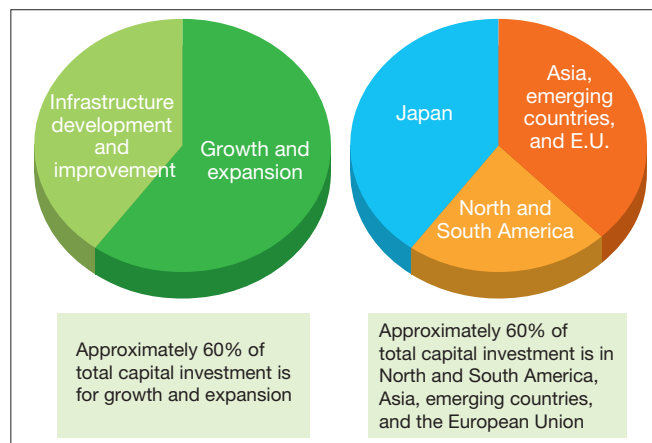
Approximately 60% of this investment was in North and South America, Asia, emerging countries, and the European Union. As a result, the company has a total of 28,371 employees overseas as of March 2017. In addition, Toray concluded a comprehensive, long-term supply contract with Boeing in 2015 to provide carbon fiber for the new 777X aircraft, and invested USD 446 million (JPY 50 billion) for a U.S. production facility in Spartanburg County, South Carolina that is now under construction. This investment is the first step of a USD 893 million (JPY 100 billion) outlay in the U.S. market which Toray intends to complete by 2020.

Matsumura explains, "The scale of the U.S. market is huge. It's also attractive in that you can conduct your business with peace of mind in an environment where your rights are protected by laws and regulations. For the future, we hope to continue finding success with exciting new projects together with the people of our business bases in the United States and around the world."



Toray broke ground on a new production facility in South Carolina in 2015, and intends to invest approximately USD 893 million (JPY 100 billion) in the U.S. market by 2020. photo: Lindsey Wasson/The Seattle Times

### Worldwide Capital Investment Strategy



Toray conducted USD 3.6 billion (JPY 400 billion) in capital investments in the three-year period spanning fiscal 2014 to 2016. Approximately 60% of this investment was in North and South America, Asia, emerging countries, and the European Union.



The Jeep "Renegade" features outstanding performance in a small-size design.

©Masayuki Arakawa

## Foreign Auto Manufacturers Making Rapid Advances in Japan

In 2016, the sales of foreign automobiles in Japan increased 5.9% over the previous year to total 298,856 units. Some may think the Japanese automobile market is closed to imports, but actually, the import duty on passenger cars is zero (0%), and has been for many years. Naturally, there is a high amount of interest among consumers for imported cars. Although there are circumstances unique to Japan that tend to be overlooked, such as driving on the left side of the road (the steering wheel is on the right), the opposite side of most countries around the world. Also, the automated elevator-type parking towers built to effectively utilize small plots of land have limits to the size of cars that can be parked.

When looking at the sales of foreign automobiles by company, the top-ranking companies are European. These companies made the effort to adapt to the Japanese market from a very early stage by introducing

versions of their cars with steering on the right-hand side and other specifications adjusted for Japan. However, there is a particular company that has been swiftly breaking new ground in this environment, doubling its sales volume in the past five years. That company is FCA Japan Ltd., a subsidiary of FCA, an integrated automotive group established between the Fiat Group of Italy and the Chrysler Group of the United States. We spoke with Pontus Häggström, the President and CEO of FCA Japan, regarding the company's success.

"The automobile is a strong carrier of culture," said Häggström to begin the interview, "and we at FCA pursue the merits of merging Italian and American culture and attempt to reflect them in each and every part."

Symbolizing FCA's business model is the "Renegade," the Jeep brand's first compact SUV (sport utility vehicle) and first Jeep manufactured by FCA outside of the United States. The Renegade was a truly collaborative

effort between the Italian and the American sides of FCA, and it became a major hit in Japan. For the Japanese market, FCA not only changed the steering wheel of the Renegade to the right, but also closely analyzed the various demands of Japanese consumers and reflected them in the vehicle. The Jeep Renegade is a success story born out of these efforts, made possible by the free movement of people, goods and services together with international networks of production and distribution. FCA Japan's Jeep brand grew 33.9% in 2016 compared to the previous year in terms of the number of newly-registered vehicles, and the Renegade was the driving force behind this success.

Häggström continued to explain, "One of the important things when selling a car is how you position your product. We've found that Japanese consumers, when it comes to selecting an imported car, are surprisingly familiar with the brand's history and background, and they're seeking unique characteristics that do not exist in domestic cars. Also, consumers in Japan put enormous attention on hardware (quality) and software (service)."

To win over these Japanese consumers, FCA Japan operates a dealer network of over 180 shops throughout Japan. In addition, the company has established a training center in Japan for educating its dealers, staff members and mechanics in order to boost service and skills. These various efforts have been the key to establishing and maintaining a good relationship with both customers and local dealers.

The success of this series of measures yielded record-high results in 2016, with the company's vehicle sales



FCA Japan closely supports its dealers. The company also puts emphasis on developing the skills of mechanics at each dealer through measures such as commendation systems.

in Japan exceeding 20,000 units.

FCA Japan continues to grow as a foreign automobile company in Japan. The company, with its deep roots in both Italy and the United States, is led by a Swedish CEO who is thoroughly familiar with the Japanese market and consumers. When we pointed out this fact to Häggström, he smiled and replied, "One of the Abarth models that we sell is manufactured in Hiroshima. So yes, FCA is a truly global car company." When we then asked him about the future prospects of the company in Japan, he enthusiastically replied, "We intend to achieve 30,000 units in car sales by 2019 and we are excited about the prospects of Japan!"

The rapid advance of FCA Japan is expected to continue as the company fully takes advantage of the free trade, its global production, and its local and international human resources.



#### Pontus Häggström

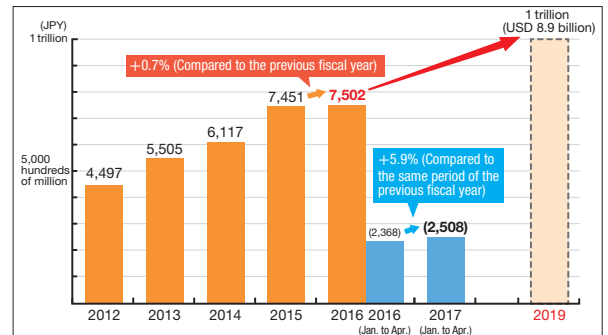
President and CEO of FCA Japan  
 Born in Sweden. In 2001, he served with General Motors Asia Pacific (Japan) Ltd. (currently General Motors Japan Limited) as Brand Director for Saab and Cadillac. In 2005, he successively served General Motors Europe (Germany) as Export Director for Saab. In 2008, he was appointed President & CEO of Fiat Group Automobiles Japan Ltd. (currently FCA Japan Ltd.). He has held his current position since 2012.

# Japan Boosts Exports with “Aggressive Agriculture” Strategy

Japanese agricultural, forestry and fishery products and foods are known for their great taste and excellent safety. They're regarded as an important pillar of the health and longevity of the Japanese people, whose average life expectancy is the highest in the world at 83.8 years for men and 89.8 years for women. As these foods from Japan receive high evaluations all over the world, more and more people overseas are wanting to enjoy them. To help meet the growing demand, recent improvements in logistics networks, temperature management systems such as cold chain, and other technological innovations including electronic payment have made it easier to keep these foods fresh while exporting them. In addition, the Japanese government has been reforming many rules and institutions to enable farmers as well as various types of organizations to more freely expand their markets, including doing so overseas.

Japan sees these changes in the business environment together with free trade as an opportunity, and is now driving an export promotion campaign under the slogan “aggressive agriculture.” Japan's value of exports of agricultural, forestry and fishery products and foods have increased for four consecutive years since 2013, reaching a record-high JPY 750.2 billion (USD 6.7 billion) in 2016. To add to this momentum, efforts involving stakeholders through public-private partnerships are underway, centered on “The Strategy to Strengthen Export Capabilities of the Agricultural, Forestry and Fisheries Industries” which was established in May 2016. Now Japanese government is trying to achieve the goal of reaching JPY 1 trillion (USD 8.9 billion) in exports for the year 2019.

Change in Japan's exports of agricultural, forestry and fishery products and foods



Japan's 2019 goal of agricultural, forestry and fishery products and foods exports totaling over JPY 1 trillion (USD 8.9 billion) is within reach as overseas sales grow year after year.

