

We Are *Tomodachi* Autumn 2015



The Government of Japan

We Are *Tomodachi*
Autumn 2015



Prime Minister Abe attended the 7th Pacific Islands Leaders Meeting (PALM7) held in Iwaki, Fukushima Prefecture, Japan (May 2015).

Minoru



稔 *minoru*

The character *minoru* (稔) consists of two elements. The left side of the character represents grain, and the right side expresses the idea of swelling. As a whole, the character refers to the swelling and ripening of grain, expressing the meaning “to bear fruit.”

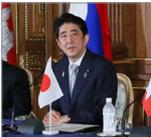
Autumn is the harvest season for many crops, including rice, Japan’s staple food. Golden ears heavy with ripe grains can be seen swaying in the wind in rice paddies throughout the countryside. This typical autumn scene represents the fruit of farmers’ collaborative endeavors, which have continued in rural communities from generation to generation. And the harvest season is also the season of festivals, bringing people together to celebrate and give thanks for nature’s bounty. These *matsuri*, as they are called in Japanese, are living traditions, many with long histories.

Japanese agriculture now faces the challenge of an aging population of farmers and the demand for greater efficiency. Initiatives are underway to introduce new technologies and adopt new approaches so that the farmland can continue to *minoru*, producing more delicious food for all to enjoy.

How about visiting Japan this autumn? Here you can view traditional harvest scenes, experience time-honored festivals, and savor the fresh bounty of nature.

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Colors of Autumn



Cosmos in Bloom: Awaji Hanasajiki, Hyogo Prefecture

The cosmos, introduced to Japan from Europe over a century ago, has become the star among Japan's autumn flowers. Indeed, it is sometimes called “autumn *sakura*” for its resemblance to the *sakura* (cherry blossom), the lead player in the springtime floral lineup. At Awaji Hanasajiki, a large garden stretching from a hilltop toward the sea in the northern part of Awajishima Island, visitors are treated to displays of flowers that vary from season to season. In autumn, cosmos plants blossom into a huge multicolored carpet. This scenic site is located by the Awajishima end of the Akashi-Kaikyo Bridge, the world's longest suspension bridge, which links the island to Kobe.

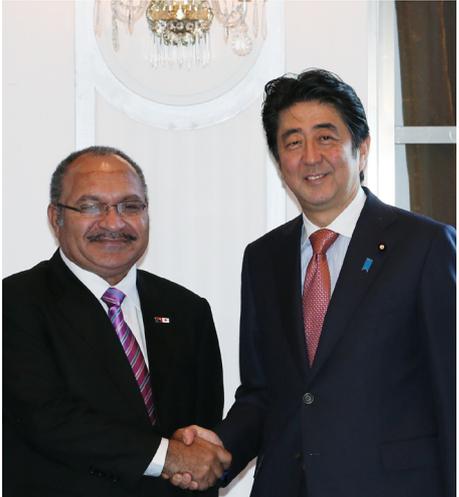


Autumn Foliage: Ritsurin Garden, Kagawa Prefecture

The Japanese have a long tradition of taking pleasure in viewing colorful autumn foliage, just as they love viewing the flowers of spring. One place to do so is Ritsurin Garden in Kagawa Prefecture, Shikoku. This extensive garden, which was completed in the eighteenth century, includes 13 hills, representing mountains, and six ponds, and it has more than a hundred types of flowering plants that offer an ever-changing tapestry. In autumn, visitors can take in the views of the beautiful seasonal red leaves from various angles both by strolling the paths and by cruising the ponds on traditional Japanese boats, as did the daimyo, the lords of yore for whom the garden was landscaped. The area is about two hours by plane from Tokyo; from Osaka and Kobe, you can go there on a day trip by car.