Source: Compiled by the Ministry of Agriculture, Forestry and Fisheries using “Trade Statistics of Japan” data from the Ministry of Finance

## Case 1: Paris-based exports of world-class fruity sake

The “DASSAI” *junmai daiginjo* was created by ASAHISHUZO Co., Ltd. in 1990 with the aim of providing sake that tastes delicious to everyone. From rice-washing to bottling, DASSAI is produced using a careful combination of traditional handwork by craftsmen and cutting-edge machines in each stage of the production process. Purity in taste and a fruit-like special kind of *ginjo* flavor are the characteristics of this sake.

ASAHISHUZO started exporting DASSAI to Taiwan in 2002. Gradually, it raised product awareness and expanded export destinations to twenty countries, with Paris as a base for its exporting activities.

One of the critical success factors is tasting events actively held overseas. ASAHISHUZO has developed creative sales promotions, demonstrating many ways to enjoy sake. For example, the company recommends using a glass in the shape of a wine glass to better relish fragrant sake, and invites customers to taste sake with local foods that pair with it.

To keep the brand equity of DASSAI, ASAHISHUZO aspires to further enhance the product's quality and brew sake that can compete with high-priced wines overseas. Its goal is to let DASSAI fascinate the world.



ASAHISHUZO recommends drinking its DASSAI *junmai daiginjo* from a small wine glass to better enjoy its fragrance.

## Case 2: Selling and distributing fresh yellowtail with support from cold chain networks

OWASEBUSSAN Co., Ltd. farms yellowtail and exports its packaged fish parts such as “kama” (the area from under the gills to the pectoral fin) to regions including China, Hong Kong, Taiwan, and Singapore. In 2016, the company enlisted the cooperation of Kochi University, which already had a proven track record in yellowtail farming research. Together, they succeeded in developing “Premium DHA Yellowtail,” which contains a larger than normal amount of beneficial DHA (docosahexaenoic acid), a substance believed to help prevent hardening of the arteries. It soon earned a reputation in Japan for being not only pleasantly fatty and flavorful, but also good for health, and significant growth in its export volume is expected as well.

One of the critical success factors of OWASEBUSSAN’s enlarged sales channels is cooperation with local entities in each importing country, capable of providing individual deliveries thanks to their own cold chains. It was essential for the company to establish a system that made it possible to deliver products with the same levels of quality, standards compliance, and prompt delivery as within Japan. Furthermore, the company regularly attends overseas business meetings to develop and present products addressing customers’ needs, with a view to enhancing product appeal.



OWASEBUSSAN made its first shipment of fresh yellowtail from Chubu Centrair International Airport to Vietnam in February 2017.

In the coming years, OWASEBUSSAN will be aiming to expand its export volume with a focus on the Southeast Asian market. It also has its sights on the European market, for which it’s planning to obtain EU HACCP certification (to be certified as a marine food handling facility for exporting to the EU). The company is also working toward being added to the FDA (U.S. Food and Drug Administration) Green List, a requirement for exporting vacuum-packed fresh food.

## Case 3: Thorough quality control ensures freshness all the way to the customer’s door

Oisix Inc. provides consumers in Hong Kong with vegetables, fruits, and other fresh foods from Japan through its own e-commerce website. The products are delivered directly to consumers’ homes.


Oisix began service in Hong Kong in 2009. Though the company was confronted with quality management challenges for overseas transportation, it soon found solutions by improving temperature management and damage-proof packing for aerial transportation and by using cold boxes for local delivery. The result was a good reputation among consumers, with some saying that Oisix products are even fresher than those in local supermarkets. In spite of relatively high prices due to the transport cost, Oisix is gaining more and more customers seeking safe and delicious foods.

The number of registered Oisix members in Hong Kong has been constantly growing, and has now reached 40,000. Many tasting events and interview surveys are conducted to help the company provide products and services suited for customers’ eating habits and needs. In 2014 and 2017, these efforts helped Oisix win the “Most Valuable Service Awards in Hong Kong,” an award that recognizes providers of excellent consumer services.

Oisix is planning to export more Japanese food products in the future, especially to Asian countries. Beyond this, it also aims to export its quality management systems and distribution expertise.



Oisix adapts its products and services to suit local eating habits and tastes.

	<p><b>Taste of Japan</b> Ministry of Agriculture, Forestry and Fisheries</p> <p>Taste of Japan provides information about Japanese cuisine, covering Japanese restaurants around the world, Japanese recipes, and grocery stores that carry Japanese foods.</p> <p><a href="http://www.tasteofjapan.jp/">http://www.tasteofjapan.jp/</a></p>
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# Moments of Prime Minister Abe



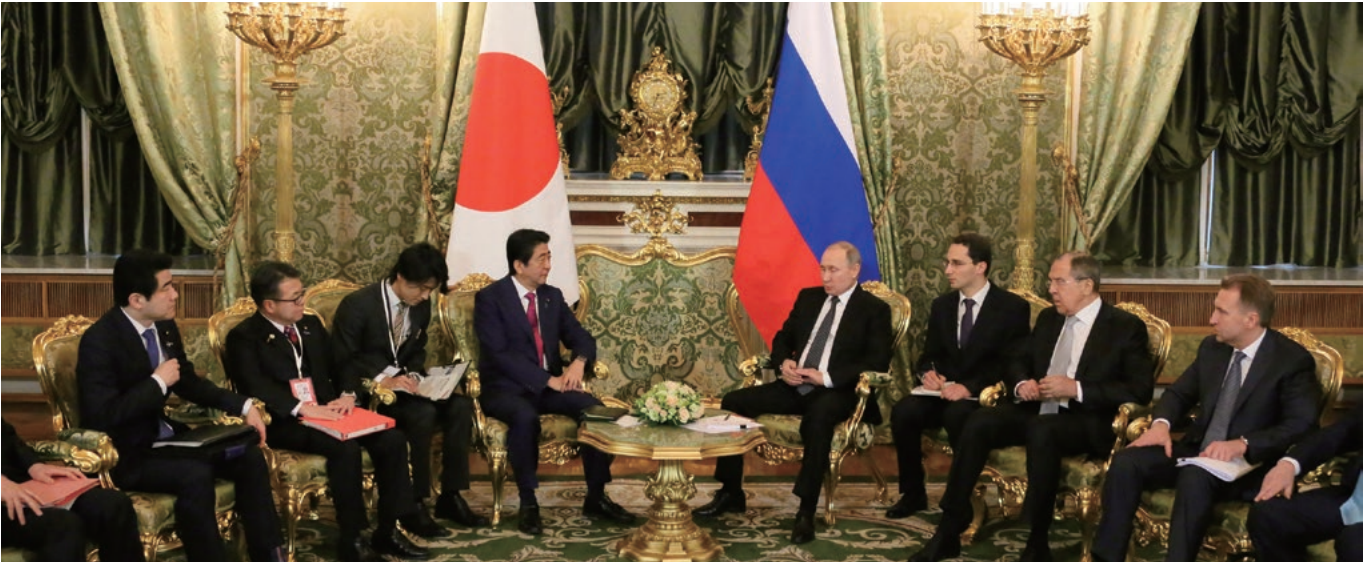
Visited Italy and attended G7 Summit 2017 in Taormina. With President Donald Trump of the United States, President Emmanuel Macron of the French Republic, Chancellor Angela Merkel of the Federal Republic of Germany, Prime Minister Theresa May of the United Kingdom, Prime Minister Paolo Gentiloni of the Republic of Italy (Chair), and Prime Minister Justin Trudeau of Canada, as well as President of European Council Donald Tusk and President of European Commission Jean-Claude Juncker of the European Union. (May 2017)



Held a banquet at the Akasaka State Guest House to welcome His Majesty the King Felipe VI of Spain and Her Majesty the Queen Letizia of Spain, who were paying a state visit to Japan. (April 2017)



Hosted a summit meeting with Hon. Mr. Ranil Wickremesinghe, Prime Minister of the Democratic Socialist Republic of Sri Lanka, at the Japanese Prime Minister's Office. (April 2017)



Visited Moscow, Russia and met with H.E. Mr. Vladimir Vladimirovich Putin, President of the Russian Federation. (April 2017)



Hosted a summit meeting with the Rt. Hon. Bill English, Prime Minister of New Zealand, at the Japanese Prime Minister's Office. Both prime ministers agreed to cooperate towards the successes of events including the 2019 Rugby World Cup to be held in Japan and the 2020 Tokyo Olympic and Paralympic Games. (May 2017)



Hosted a summit meeting with H.E. Mr. Mauricio Macri, President of the Argentine Republic, at the Japanese Prime Minister's Office. (May 2017)



Visited Valletta, Malta and met with H.E. Dr. Joseph Muscat, Prime Minister of Malta. (May 2017)



Attended the CEO Council Dinner Program hosted in Tokyo by *The Wall Street Journal*. (May 2017)

# Prime Minister Abe: Welcoming New Friends and Further Solidarity to the G7

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Contributed to the Huffington Post on May 24, 2017

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Full text: [http://www.huffingtonpost.com/entry/welcoming-new-friends-and-further-solidarity-to-the-g7\\_us\\_5926021ee4b0265790f4de84?4c](http://www.huffingtonpost.com/entry/welcoming-new-friends-and-further-solidarity-to-the-g7_us_5926021ee4b0265790f4de84?4c)

In the one year since I chaired the Ise-Shima Summit, we have witnessed the emergence of new leaders on the heels of presidential elections in the U.S. and France, and referendums in the U.K. and Italy. With these processes laying bare doubts over free trade and divisions in society, the world closely watched the choices made by the people in each country.

## **Security threats and determined response**

Meanwhile, security threats that endanger growth and prosperity are growing day by day. Despite stern warnings from the international community, North Korea continues to develop nuclear weapons and missiles, and has launched more than 30 ballistic missiles since last year. On May 14, North Korea launched a missile reaching an altitude of over 2,000 kilometers. It was launched on an extremely high trajectory. If launched on an ordinary trajectory, tentative estimates suggest that it could have flown to the mid-Pacific in the East, to central Eurasia in the West, or to any part of the South China Sea in the South. The threat now extends beyond Northeast Asia. Another concern posed by North Korea is advances in its intercontinental ballistic missile technologies.

To solve these problems, we must strengthen our international solidarity with the U.S. and the Republic of Korea, as well as build unity with China and Russia.

Coupled with these issues, terrorism is spreading around the world, and ISIL's maneuverings continue. Cyberterrorism is also inflicting greater harm across borders. We must not allow any delay in forming international solidarity against such threats.

## **The importance of free trade and three factors for making its importance understood**

We are approaching the 10-year mark since the start of the global financial crisis, the Lehman collapse. Many countries and regions have made tenacious efforts to

ride out the crisis and ensure a growth path. Looking at things globally, however, much remains to be done on issues such as youth unemployment, wage levels and productivity.

The key to overcoming these challenges is free trade. While growth in trade used to exceed economic growth, this has not been the case in the last several years. Free trade allows people to fully demonstrate their creativity and ingenuity, and to extend the fruits of their efforts beyond borders to enrich societies around the world.

Facing free trade, however, is strong criticism in many corners of the world. I believe there are three factors that are crucial to gaining people's understanding on free trade.

*1) To take a coordinated approach, covering policies that spread the fruits of free trade within one's country.*

Since taking office at the end of 2012, I have kept results as a motto. In Japan, we have realized GDP growth, more jobs, and increased tax revenues which we have invested into areas such as social security and education. Positive GDP growth was posted for five straight quarters. The annualized growth rate of GDP for the first quarter of this year broke 2%. There are 1.85 million more jobs, over 80% of which have gone to women. Having an unemployment rate of 2.8%, we are nearly at full employment. Our achievements continue. The Gini coefficient after income redistribution is also turning downward. We also began providing scholarships to young people that require no repayment.

Company revenues increased by JPY 22 trillion (USD 196 billion) over the past four years. All-out efforts are being made to circulate the fruits of growth nationwide by urging companies to increase wages, and encouraging large companies to make fairer dealings with small-to medium-sized enterprises (SMEs).

Furthermore, reforms are promoted with appropriate



transition periods in place, so that industries affected by liberalized trade can adapt to the changes. Additionally, I spare no effort to create an environment where SMEs and Japan's food industry can expand their businesses overseas.

Placing importance on investing in human resources and empowering women, I will continue to make the realization of "a society in which all citizens are dynamically engaged," i.e., inclusive society *à la japonaise*, the core of my policy.

*2) To ensure not only free but also "fair" trade, and to improve rules from that perspective.*

Since the beginning of this century, many emerging and developing countries joined the World Trade Organization (WTO). The world welcomed them with the hope that "this will help spread common rules worldwide and trade will be conducted in a free and fair manner." With time, we found that some countries enforce rules inadequately. For example, they force technology transfers to receiving states, fail to discipline state-owned enterprises, or make rules but do not comply with them. The steel trade is a prime example. Without ensuring fairness, trust in free trade will be eroded and support for it will peter out.

Ensuring fairness in taxes and finances, and fighting flows of illicit funds, are essential to gaining people's trust in international frameworks, and the G7 should take the lead on this.

When we ask ourselves "what is fair?" we should think of trade in the context of a win-win situation, not as a zero-sum game where "if one side gains, the other side loses."

Confronting a variety of difficult issues, such as global warming and the impending aging of populations, the key to finding solutions to these global challenges is cross-border sharing of people's diverse knowledge and experience. Governments should continue to lower the barriers that stifle people's activities. At the same time, they must improve and strengthen the rules that duly protect the outputs of innovation, including through the protection of intellectual property rights.

The Trans-Pacific Partnership Agreement (TPP) can address these concerns. That is why I firmly believe that the Asia-Pacific region, which is the growth center of the world, needs the TPP. In addition to the TPP, Japan is building a global network of rules through economic dialogue with the U.S., negotiation of the Japan-EU Economic Partnership Agreement (EPA), and the Regional Comprehensive Economic Partnership (RCEP).

*3) To contribute to inclusive development across the globe.*

Japan's contribution to nation-building in Asian countries started more than half a century ago, and now in this century, Japan has stepped up support for the development of Africa with the joint efforts of the public and private sectors. Last summer, we held the Sixth Tokyo International Conference on African Development (TICAD VI) on the African continent for the first time. Nearly 200 Japanese companies accompanied me. The pillar provided by Japan's cooperation is fostering human resources and industry in Africa. Along with industry, we will further enhance our cooperation in agriculture and food production capacity.

Drawing on Japan's technological prowess and sophisticated finishing methods, we will also contribute further to developing quality infrastructure in Asia and elsewhere, including developed countries. Our financial cooperation of USD 200 billion (JPY 22.4 trillion) will be at full-throttle by the end of this year as well.

Many people in Asia and Africa will acquire new skills, improve their local infrastructure, deepen their connectivity and strengthen their self-reliance. No other country besides Japan, I believe, can make this contribution.

The global economy is beginning to show signs of a positive turnaround. However, unresolved issues remain in many countries, regions and the world, while we are pressed by new challenges such as global warming and the impending aging of our populations. This is compounded by North Korea and ISIL which are explicitly challenging global security and prosperity.

Without peace and security, there is no growth or prosperity. The leaders of the G7, who share fundamental values, must unite and lead the world in standing up to these difficult problems. Welcoming new friends and fresh ideas, we, the G7, must display solidarity more than ever.



# Points System Aims to Attract Foreign Talent to Japan

As the number of foreign workers in Japan reached a record high of 1.08 million in October 2016, the Japanese government is making significant efforts to facilitate employment of foreign professionals with particularly high-level skills, in order to spur Japan's economic growth and strengthen its international competitiveness.

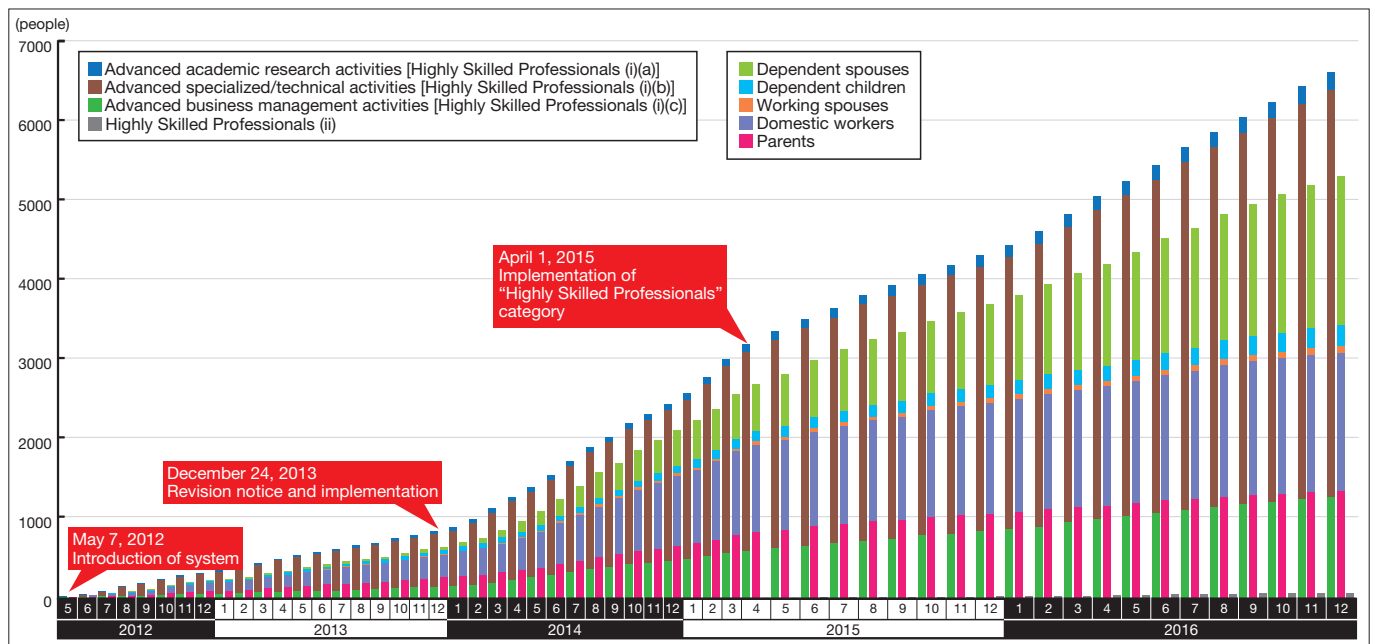
“Highly skilled foreign professionals” are officially described as “quality, unsubstitutable human resources who have a complementary relationship with domestic capital and labor,” and “human resources who are expected to bring innovation to the Japanese industries, to promote development of specialized/technical labor markets through friendly competition with Japanese people and to increase efficiency of the Japanese labor markets.”