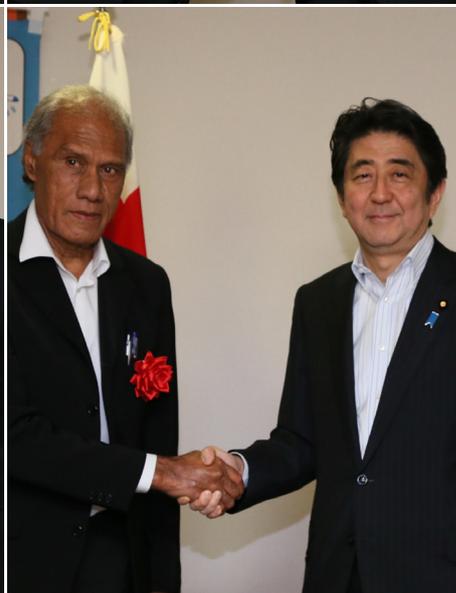
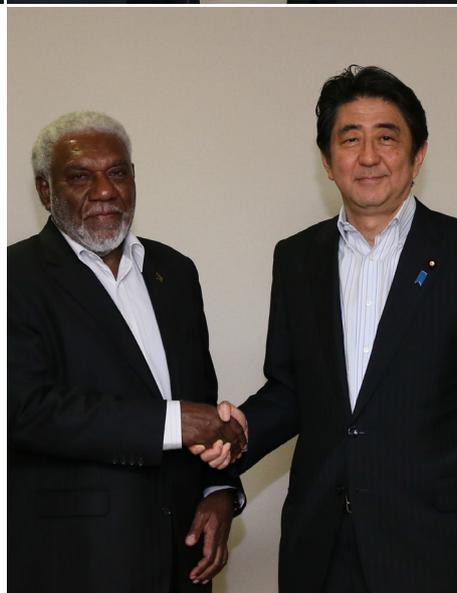
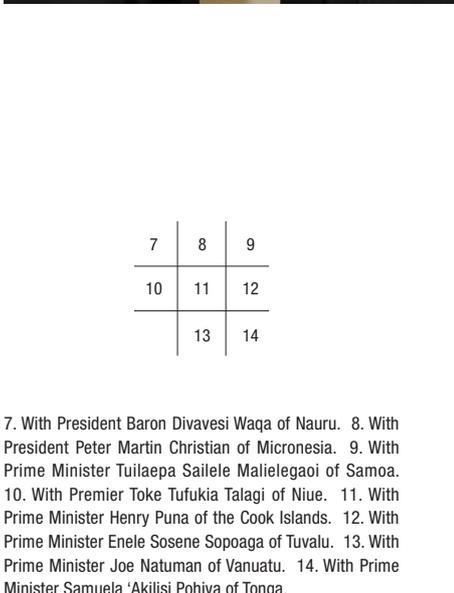
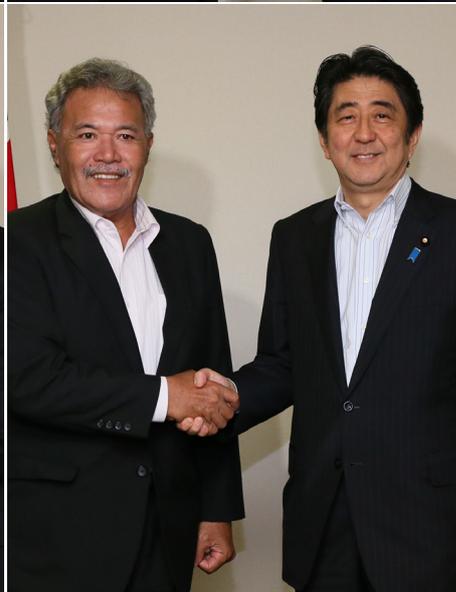
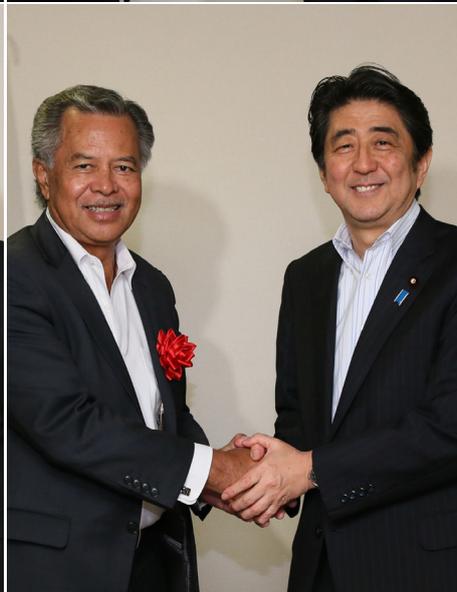
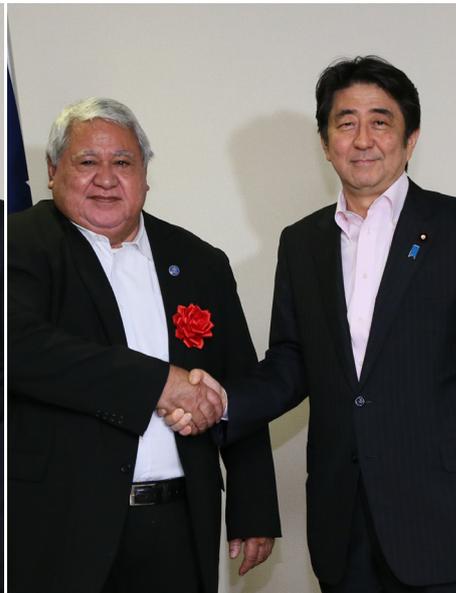
Moments of Prime Minister Abe



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On the occasion of his attendance at the 7th Pacific Islands Leaders Meeting (PALM7) held in Iwaki, Fukushima Prefecture, Prime Minister Abe met separately with a number of the other participating leaders (May 2015).

1. Prime Minister Abe and his wife Akie hosted a banquet at which guests enjoyed a special performance by the Hula Girl dance team, a PR Goodwill Ambassador for PALM7.
2. With President Tommy E. Remengesau, Jr., of Palau.
3. With Prime Minister Josaia Voreqe Bainimarama of Fiji.
4. With Prime Minister Peter O'Neill of Papua New Guinea.
5. With President Anote Tong of Kiribati.
6. With President Christopher J. Loaik of the Marshall Islands.



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7. With President Baron Divavesi Waqa of Nauru. 8. With President Peter Martin Christian of Micronesia. 9. With Prime Minister Tuilaepa Sailele Malielegaoi of Samoa. 10. With Premier Toke Tufukia Talagi of Niue. 11. With Prime Minister Henry Puna of the Cook Islands. 12. With Prime Minister Enele Sosene Sopoaga of Tuvalu. 13. With Prime Minister Joe Natuman of Vanuatu. 14. With Prime Minister Samuela 'Akilisi Pohiva of Tonga.



Prime Minister Abe attended the G7 Summit held in Schloss Elmau, Germany. He also held separate talks with other participating leaders (June 2015).

1. With Chancellor Angela Merkel of Germany. 2. With President François Hollande of France. 3. With Prime Minister David Cameron of the United Kingdom. 4. With Prime Minister Matteo Renzi of Italy. 5. A session on the second day of the summit. 6. Prime Minister Abe made an official visit to Ukraine, becoming the first incumbent Japanese prime minister to visit the country, and held talks with President Petro Poroshenko.