To promote hiring of highly skilled foreign professionals, the government introduced the “Points-based System for Highly Skilled Foreign Professionals” (PBS) in 2012. Eligible candidates are workers from outside Japan who are in “advanced academic research activities,” “advanced specialized/technical activities” or “advanced business management activities.” According to criteria such as academic background, professional career history, annual salary and so on, points are awarded to each candidate, and preferential immigration treatment is granted to candidates who score point totals equal to or above a predetermined number.

A conventional working visa does not allow the holder to stay in Japan longer than five years, nor authorize him or her to do a job other than what is stipulated in the visa. Beneficiaries of the PBS, on the contrary, have the possibility to extend their stays up to an indefinite period in some cases, and simultaneously engage in multiple activities that fall under different visa categories.

To take things further, the Japanese government is introducing a “Japanese green card for highly skilled foreign professionals” in 2017. Foreigners who are regarded as especially highly skilled will be able to apply for permanent residence after staying only one year in Japan, instead of five years as before. By means of these systems, the government expects to attract large numbers of foreign professionals who will play active roles in the Japanese economy.

Cumulative Totals of Admitted Highly Skilled Foreign Professionals and Accompanying Families, etc.



\*The term “Highly Skilled Professional” has been in use since April 1, 2015.

Source: Ministry of Justice

## Comments from workers benefitting from the Points-based System (PBS) for Highly Skilled Foreign Professionals

The three persons featured below are employees of Rakuten, Inc.<sup>(\*)</sup>

Human Resources Supervisor

**François Bergeron** Engineer Recruiting Group, Recruiting Section, Global Human Resources Department

In 2011, when the PBS was not yet introduced, the percentage of employees of foreign nationality at Rakuten was only about 4%, but due also in part to the transition to English as the official language within the company, it's now more than 20%. As a company that mainly provides internet services, Rakuten recruits a large number of engineers from overseas who have specialized IT skills. The PBS is enabling us to employ these highly capable foreign professionals for longer periods. This is very advantageous for our business operations. Recently, more and more Japanese companies are recruiting foreign workers overall. I think that this tendency will grow in the years to come.

**Craig Olinsky** Data Analytics Section, EC Data Analytics Department, E-Commerce Company

I had worked in Japan for a total of twelve years before working for three years in Germany, and I came back to Japan this year. The PBS is allowing me to build a longer and more stable relationship with the company than I had before, and it lets me concentrate on my work without worrying about visa procedures.

I think working in Japan has become more comfortable. I find Japan to be a great place to live—there's an excellent transportation system with reliable railways and a robust health care system. I'd love to work long-term in Japan, under the PBS.



**Zhang, Qi** Business Data Platform Group, EC Business Empowerment Section, EC Marketplace Business Support Development Department E-Commerce Company



What's wonderful about the PBS is that it not only grants you a longer stay, but there's also thoughtful consideration for workers' families. Under certain conditions, the spouses of workers benefitting from the PBS can also work in Japan, and the workers can even bring their parents. It creates a good environment that allows you to work long-term in Japan while having peace of mind. I studied in a university in Japan and started working here directly after graduation. I find that Japanese companies have very effective training programs for new graduates. I recommend that foreign students in Japan as well as students overseas work in Japan after they graduate.

<sup>(\*)</sup> Rakuten, Inc. was founded in 1997 and operates Japan's largest online marketplace. It offers e-commerce, fintech, digital content and communications services to more than 1 billion members around the world. It employs 14,202 people (as of Mar. 31, 2017).

### Points-Based Preferential Immigration Treatment

Status of residence for employment	Preferential treatment for highly skilled professionals
Bringing one's dependent parents is generally not permitted	⇒ Bringing parents to accompany the highly skilled professional is permitted
Bringing domestic workers is only permitted in exceptional circumstances	⇒ Bringing domestic workers is permitted
Residence permit has to be individually renewed in units not exceeding five years (e.g. five years, three years, one year)	⇒ - Residence permit is granted for the maximum of five years (Highly Skilled Professionals (i)) - Granted an indefinite period of stay (Highly Skilled Professionals (ii)) - Preferential processing of entry and residence procedures (Highly Skilled Professionals (i))
Only allowed to engage in the activities permitted under a single status of residence	⇒ - Permission for multiple types of activities (Highly Skilled Professionals (i)) - In addition to the activities permitted Highly Skilled Professionals (i), nearly all forms of employment are permitted (Highly Skilled Professionals (ii))
More than 10 years of residency are generally required before permanent residency is granted	⇒ The residency requirements for permanent residency are relaxed
The spouse's employment is not generally permitted	⇒ A highly skilled professional's spouse is permitted to work

\*Points are awarded based on educational and professional career history, yearly salary, and other factors, and a total of 70 points or more permits categorization as a Highly Skilled Professional (i). Highly Skilled Professionals (i) who have engaged in activities as such for at least three years can become Highly Skilled Professionals (ii).

# Hosting the First Rugby World Cup™ in Asia



Rugby World Cup 2019™  
<http://www.rugbyworldcup.com/>

“Connect Create Go Forward” is the vision for the Japanese tournament. This means “Connecting people in Japan, Asia, and around the world to create a groundbreaking and inclusive celebration of Rugby and Community. We will go forward as one, to build a better future for all.”

The Rugby World Cup (RWC), held once every four years, will be hosted by Japan two years from now, marking the first time the RWC is held in Asia. A total of 20 teams—12 that secured their spots by proving themselves last time in RWC 2015 in England, plus eight more who win preliminary matches held around the world—will compete for the venerable Webb Ellis Cup. RWC 2019 Japan starts in Tokyo on September 20, 2019, leading up to a final match in Yokohama on November 2.

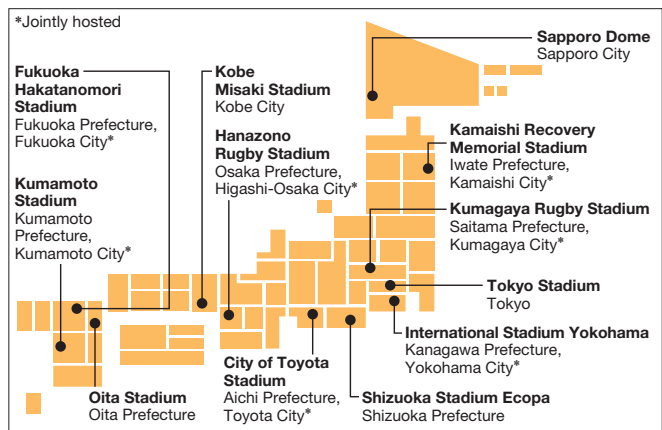
According to Akira Shimazu, CEO of the Rugby World Cup 2019 Organising Committee, “Rugby has been a popular sport in Japan since the 1890s and has a very enthusiastic following of fans, but Japan isn’t considered a “traditional rugby country” by the rest of the world. That’s why holding RWC in Japan is something the fans here have really been wanting for a long time.”

When it was announced in 2009 that RWC would finally be held in Japan, the Japanese national team began training even harder to raise its performance to a level worthy of representing the host country. The extra training paid off in the last RWC: although the Japanese team was unable to proceed to the finals, they fought hard and earned three wins in their pool matches. In particular, the team impressed the world with their dramatic winning try just before the end of their match with South Africa. It was a come-from-behind win that earned the team the RWC’s “Best Match Moment,” an award which was newly established for this tournament. The sight of Japanese players alongside foreign ones competing as one team was something that helped raise the level of excitement for rugby to fever pitch throughout Japan.



Prime Minister Shinzo Abe attended the RWC 2019 pool draw which took place in Kyoto. This was the first time the pool draw was held in a location other than England or Ireland.

### Rugby World Cup 2019 Host Cities



RWC 2019 will be held at stadiums in 12 cities throughout Japan.

Preparations for RWC 2019 Japan are already well underway. On May 10, 2017, the pool draw for the tournament took place at the Kyoto State Guest House, and the candidate sites for the official training camps for the teams will be decided starting this summer. Sales of tickets for RWC 2019 matches are scheduled to begin in 2018.

RWC 2019 Japan will consist of 48 matches which will be held at 12 venues located throughout the country. Shimazu explains that “All of the venues are located in cities with unique local attractions and plenty for tourists to see and do. This means that our foreign visitors will have memorable experiences of their stays in Japan along with enjoying the tournament.” In addition, two of the venues are located in Kamaishi and Kumamoto, which are both rebounding from major earthquakes that occurred in recent years. Shimazu states the significance of holding the matches in these disaster-stricken areas: “The excitement of watching the world’s best players compete is sure to boost the spirits of the people of these cities as they continue to revitalize. Along with expressing our appreciation for the warm support of people overseas, RWC 2019 Japan is also a chance to demonstrate how far we’ve come in our recovery.”

RWC 2019 Japan is very important to the growth of rugby. In Shimazu’s words, “RWC 2019 Japan is the first RWC to be held in Asia. We would like as many Asian spectators as possible to experience the excitement and attraction of rugby. The success of this tournament will be an ideal opportunity for spreading rugby throughout Asia.”



The Official Supporters Club is now taking members! This is just one of the many activities underway to ensure that RWC 2019 Japan will be a success. The goal is to completely fill the stadiums for all 48 matches.



**Akira Shimazu**  
 CEO of the Rugby World Cup 2019 Organising Committee  
 Born in 1943. Entered the Ministry of Home Affairs (now the Ministry of Internal Affairs and Communications) in 1967. Successively served in said ministry as Chief of Local Bond Division of Public Finance Bureau, Deputy Director-General of Minister’s Secretariat of Home Affairs, and Vice-Minister for Policy Coordination of Minister’s Secretariat of Home Affairs. Appointed in 2001 as the first Vice-Minister of Ministry of Internal Affairs and Communications. Present post since March 2014.

# Japanese Culture Comes Alive at Japan House in São Paulo



JAPAN HOUSE

<http://www.japanhouse.jp/en/>

"Japan House São Paulo" faces Paulista Avenue in São Paulo. With a Japanese cedar exterior, the facility's design was supervised by world-renowned architect Kengo Kuma.  
©Japan House São Paulo / Rogerio Cassimiro

On May 6, 2017, the Japanese cultural promotion facility "Japan House São Paulo" opened to the public in São Paulo, Brazil. On May 7, a concert in celebration of the opening was held at the Ibirapuera Auditorium in São Paulo, where an audience of about 15,000 people gathered to watch Japanese musicians Ryuichi Sakamoto and Jun Miyake together with Brazilian musicians Jaques and Paula Morelenbaum.

Kenya Hara, one of Japan's foremost designers and the Chief Creative Director of Japan House, had this to say about the facility: "Up until now, the facilities and events introducing Japanese culture have often put items like kimonos and *ukiyo*e prints front and center. These are attractive to the eye, and the people who see them are delighted by their exotic appearances. They seldom arrive at an understanding of their cultural background, however."

"The objective behind the Japan House," says Hara, "is to have people understand Japan's cultural background, to show why and how the Japanese culture—distinctively characterized by intricacy, respectfulness, subtlety and simplicity—came to be. We want visitors to feel not just the surprise of seeing something for the first time, which fades before long; we want to give them the long-lasting impact that comes from true appreciation."



"Bamboo" was the theme of the first exhibition.



With bustling crowds continuing day after day, the shop has even sold out on some days.

The exhibition and multi-purpose space is the center of Japan House São Paulo. Here, an exhibition aiming to deepen understanding of Japanese culture is held once every few months, with a different theme each time. The theme of the first exhibit was "bamboo." From large art installations to traditional handicraft products that fit in the hand, a wide variety of art works made from bamboo were put on display at the venue. Of particular note is an installation by bamboo artist Chiku'unsai IV Tanabe using *toratake* bamboo, which has drawn so much attention that it was featured on the front page of a major local newspaper.

The facility itself is also home to a seminar room for events such as lectures and workshops, a shop where fine Japanese handicrafts can be purchased, a restaurant for enjoying Japanese set meals and sake, and places such as a multimedia space and a café where visitors can browse books related to Japan. These areas provide visitors with an opportunity to approach the Japanese culture from a multitude of angles.

The response of the local community has been enormous for this Japanese cultural promotion facility, which serves as an overseas point for communicating "all things Japanese." In just the first two days of its opening, the facility received about 7,500 visitors, with long lines of people awaiting entry. By one month after the official opening, the total number of visitors had exceeded 90,000, very quickly reaching the facility's original goal of 60,000 visitors for the entire year. According to Hara, "There is an increasingly global movement that can be felt in which people wish to understand the traditional aspects of Japanese culture with a depth going back nearly two thousand years, together with the modern aspects as well."

Plans are in the works to open a Japan House in London as well as Los Angeles in 2017. As Japan House grows, it is sure to help more and more people around the world to experience the impact of understanding Japanese culture.

#### Kenya Hara

Born in Okayama Prefecture in 1958. He graduated from the Musashino Art University in 1983 with a Master's degree in design. In the same year, he joined Nippon Design Centre, Inc. Currently, he is the representative director of Nippon Design Centre, Inc. and the Chief Creative Director of Japan House. His work include the design of the opening and closing ceremony programs for the Nagano 1998 Winter Olympic Games and the official poster of EXPO 2005 Aichi, Japan.



# iPS Cells Give New Hope Against Eye Diseases

In September 2014, a team led by Dr. Masayo Takahashi, Japan's leading ophthalmologist, of the Japanese research institute RIKEN carried out the world's first induced pluripotent stem cell ("iPS" cell) transplant surgery for an eye disease. The generation of iPS cells was first announced in 2006 by Professor Shinya Yamanaka, the director of Kyoto University's Center for iPS Cell Research and Application (CiRA). These cells are capable of differentiating into various cell types that make up the tissues and organs in the body, and are believed to have potential uses in restoring cells lost by sickness or injury, bringing hope of providing cures to diseases for which there was previously no treatment. The iPS cell transplant surgery conducted by Dr. Takahashi and her team has garnered much attention as a remarkable achievement that is anticipated to lead to practical regenerative medical applications.

"My interest in regenerative medical research began," explains Dr. Takahashi, "when I accompanied my husband in his studies abroad in the United States and learned of the existence of stem cells that were capable of replenishing cells in the body. Although I was later successful using embryonic stem cells to produce retinal cells, I knew as soon as I heard about the discovery of iPS cells that I'd found the ideal stem cell. I credit our world's-first achievement to being specialized in the clinical field of ophthalmology while also being exposed to stem cell research, which was a completely different field, and also to the fact that we've always kept pushing our research forward on the leading edge."

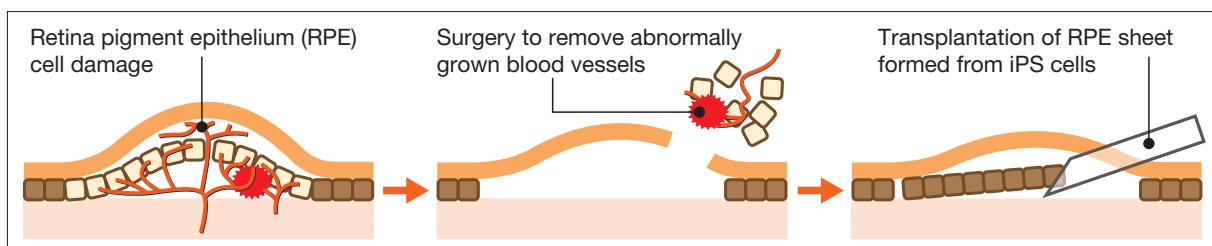
In the above-mentioned surgery, iPS cells were made from the skin tissue of a patient who was suffering from wet-type age-related macular degeneration (AMD), and these iPS cells were differentiated into retinal pigment epithelial (RPE) cells and processed into the form of a cell sheet. The RPE cell sheet was then transplanted into the patient from whom the iPS cells were generated, which was able to prevent further deterioration of the patient's eyesight (a symptom of wet-type AMD).