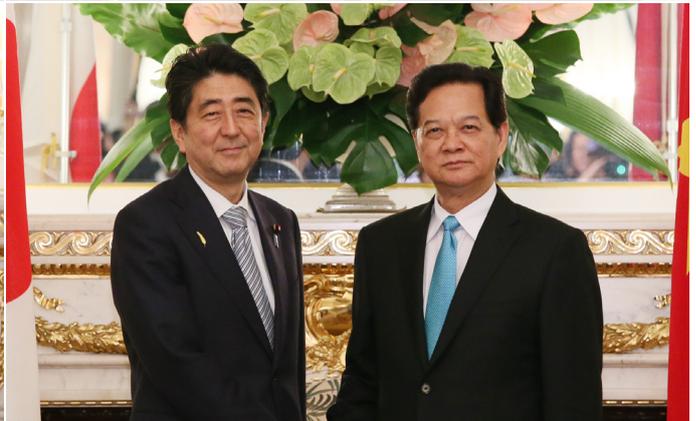
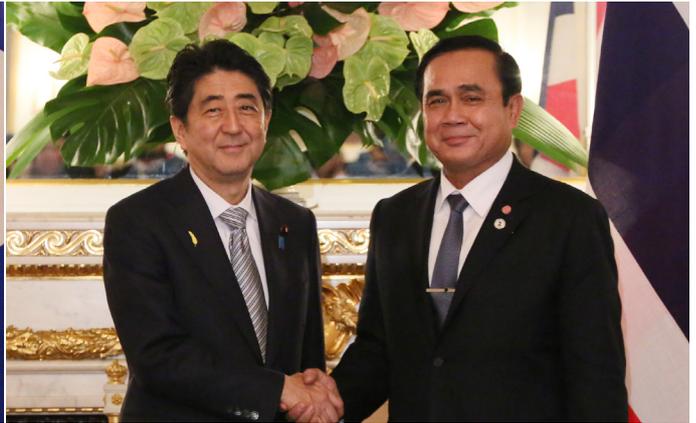
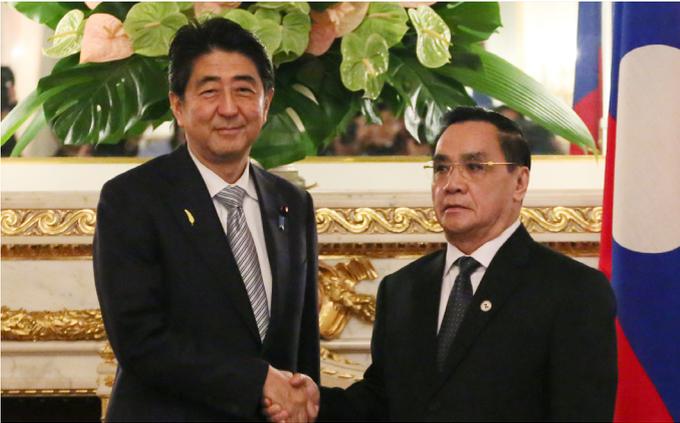
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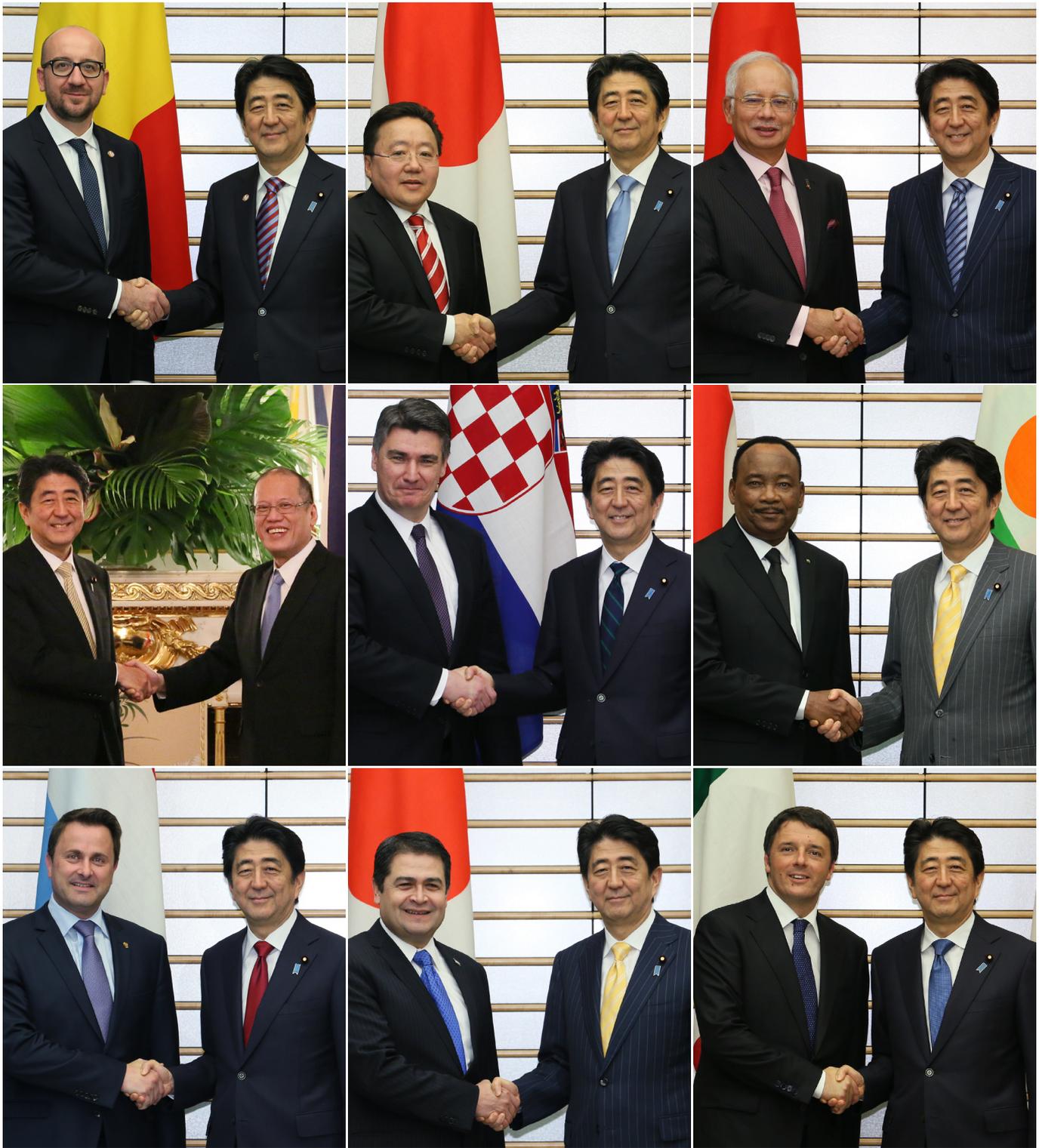