**Masayo Takahashi**

Dr. Masayo Takahashi graduated from Kyoto University's Faculty of Medicine in 1986. In 1992, she completed her Ph.D. in Visual Pathology at Kyoto University's Graduate School of Medicine. She first worked as a clinician, but later became interested in research following her studies in the United States in 1995. In 2005, her lab became the first in the world to successfully differentiate neural retina from embryonic stem cells. She is currently the project leader of the Laboratory for Retinal Regeneration at the RIKEN Center for Developmental Biology (CDB).

## Method of the 2014 surgery



Wet-type age-related macular degeneration (AMD) is an eye disease characterized by blind spots called "scotomas" and distortion of the central visual field, in some cases leading to severe visual acuity loss. It is caused by age-related degradation of retinal pigment epithelium (RPE) and damage to the retina from abnormal growth of blood vessels (known as "choroidal neovascularization") in the macular region of the eye. In the 2014 surgery, a sheet of RPE cells created from iPS cells was transplanted into the eye after removal of abnormal blood vessels.



Then, in March 2017, Dr. Takahashi and her team made another important step forward. While the 2014 surgery had used cells generated from the patient’s own tissues, Dr. Takahashi and her team succeeded this time in the world’s first transplantation of RPE cells generated from iPS cells that originated from another person (called “allogeneic transplantation”) to treat a patient with wet-type AMD. Currently, the patient is being monitored for the possibility of rejection, which is a risk of allogeneic transplantation. Regarding the significance of the operation, Dr. Takahashi explains that “allogeneic transplantation substantially reduces the time and cost required in producing RPE cells, creating opportunities for even more patients to undergo surgeries. Hearing patients’ eager expectations firsthand when working as a clinician has also been a significant motivation.”

Dr. Takahashi’s team is currently making preparations for clinical studies that will target retinitis pigmentosa, a hereditary eye disease, by transplanting photoreceptor cells. “Having my mind set on wanting to see applications of iPS cells in treatments as quickly as possible, I have been actively involved in the creation of the regulations for their practical applications in regenerative medicine. In Japan, where clinical studies and clinical trials can be conducted at the same time, there is significant merit in the fact that research can be carried out by doctors who also work in medical settings. This helps ensure that they proceed with a sense of responsibility and strong ethics. Our advanced clinical studies have attracted the attention of researchers working in regenerative medicine in various countries. I intend to maintain a rapid pace of research so that we can treat the illnesses of as many patients as possible.”

**Differences between autologous and allogeneic transplantations**

	<b>Autologous transplantation</b> (patient’s own cells)	<b>Allogeneic transplantation</b> (another person’s cells)
Time	Long preparation period	Short preparation period
Cost	High	Low

One feature of the 2017 surgery was that it used iPS cells generated from another individual whose HLA (human leukocyte antigen) type matched that of the patient. This approach is expected to better suppress rejection responses compared with conventional allogeneic transplantations.



In the 2017 operation, just as in 2014, the surgery itself was conducted by Dr. Takahashi’s collaborator Dr. Yasuo Kurimoto, director of the Department of Ophthalmology of Kobe City Medical Center General Hospital. The operation was undertaken by a team of six members and was completed on schedule in approximately one hour.



Dr. Takahashi has been a key player in building the plans for the Kobe Eye Center, which is scheduled for completion in the fall of 2017. The comprehensive facility will include departments focused on fundamental research and clinical application of iPS cells for retinal regeneration and other practical uses for regenerative medicine, as well as departments that will provide rehabilitation and employment support to patients with visual impairments.

This is Japan

EAT  
VISIT  
INVEST

# Discover Miyagi

## 60 Million Visitors\*

come to Miyagi Prefecture every year. Rich with greenery and tree-lined streets, the prefectural capital of Sendai is known as the "City of Trees." Miyagi's magnificence and charm are found not only in its scenic beauty, but also in its festivals and numerous cultural events. Although Miyagi suffered tremendous losses in the March 2011 Great East Japan Earthquake, it has made a vibrant recovery through the kind support of people throughout the world. Miyagi is looking forward to your visit!

\* 2015 data courtesy of the Miyagi Prefecture Commerce, Industry and Tourism Department, Tourism Division

### Data

- Population: Approximately 2.32 million
- Total Area: 7,282 km<sup>2</sup> (2,812 mi<sup>2</sup>)
- Prefectural Capital: Sendai
- Sister States/Provinces: Jilin Province (China), Delaware (United States), and the Metropolitan City of Rome Capital (Italy)
- International Relations: In 2017, Miyagi Prefecture and the U.S. state of Delaware celebrate the 20th anniversary of the forming of their Sister State relationship. In addition to student exchanges and cultural exchanges, events are being held in Delaware where products produced in Miyagi Prefecture are sold with the aim of developing sales channels, as well as a food fair where Delaware's Japanese Restaurants offer cuisine made with Miyagi ingredients. Miyagi Prefecture is also continuing its economically-focused exchange with Russia's Nizhegorod Oblast, driven by a cooperative agreement enacted between the governors of the two states in 2010.



Tourism PR character of  
Sendai - Miyagi Musubimaru

Access: Approximately 350 km (218 mi)  
from Tokyo to Sendai [90 minutes by  
Shinkansen bullet train or 55 minutes by  
plane (from Narita Airport)]

## VISIT



### Hot Springs

Miyagi is home to several hot springs with histories that span a period of over 1,000 years. Boasting spring waters with a variety of special qualities, there are numerous hot springs spread throughout the prefecture from the mountains down to the plains and coast. These springs are not only popular with tourists, but with the local people as well.



### Zao Area

The Zao Mountain Range offers a look at a natural phenomenon that can only occur under its special climate conditions: *juhyo*, or "ice trees." Their unique creature-like shapes and imposing size have led some people to call them "snow monsters." Come walk through the fields of *juhyo* and experience them up close!



### Abukuma River Boat Tours

Enjoy an eight-kilometer (five-mile) round-trip touring course through the Abukuma River valley. The area is a prefectural natural park with many scenic spots and unique rock formations. Take in the seasonal scenery as you enjoy a leisurely cruise down the river aboard a *yakatabune* pleasure boat.

▼ For more "VISIT" information, please visit: <https://www.pref.miyagi.jp/site/kankou-en/>

# EAT



## Sendai Beef

Clearing Japan's strictest classification standards, Sendai Beef is ranked as one of Japan's finest brands of beef. Whether served as steak, sukiyaki or *shabu-shabu*, you'll enjoy its unforgettably rich flavor.



## Oysters

Miyagi is one of Japan's most prominent localities for oysters. The prefecture's complex system of covers makes it ideal for oyster farming. Rich in nutrients, the oysters are called "the milk of the sea" and are even more delicious during the cold season.



## Japanese Sake

The main ingredients of Japanese sake are rice and water. Miyagi is a well-known rice-producing region where sake brewing is a tradition that has been carefully preserved over centuries. The severe Tohoku winter has given rise to a low-temperature long-term fermentation process that creates sake with a refined flavor.

▼ For more "EAT" information, please visit: <https://www.foodkingdom-miyagi.jp/language/english.html>

# INVEST



©Tohoku University

## Tohoku University R&D Hub

In Miyagi Prefecture, major collaborative efforts between industry and academia are being made, with Tohoku University as the hub. Widely recognized research projects include joint research into Alzheimer's with GE Healthcare, and successful comprehensive research and development efforts in the life science field jointly conducted with Sanofi.



©Tohoku University

## Automotive & Electronics Related Manufacturing

Miyagi Prefecture is recognized for its high concentration of automotive-related industries and high-tech electronics industries. A large number of international companies with highly-skilled personnel, including Kärcher Japan and Sandvik Tooling Supply Japan, have production sites based in Miyagi.



## World-Class Infrastructure

Connected to the world by a variety of reliable and high quality infrastructure, Miyagi is a hub for international shipping and trade routes, bullet-train and rail connections, and domestic and international flights.

▼ For more "INVEST" information, please visit: <http://www.pref.miyagi.jp/kokusai/investmiyagi/>



**Ari Horie**

CEO of Women's Startup Lab. Graduated from California State University in 1997. Founded Women's Startup Lab in Silicon Valley in 2013 to conduct intensive live-in training programs for female entrepreneurs. Selected as one of CNN's "10 Visionary Women" and *Marie Claire's* "20 Women Who Are Changing the Ratio."

Series: Japanese Individuals Contributing Worldwide

# Helping Women Entrepreneurs Thrive, from Silicon Valley to Beyond

Selected as one of CNN's "10 Visionary Women"

There are many "accelerators" that support entrepreneurs, but the one called "Women's Startup Lab," managed by Ari Horie in Silicon Valley, is a bit different. As the name suggests, Horie's company offers live-in immersive training and support programs focused on helping female entrepreneurs flourish. But where did she get the idea to focus on women?