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The Seventh Mekong-Japan Summit Meeting was held in Tokyo, welcoming the leaders of the five countries in the Mekong region to Japan. On this occasion, Prime Minister Abe held bilateral talks with the leaders of each country (July 2015).

7. Joint press announcement. 8. With President Thein Sein of Myanmar. 9. With Prime Minister Thongsing Thammavong of Laos. 10. With Prime Minister Prayut Chan-o-cha of Thailand. 11. With Prime Minister Hun Sen of Cambodia. 12. With Prime Minister Nguyen Tan Dung of Viet Nam.

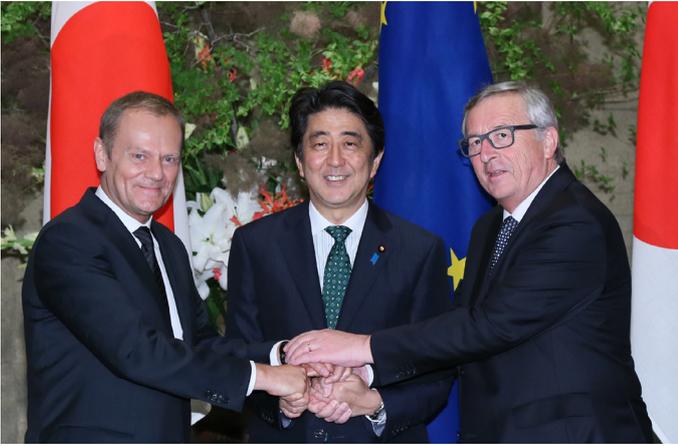




Prime Minister Abe welcomed various international leaders to Tokyo for talks.

1. With Prime Minister Charles Michel of Belgium (May 2015). 2. With President Tsakhia Elbegdorj of Mongolia (May 2015). 3. With Prime Minister Najib Razak of Malaysia (May 2015). 4. With President Benigno S. Aquino III of the Philippines (June 2015). 5. With Prime Minister Zoran Milanović of Croatia (June 2015). 6. With President Issoufou Mahamadou of Niger (June 2015). 7. With Prime Minister Xavier Bettel of Luxembourg (July 2015). 8. With President Juan Orlando Hernández Alvarado of Honduras (July 2015). 9. With Prime Minister Matteo Renzi of Italy (August 2015).

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10. Prime Minister Abe held a summit meeting in Tokyo with EU representatives Donald Tusk, President of the European Council (left), and Jean-Claude Juncker, President of the European Commission (right) (May 2015). 11. Observing Japan Coast Guard drills in Tokyo Bay on Marine Day (July 2015). 12. Attending the 2015 ACCJ Women in Business Summit held in Tokyo (June 2015). 13. Speaking at the opening ceremony of the 9th UIC World Congress on High Speed Rail (July 2015). 14. Visiting a vegetable market during a trip to Miyagi Prefecture for checking the progress of the reconstruction from the Great East Japan Earthquake (July 2015). 15. Visiting and offering encouragement to residents forced to evacuate their homes on a small island south of Kyushu following a volcanic eruption (June 2015).

The Future of Asia: Be Innovative

Excerpts from the Speech by Prime Minister Shinzo Abe Delivered in Tokyo, May 21, 2015

Full text: http://japan.kantei.go.jp/97_abe/statement/201505/0521foaspeech.html



The year 2015. It is quite certain that this year will be a major turning point for the future of Asia. This is because the ASEAN Economic Community will finally be launched. This Asia will move forward in integrating their economies while embracing that diversity. That is a major challenge.

Many Asian countries achieved their independence after World War II. They also attained economic development that can properly even be called miraculous. Looking back on these 70 years of history, it was prosperity that was the seedbed for peace, and peace that gave rise to prosperity. Those are lessons that we share in common. In order to secure Asia's long-lasting peace and prosperity, we must create an economic zone that is free, fair, and dynamic. We share in common this goal at which we will take aim in the future.

We now stand at a historical crossroads. What future awaits us beyond Asian growth?

Asia must be innovative. We must use innovation to confront the issues that lie in store for us. Whether a blessing or a curse, Japan has grappled with the problem of energy constraints for many years as an island nation having only scarce resources. Having begun to face the issue of an aging population quite early on, we have also improved our medical services. Japan intends to share those technologies and experiences openhandedly with other Asian nations.

The reality of a graying society is certainly about to be near at hand in the countries of Asia as well. Already in various Asian countries, infectious diseases that had until recently been rampant vanished as societies became affluent, while diabetes, cancer, and other lifestyle-related diseases have become increasingly prevalent.