According to Horie, the impetus can be traced back to the momentous occasion of becoming a mother. Horie came to the U.S. when she was 18, and after graduating from university, she was hired by IBM U.S.A. where she worked for the global marketing team in Silicon Valley. Next, she worked her way

through several Silicon Valley startups, and then in 2003, she went through the experience of giving birth and starting to raise a child. That's when she learned a startling truth: "Even though I was living in Silicon Valley, the moment I began raising my child, everything became low-tech, from changing diapers to communicating with the school." Horie says, "I was in a world disconnected from IT. The whole day I was running around with pen, paper, and phone in hand." It was then that she realized for the first time that in fields like education and caregiving, in which men participate comparatively little, technology is not yet utilized very much.

Then in 2011, when Horie had founded an

education-related startup of her own, she ran into three obstacles faced by female entrepreneurs: “The first problem was that investors were mostly men whose experiences didn’t resonate with business models dealing with childrearing, caregiving, and the like from a woman’s perspective. The second problem was that the overwhelming majority of entrepreneurs and engineers in Silicon Valley being young men made it rather difficult for the few women among them to gain acceptance within those networks. Finally, the third issue was that women in this industry had competing priorities in their lives related to family, making it more challenging to focus on their startups.”

It was then that Horie decided to found Women’s Startup Lab in 2013, with the belief that society needs more women business leaders in order to bring new and positive change to the world. Remembering the problems she herself had faced as an entrepreneur, she began to devise innovative approaches that utilize the support of industry experts and influencers to help female entrepreneurs succeed. At Women’s Startup Lab, Horie and her team are joined by entrepreneurs from the U.S., Japan, China, and many other countries, where they eat and sleep together for two weeks while attending workshops and discussions. According to Horie, what markedly distinguishes her accelerator from others is that it “nurtures” the entrepreneurs as people, rather than focusing just on their startup companies. The training consists of units in which the entrepreneurs re-examine their goals and learn

the entrepreneurial mindset to help conquer fear and uncertainty. For the curriculum, Women’s Startup Lab brings in well-known entrepreneurs and investors like Phil Libin, the founder of Evernote, and the content includes interactive advising sessions on managing a startup, improving one’s leadership skills, and training of “mind, action, body” especially tuned for women.

“The Japanese kanji symbol meaning ‘person,’ pronounced ‘Hito,’ consists of two humans supporting each other [ 人 ]” explains Horie. “At Women’s Startup Lab, the synergy of people gathering and ‘1+1 becoming 5’ is referred to as ‘Hitology.’ It is one of our goals to raise leaders, match participants with the right advisers, introduce them to the right key people that can offer further expertise, and to create meaningful life-long connections between people that will continue to support their endeavors, even long after the two-week residential program is over.”

Horie advises female entrepreneurs that “when starting a business, what’s most important is that you don’t fall in love with your idea, but fall in love with solving the customer’s problem and make a product that they love. Once in a while, you even have to throw away all the ideas you hold precious. If you keep yourself ready to do that as you take on your challenges, it’ll definitely lead to good business in the long run.” Women’s Startup Lab will continue to shape the future through its training of female entrepreneurs and using its “Hitology” to help them thrive.



Women from the United States, Japan, China, Indonesia, Canada, and other countries who aspire to take their startup businesses to a new level come to Women’s Startup Lab. As of April 2017, 90 entrepreneurs have completed the training out of which three companies have had successful exits.



Horie with entrepreneurs who are taking part in Women’s Startup Lab.



The residential facility of Women’s Startup Lab in Silicon Valley. Between five and fifteen women participate in each program and live here together for two weeks.



### Eri Machii

Representative Director of AfriMedico and pharmacist. After leaving a pharmaceutical company, she worked for two years from 2008 to 2010 as a volunteer to combat communicable diseases with the Japan Overseas Cooperation Volunteers in Niger, Africa. She attended Globis University's Graduate School of Management where she came up with the structure of the *okigusuri* business model. In 2014, she founded the non-profit organization AfriMedico. In 2017, she was selected as one of "Fifty-Five Japanese Women Taking On Global Challenges" by Forbes Japan.

Series: Japanese Individuals Contributing Worldwide

# *Okigusuri*: A Japanese Approach for Better Access to Medicine in Africa

With a history of over 320 years, "*okigusuri*" is a traditional Japanese "use first, pay later" sales method born in Toyama Prefecture, in which medicine is placed in a box at the home or workplace, and money is collected later for whatever medicine was used. AfriMedico is a non-profit organization that introduced this *okigusuri* system to Africa in order to deliver medicine to regions of Tanzania that lack sufficient medical care. This organization was founded by a Japanese pharmacist, Eri Machii.

During her involvement in overseas volunteer activities when she was a college student, Machii decided to make more substantial contributions to the medical problems of developing countries. To help provide medical support to Africa, she left her job and went to Niger as a member of the Japan Overseas Cooperation Volunteers. At a clinic in Niger, she learned that medicine was not reaching

the patients who needed it. Machii explains that "In Africa, travel and delivery expenses are high, making it difficult for people living in the deeper reaches of Africa to go to hospitals, and making the delivery of medicine to distant villages nearly impossible. As a result, these people could not be treated in the early stages and were left until their conditions worsened. This situation led me to thinking what could be done to deliver medicine to the people who needed them."

Despite being able to impart medical knowledge to the people of Niger, reasons such as the economic situation of local communities made it impossible to improve their medical situation. Feeling inadequate to cope with the situation, Machii attended a graduate school of management upon her return to Japan to learn what sort of sustainable system could be run mainly by the local people. There she came up with an *okigusuri*

business model that could let the locals take a larger role in caring for their own health. In past centuries in Japan, according to Machii, there were three factors that made *okigusuri* popular: underdeveloped infrastructure, lack of universal health insurance, and large families living together. Her research revealed that there are many places in countries such as Niger and Tanzania that fit these same criteria and have significant needs, leading her to consider them candidates for *okigusuri* systems. She figured that by transporting large amounts of medicine to various locations at once, she could keep transport costs down. Additionally, by using money earned through *okigusuri* at businesses in cities where there is high demand, she could provide a steady supply of medicine to remote villages at the same prices as those in the cities. In 2014, together with about 20 members who wished to contribute towards improving the medical situation in Africa, Machii established AfriMedico. With the advice of a network of local pharmacists in Tanzania, the organization commenced its activities.

According to Machii, “AfriMedico has a local team of about 10 members consisting of Tanzanian pharmacists and nurses. This team is responsible for selecting the required medicines and visiting the households where the medicines are kept.



AfriMedico's *okigusuri* set consists of approximately 10 different medicine products. In addition to an analgesic and gastrointestinal agent, the kit contains insect repellent and a malaria testing kit to combat malaria.



At the Japan Fair, an exhibition held in conjunction with TICAD VI (Tokyo International Conference on African Development) in Nairobi, Kenya in September 2016, AfriMedico exhibits at various events to promote their activities and gather contributions.

Meanwhile, we of the Japanese team collaborate with Japanese pharmaceutical companies and conduct interview surveys in Africa as well as increase awareness there through events and other endeavors.”

At present, there are over 50 homes in villages of two Tanzanian provinces that are set up with the *okigusuri* system, which local communities have praised: “Symptoms can now be immediately alleviated with safe medicine thanks to the *okigusuri* system.” Although the system is finally on track, human resources and funds are issues to contend with in order to further expand the scope of this activity. Machii mentions that, “To strengthen our organization, we need to make more people aware of this activity and increase the number of our supporters.”

“For the future, we will increase awareness of anti-malarial countermeasures and sanitation through study groups and events as we try to achieve our final objective in which the local people can handle more of their medication themselves,” says Machii.

Through the efforts of AfriMedico, *okigusuri* has become a cultural phenomenon that links Africa with Japan. For Machii and her organization, it is a starting point for the challenges to come.



An *okigusuri* set placed in a village. Payment for the medicine used is done by cell phone, using the “M-PESA” money transfer system. For the future, adding Japanese medicinal products to *okigusuri* sets is under consideration.



The influence of the village chief is significant in Tanzanian villages. When introducing the *okigusuri* system, everything starts with a visit followed by discussions with the chief.

# Knitting the World Together

“My brain is made for knitting. If I see something interesting, I immediately think about how I can turn it into knitting.” Bernd Kestler—knitting artist, designer and instructor—knits everything from the standard socks and scarves to the not-so-typical *haori* (kimono jacket) and lampshades.

Growing up in a small town in Germany, Kestler loved to play outdoors. He also enjoyed the beautiful knitwear his elder sister made for him. When he was 12 years old, something happened that changed his life. “My sister started knitting more for her boyfriend and less for me. So I taught myself knitting, and have kept on with the craft for more than 40 years.”

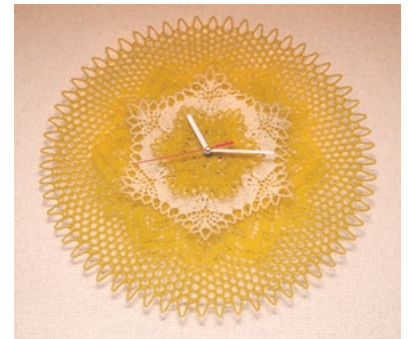
While in university, Kestler worked part-time for a company that developed and organized business seminars. “I organized classes on Japanese management philosophy, so I had to study about Japanese business, traditions, and modern culture, like animation and games. Japan fascinated me!” After graduating, he got his first job in Tokyo with an interior design company. While he enjoyed the job, he felt something was missing. Meeting people who did what they liked for a living, Kestler would wonder, “Why not me?” Finally, in 2010, he decided to start his first knitting class.



“I think of knitting all day long, even in my dreams. I don't need a vacation, because I don't need to get away from anything.”



In Kestler's class, students make whatever they like while enjoying conversation in Japanese, German and English.



Kestler's works vary from knitwear to interior accessories such as a wall clock.



Heel-less socks are one of Kestler's masterpieces. They fit all sizes and are easy to make even for beginners.





As a part of his “Knit for Japan” project, Kestler finished a huge blanket with people in Tohoku and earned the Guinness World Record for the largest crochet blanket.

Kestler often thinks of how knitting might not only fulfill creative desires, but also contribute to society. His “Knit for Japan” project exemplifies this quest. After the March 2011 Great East Japan earthquake, Kestler and his friends donated hand-knitted gloves, scarves and hats to people in Tohoku who lost their homes. “After a year, I knew they needed something else. I started thinking about what we could do that would also involve the local people. By knitting squares together, I thought they could interact with each other, and this would cheer them up.” Kestler asked people in Japan and friends from around the world to crochet 20cm × 20cm “granny squares.” “Many supporters, my friends and a Japanese yarn company offered to help,” says Kestler. “The response was overwhelming.” With his volunteers, Kestler connected 11,250 granny squares together into a 476.78 square meter blanket, a feat that earned him the Guinness World Record and an award from the Japanese Ministry of Economy and Trade. “The awards were a great honor to receive and added a heartfelt touch for everybody involved with the project,” he says. “Each of us sat down for an hour thinking about the people in Tohoku, as we made a square. We were knitting the world together. That was very special.” Kestler later divided the giant blanket into smaller blankets as presents for people living at shelters in the areas hit by the earthquake.

Does having knitting on his mind night and day tire Kestler? “Never. It’s in my DNA. Knitting is magic; you create something beautiful with your hands. Japan gave me the chance to do what I really enjoy. I would like to explore Japanese culture and traditional crafts and incorporate traditional dyeing methods such as *ai-zome* (indigo dyeing) and *kusaki-zome* (botanical dyeing) in my knitting. By bringing beautiful colors into people’s lives and showing them how exciting knitting can be, I want to change the perception of knitting. Colors bring happiness, and Japanese history is full of amazing colors. I hope people can enjoy these colors through my works.”



**Bernd Kestler**

Born in the county of Hessen, Germany. Studied horticulture in university and worked as a landscape designer in England. Moved to Japan in 1998. Lives in Yokohama and works on his knitting pieces while enjoying gardening.

# Building a Cultural Bridge between Japan and Russia

Honestly, I had no interest in Japan when I elected to minor in Japanese at university. I majored in English and had to choose between German and Japanese for my second language. I was studying in Saint Petersburg, Russia, a city close to Europe, and was familiar with Western culture, so I chose Japanese to learn something new. As I started getting to know Japan, I immediately became attracted to its unique culture.

My university had a student exchange program with Kansai Gaidai University in Hirakata, Osaka. I was selected for this program and came to Japan for the first time in 2012. In addition to the language, I studied various subjects related to Japan such as globalization and Japanese art. Everything in daily life was new to me, but what impressed me most was the kindness of people. For example, when I asked directions, people went part of the way together with me to make sure I wouldn't get lost again.

After graduating from university, I hoped to get a Japan-related job and was seeking an opportunity to work in Japan, as I really liked the country and people. Also, as I realized that most Japanese people don't



**Maria Semenova**

Born in Udmurt Republic. Graduated from the Faculty of Foreign Languages at Herzen State Pedagogical University of Russia. She enjoys the Japanese martial art of aikido, alpine skiing and snowboarding, all of which she started after coming to Japan. Apart from Asahikawa, where she lives now, she loves Kyoto, as its ambiance and historical heritage remind her of Saint Petersburg.

know much about Russia, I wanted a job that would let me introduce my country to them. I applied for a position as a Coordinator for International Relations (CIR) of the JET Programme and started working in Asahikawa, Hokkaido, in August 2014.

I am working for the Economic Exchange Division of the Department of Economy and Tourism in Asahikawa City. I love every aspect of my job, even the challenges. I am fortunate to have such good colleagues with whom I can consult whenever I need. I also feel comfortable working with them, as they treat me just like another Japanese staff member, not a foreigner. My work includes translation, interpretation and any other duties related to international relations. Asahikawa has a very active economic and cultural exchange with Russia and receives many visitors. The city celebrates the 50th anniversary of its friendship city agreement with Yuzhno-Sakhalinsk this year, for which I'm working on various commemorative events. For example, I arranged for a brass band of a cadet school in Yuzhno-Sakhalinsk to participate in this year's Hokkaido Ongaku Daikoshin (musical parade), which is held in Asahikawa every year in June. Also, I serve as a translator and a coordinator for annual events like the Northern Hokkaido product exhibition in Yuzhno-Sakhalinsk. In addition, I regularly organize seminars to introduce the lifestyle and culture of Russia. My Russian cooking class is very popular, as attendees can experience true Russian cuisine in Asahikawa, where there's no restaurant of its kind.



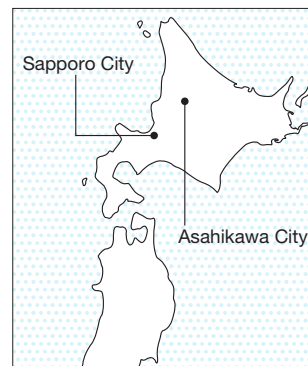
Semenova with colleagues discussing upcoming events.



Russian food is one good way to learn Russian culture.

On weekends and holidays, I travel around Hokkaido to learn more about the area. I also like to meet with my Japanese friends after my training in the Japanese martial art of aikido. Asahikawa is such a beautiful city. I enjoy its scenery every day, never tiring of it.

When I go back to Russia, I hope to have a job in which I can help Russian people to better understand Japan. I also want to keep introducing Russia to people in Japan. I believe Japan and Russia have so many things they can learn from each other and so many ways they can grow together. I hope I can serve as a bridge that connects the two countries.



Semenova served as a guide and a translator for students and their teacher from the brass band club of the cadet school in Yuzhno-Sakhalinsk, when they made a courtesy visit to the mayor of Asahikawa City.



Trying Russian blini before aikido training.



Participated in Asahikawa Summer Festival wearing *yukata* summer kimono.

### 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/>

# *We Are Tomodachi*

Summer 2017

Published by



The Government of Japan

Edited by

Public Relations Office, Cabinet Office  
and  
Office of Global Communications, Cabinet Secretariat

1-6-1 Nagatacho, Chiyoda-ku, Tokyo  
100-8914, Japan

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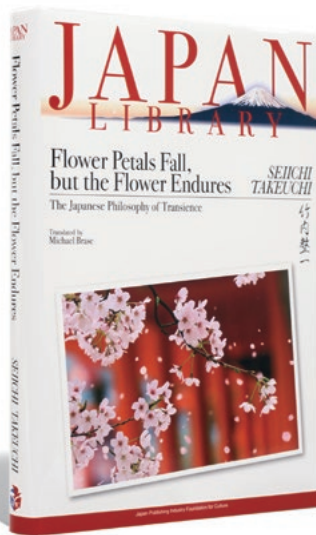
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The Japanese Philosophy of Transience

Seiichi Takeuchi

Price: Hardcover USD 25.00 / ISBN: 978-4-916055-48-4

The book presents the Japanese philosophy of *mujo* (transience) and how it relates to Japan's modern society.

As a leading expert on the history of Japanese philosophy, Takeuchi provides a stimulating and thoughtful read for people interested in ethics, the environment, philosophy, spirituality, and the challenges society faces in a modern context.

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## Communicating with Columbia Business School

In March 2017, the author Seiichi Takeuchi held a special seminar with the Columbia Business School. There he explained the characteristics of Japanese philosophy: "If hidden, it is the flower. If not hidden, it cannot be the flower." The students responded with incisive questions.





**Japan.** Sharing tomorrow.

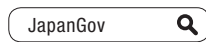
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