Naturally, the medical services that people want also need to change. The technology of medical instruments is constantly advancing. Moreover, it is also necessary to improve doctors' skills continually as they utilize these kinds of cutting-edge equipment. Japan intends to make its greatest possible efforts to raise Asia's healthcare standards into the future as well, using our experiences until now together with our technologies. Over the next five years, in the health and medical fields, Japan plans to assist in developing the capacity of 8,000 young people from around ASEAN.

We also need innovation in the field of energy. Japan refined its advanced technologies over the course of several decades after experiencing energy shocks and pollution. We are willing to share that experience and those technologies with Asia. We will help Asian countries to realize their energy strategies and contribute to technological development around Asia. In the energy field, over the next five years, Japan intends to move forward in developing human resources in Asia at a scale of 5,000 people.

And how about using coal, which we can rightly call Asia's resource, in a more efficient way? Japan has already achieved an efficiency significantly surpassing the world average by combusting coal at high temperatures. This Japanese technology would reduce greenhouse gas emissions by 1.5 billion tons per year just by spreading to the U.S., China, and India alone. In addition, efficiency jumps remarkably through the use of the latest technologies for the

combustion of gasified coal. By utilizing gasification technology, brown coal, which until now has been regarded as unfit for coal-fired thermal power, will become a promising resource. I would like to meet the expanding energy demand by together bringing about further innovations in the field of coal-fired thermal power, which is very distinctive to Asia.

But our quest for innovation will not stop at energy and medical care. Safe and highly reliable high-speed rail systems have the power to reshape the flow of people and goods dramatically. And advanced water treatment systems improve people's living environments tremendously.

Yes, it is innovation that will give rise to our future. Japan is ardent about sharing all around the world just such kinds of technologies and systems that are continuously undergoing evolution. In order to firmly ground in this Asia a mindset in which innovative things are chosen, Japan is determined to play a major role with regard to finance as well. We will launch a new mechanism that supplies funding for projects with a relatively higher risk profile through the Japan Bank for International Cooperation (JBIC). JBIC will actively take on short-term profit risk, thereby reforming the practice of asking local governments for guarantees.

We intend to actively make use of such funds in order to spread high-quality and innovative infrastructure throughout Asia, taking a long-term view. However, public funds alone are not enough to cover demand this large. Precisely to meet such great demand, we must think up a structure for getting a variety of funding from the private sector to flow more into Asia.

Launching this new initiative, Japan will, in collaboration with the ADB, provide Asia with innovative infrastructure financing at a scale of 110 billion dollars — 13 trillion yen equivalent — in total over five years.

The form of economic integration we aim to achieve must be something brimming with private-sector vitality that promotes various kinds of innovation. Excessive economic activity by the government sector must not elbow its way past the diverse ideas of the private sector. We must not create the so-called “bad money drives out good” type of market where counterfeit and pirated products displace advanced technologies, because we Asians respect and encourage innovations here. We should achieve our shared goals to create a dynamic economic zone where better goods and services are properly evaluated and further innovations are induced.

In Asia, shall we not work to create a fair and sustainable market that is not swayed by the arbitrary expectations of any country?

This year is also the 70th anniversary of the end of World War II. Together with feelings of deep remorse over the past war, Japan has told itself in the post-war era that it must make all-out efforts for the peace and prosperity of Asia.

Creating quality. That is the Japanese way of operating. Assistance from Japan is not one-sided. The Japanese live under the same roof as the local engineers, and they think and move forward together. Rather than simply bringing Japan's technologies into a country, we foster the people there and make the technologies well-established. This is how Japan operates.

Asia, with its ongoing dynamic growth, is no longer a recipient of assistance. It is instead our partner for growth. In this Asia, it is also a partner generating innovation. That's exactly why I believe that the Japanese way of operation is now much more suited to the Asian countries than ever. We create quality. And we think together and move forward together with the people of Asia.

From that, I am quite certain that we will be able to create marvelous innovations that enable us to resolve the various challenges that Asia is likely to face going forward.

There is only one key phrase for carving out the future of Asia: “Be innovative.” Against that backdrop, Japan is ready to make its greatest possible efforts.

Japan as an Investment Destination

With the progress of “Abenomics,” the economic policies being pursued by the administration of Prime Minister Shinzo Abe, the Japanese economy has started to realize a virtuous economic cycle and steady growth. The government has introduced measures aimed at revitalizing the economy one after another. It has reduced the effective corporate tax rate by 2.51 percentage points in fiscal 2015 (April 2015 to March 2016), and further reduction to the 20%–29% range, an internationally competitive level, is to be made over the next several years. And it is working to achieve fundamental improvements in the industrial structure, breaking through the long-established bedrock of regulations to make it easier for newcomers to enter existing fields of business.

The Japanese yen has moved in the direction of depreciation and the international competitiveness of Japan as a business location has been increasing dramatically. In one series of surveys of Asian countries’ investment appeal for foreign corporations, Japan’s economic difficulties had led to its losing its once dominant position and being overtaken by other Asian countries. But the latest survey, taken in fiscal 2013, showed a recovery, with Japan winning the top spot in the rankings for R&D bases and sales bases. Japan’s reputation as a destination for investment has also improved significantly in terms of its innovation environment and its stock of infrastructure. As a result of these developments, the pace of foreign direct investment into Japan has grown more than tenfold since the start of the current Abe administration in December 2012.

In March 2015 Prime Minister Abe took part in a meeting of the Council for Promotion of Foreign Direct Investment in Japan at which the body announced “Five Promises for Attracting Foreign Businesses to Japan” (as shown on the following page). The aim is to prepare and promptly implement steps to address causes of inconvenience and impediments commonly cited by foreign corporations and to create a “universal” business environment in Japan.

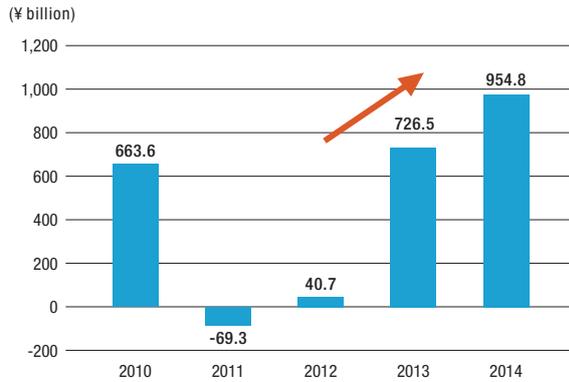
Recently the government has also been devoting efforts to the promotion of investment in regional cities and in small and medium-sized enterprises (SMEs).

Investment destinations in Japan are certainly not limited to Tokyo or other major cities. Many regional cities are equipped to host companies from abroad and are seeking to attract foreign direct investment. In the revised Japan Revitalization Strategy announced in June this year, the government included “Local Abenomics” as a major agenda item, focusing on the potential of Japan’s nonmetropolitan regions and making efforts to improve productivity in local industries.

It also bears noting that Japan has vigorous small to medium-sized enterprises in a variety of industries. Many SMEs are operating at a world-class level, with advanced technologies and unique products in their respective fields, such as medicine, aerospace, electronics, and fine processing of metals. Such firms offer promise as potential business partners and investment targets. This sort of variety in the options for foreign investors is one of Japan’s strengths. Recently, inter-industry exchanges have also begun between SMEs in Japan and Germany, based on an agreement between the two countries’ leaders.

In the following articles we introduce examples of regionally sited foreign direct investment and activities by ambitious SMEs and related bodies.

Foreign direct investment into Japan



Source: Balance of Payments, Ministry of Finance/Bank of Japan.
 Note: Figures for 2013 and 2014 are provisional.

Assessment of Japan as a destination for investment

Japan's ranking

	FY 2011		FY 2013
R&D bases	2nd	➔	1st
Regional headquarters	4th		3rd
Sales bases	2nd		1st
Financial centers	3rd		3rd

Source: Survey on Foreign Corporations' Level of Investment Interest in Japan, Ministry of Economy, Trade, and Industry.

Notes:

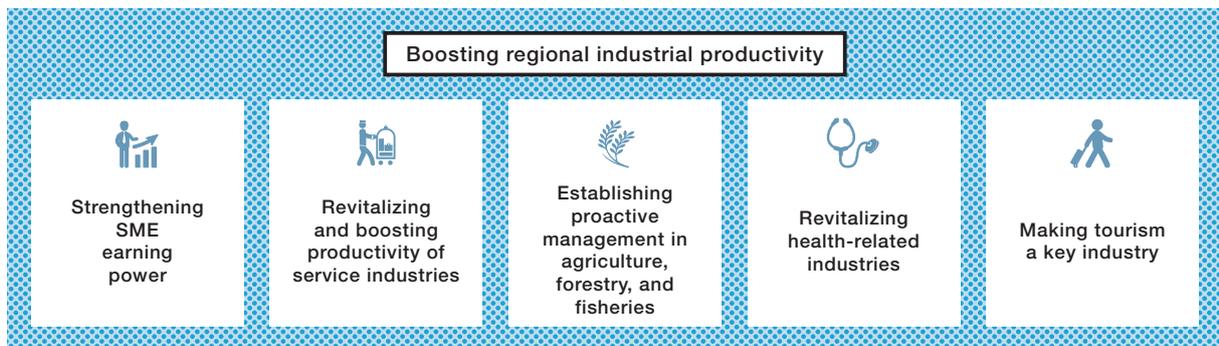
- The results for fiscal 2013 are based on survey responses from 214 companies in fields including medicine, energy, environment, and retail with an interest in investing in Asia.
- Companies were asked to select the most appealing places for investment among 21 countries and regions in Asia.

Five Promises for Attracting Foreign Businesses to Japan

- 1 Remove language barriers in daily life
- 2 Improve Internet connectivity
- 3 Make regional airports capable of receiving business jets
- 4 Enrich educational environment for children from overseas
- 5 Make it easy for foreign businesses to consult the government

Source: Council for Promotion of Foreign Direct Investment in Japan, http://www.invest-japan.go.jp/promotion/promise_en.pdf.

Promoting Local Abenomics through the Growth Strategy



Japanese Strength Bringing Innovations to Their Fullest Potential

Pigments Born in Fukushima Coloring the World

Iwaki, Fukushima Prefecture, located 200 kilometers (125 miles) north of Tokyo, is home to Merck's Onahama Site, one of several Japanese production facilities of the German-based worldwide leader in the pharmaceutical, chemical, and life science industries. The factory is a pivotal production and R&D base for effect pigments and functional materials, serving as a pillar of the company's global business. The key products developed at the Onahama facility supply markets all around the world, including North America and Europe, and the site is becoming increasingly important for the company.

Ralf Annasentz, president of Merck's Japanese arm, explains that the company initially established its Japanese operation in 1968 to tap into Japan's market, which was rapidly expanding at the time. But later Merck decided to expand this operation, turning it into the company's Asian base. As part of this move, Merck established the Onahama Site in Iwaki in 1984 as a production center for pigments.

Merck's choice of Iwaki for its production facility was informed by a number of considerations: The location offered access to high-skilled labor, abundant water necessary for production of pigments, and easy access to Tokyo. Not only that, but the local community provided strong and enthusiastic support, which was a key factor. And the prefectural and municipal governments helped procure suitable land and access to water resources.

Innovation has been a mainstay of Merck's business, with the R&D facility at the Onahama Site actively involved with different partners, including universities and industry-leading companies. As Annasentz explains: "Japan is rich in different players that can help bring innovation to the marketplace." Tsuguto Takeuchi, Onahama Site director for performance materials, points to a Japanese focus on communicating closely with customers. This was key in two of the company's most representative products exclusively developed at the Onahama Site, the color effect pigments Xirallic® and Meoxal®. Both are staples in the auto industry and other sectors for their unrivaled quality, and they are the result of close communication with customers during the R&D phase of production.

Annasentz has high praise for employees at the Onahama Site, who largely hail from the local community. "They have a high level of personal engagement and the mentality to always deliver to the best of their ability," declares Annasentz. "Everyone tries to be part of the solution to problems." He notes that such traits are indispensable to a company operating in a highly competitive and rapidly changing industry. Merck has benefited from local industrial high schools, which have continued to be a source of skilled graduates ready to step into jobs at the site's production operations.

When the Great East Japan Earthquake struck on March 11, 2011, damage to equipment at the Onahama Site and water stoppage brought the plant's pigment production line to a halt, causing a global stir as manufacturers were temporarily deprived of a necessary resource. However, the combined efforts of the Iwaki community helped keep the impact to production to a minimum. The experience helped strengthen Merck's ties with the community, which joined the company in celebrating the thirtieth anniversary of the Onahama Site in 2014.

Local communities in Japan's nonmetropolitan regions are proud to host global firms, and they extend such firms their all-out support. In return they benefit from these companies' activities, particularly through the jobs that they create for local workers. Japan's regions are full of places like Iwaki, cities that are ready and able to build vibrant win-win relationships with companies that establish production or R&D bases. These regional cities are fully equipped to take in global firms, and they are actively seeking such partners.

Merck Ltd. official website

<http://www.merck.co.jp/en/>



1	2	1. Ralf Annasentz (left), president of Merck's Japanese operations, and Tsuguto Takeuchi, Onahama Site director.
3	4	2. An aerial view of the Onahama Site. 3. An employee checks progress during the pigment production process. 4. Pigments developed and produced at the Onahama Site are used in such products as car paints and cosmetics.



More than 90% of the 120 people working on the Onahama operation line are from the local area.

Workshops Taking on World Markets

A Diverse Cluster of Small but Mighty Manufacturers

Ota City, one of the 23 special wards of Tokyo, is home to some 3,500 small to medium-sized manufacturing enterprises, primarily in the machinery and metal-processing industries. The vast majority are small workshops with nine or fewer employees, but many have developed high levels of technological skill in their fields of specialization. As the life cycle of IT devices and other products shortens, major manufacturers need to speed up their development processes, and they are looking for partners among small workshops like these, which offer both superior technology and quick turnaround times.

The municipal government is seeking to make Ota a place that will continue to contribute to cutting-edge manufacturing by bringing together businesses with superior technologies. For this purpose, it is extending substantial support to domestic and foreign enterprises that want to set up production or research facilities within the city.

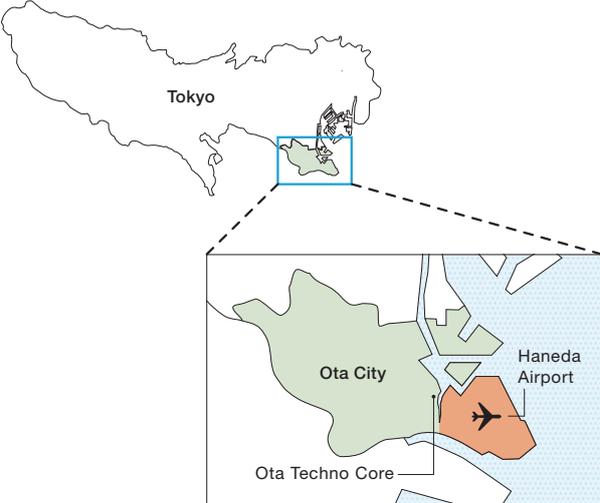
One example of this support is Ota Techno Core, a facility opened in 2012 on a riverside site facing Haneda Airport. The city has leased this “plant apartment” from a Singaporean company and is renting out space to promising small businesses. The four-story facility with a smart exterior now houses 17 firms.

One of the tenants is Climb Works, Inc., a producer of prototype parts for automobiles and electronics. Specializing in processing of hard-to-cut metals, such as titanium and magnesium, Climb Works turns out more than 10,000 one-of-a-kind parts every year. The company, founded in Ota in 1990, now has 55 employees and annual sales of JPY 1 billion (USD 8 million). Seiji Yamaguchi, founder and president, has built up the business in close cooperation with his wife, Minako, who serves as managing director, overseeing the firm’s work and delivery schedules.

Yamaguchi notes that the small manufacturing firms in Ota have strong lateral networks, enabling them to do things that would ordinarily be impossible. Once Climb Works received a request from a major automaker for immediate delivery of some small metal parts, but it did not have the appropriate materials. At a loss, Yamaguchi asked an acquaintance if he had any ideas. This person, a workshop owner, ambled over to a local hardware shop, picked up some quite ordinary screws, and turned them into the desired parts—just two hours after the request came in. The parts were then air-freighted to the automaker’s test course from nearby Haneda Airport.

Yamaguchi reports that the lateral connections among businesses are alive and well within Ota Techno Core, where firms commonly place and receive orders from other tenants. Meanwhile, Climb Works last year set up a pair of sales offices in the United States. This and other small manufacturers in Ota, while keeping up their traditional ties with each other, are also taking advantage of their location near Haneda Airport to develop international business connections.

Ota City and Haneda Airport: Location within Tokyo



1. Ota City, located at the southern end of the 23-ward area forming the core of Tokyo, has long been home to a concentration of small workshops that have supported Japan's economic development. Ota is now moving to enhance its manufacturing sector further, taking advantage of the increased number of international flights in and out of Haneda Airport. 2. Ota Techno Core: Inside the sleek exterior of this "plant apartment" are workshops where skilled mechanics are busy at work.



3. The interior of the facility has a roomy layout, including corridors wide enough for forklifts to pass. 4. The Climb Works plant has an orderly array of advanced equipment under a high ceiling.



5. Prototypes manufactured by Climb Works. The firm is expert at processing plastics as well as metals. 6. Climb Works President Seiji Yamaguchi and his wife, Minako, the firm's managing director.

Japanese People Contributing Worldwide

Bringing Safe Drinking Water to the World

With just a spoonful of white powder stirred into a beaker of brown, cloudy water, the dirt visibly clumps together and the water starts to clear. “Be it in Bangladesh or Tanzania, even if there’s a language barrier, when I conduct this demonstration, people ooh and aah, and faces break into smiles. I’ve even heard the startled response, ‘It’s magic powder!’” So relates Kanako Mizuno of the Poly-Glu Group.

But this is not magic. The name of the water-purifying powder is PG α 21Ca, and it is made from polyglutamic acid, the sticky component in the popular Japanese food *natto* (fermented soybeans). It was developed by Dr. Kanetoshi Oda, who heads the Osaka-based Poly-Glu Group.

Dr. Oda, a former technician at a machinery manufacturer, was inspired to begin experimenting by the Great Hanshin-Awaji Earthquake of 1995, when the tap water supply was cut off. This led him to wonder if it might be possible to make the water from park ponds and moats drinkable. Six years later he created a pioneering water purifier that could remove impurities and produce drinkable water without the use of machinery or electricity. Contrary to his expectations, though, it proved very difficult to get the product accepted within Japan.

The turning point came in 2004, when the water purifier was used to provide drinking water for victims of the Indian Ocean earthquake and tsunami. This successful application attracted global attention to the product, which was subsequently supplied for use in such places as Thailand, Mexico, and Bangladesh. And as it built up a good reputation through practical application, there were increasing inquiries from developing countries. It is currently being used to purify water from ponds and marshes in over 40 countries struggling with shortages of drinking water.

The purifying technology is not the only reason the Poly-Glu Group is winning high marks. Its representative role as a “base of the pyramid” (BOP) business targeting low-income consumers in developing countries has earned it worldwide renown. By providing drinkable water to local people at an affordable price, it has established itself as a sustainable business. And this water has greatly improved the quality of life for many people whose only option was to use the dirty water from lakes and marshes.

It is also worth noting that locally employed women handle sales of the water. Known as “Poly-Glu ladies,” these saleswomen perform the purification demonstration described above, show potential customers the water quality, and directly sell the powder and water. With the steady income they gain through employment, the Poly-Glu ladies can greatly improve their lifestyles. Providing women with this new kind of employment opportunity is extremely significant. “When they go around the local households, the ladies receive a lot of thanks, with people saying, ‘I’m happy because I can now cook with clean water,’ or ‘I can give my children safe water to drink.’ This makes me happy as their colleague,” Mizuno declares, adding, “I’m proud to be doing work that contributes to better living situations for women.”

Through its water business, the Poly-Glu Group is both making people’s lives better and advancing women’s status. The globe-spanning activities of Dr. Oda, Mizuno, and their colleagues are set to continue.

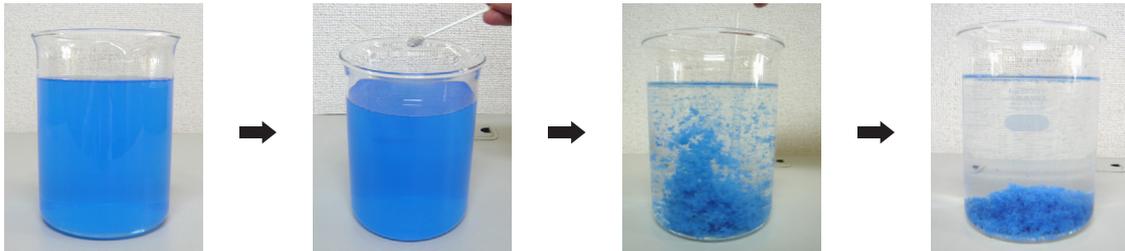


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1. Mizuno teaches a Poly-Glu lady in Tanzania how to conduct water purification. She travels overseas several times a year to areas where PGα21Ca is used.
2. Dr. Oda and Mizuno conduct a demonstration of the purification process in Tanzania, drawing a crowd of observers.

PGα21Ca: A safe water purifier that anyone can use



PGα21Ca is made only from such natural ingredients as polyglutamic acid and shells. After adding just 0.1 grams to one liter of water, stirring, and leaving for one minute, the impurities cluster together. Then filtering with absorbent cotton and boiling or adding chlorine produces clean, drinkable water.



Kanetoshi Oda

Born in 1941. After graduating from the School of Engineering Science at Osaka University, he joined a machinery manufacturer, where he developed an automatic control device for air-conditioning systems before going independent. In 2002 he developed the water purifier PGα21Ca and founded Nippon Poly-Glu, and in 2012 he founded Poly-Glu Social Business, which has become a standard-bearer for BOP business.

Kanako Mizuno

Born in 1988. Researched BOP business and policies for supporting it at the Graduate School of International Social Sciences, Yokohama National University. In 2012 she joined Poly-Glu Social Business, where she works as social business team leader.



Change Lives for the Better with
Clean Water Around the World

Video clip will be available at
<https://www.youtube.com/user/pmojapan>

Communication Rooted in Trust Supports Astronauts

The astronauts who handle numerous missions while serving on the International Space Station (ISS) acquire the skills they need through rigorous training conducted on Earth, overseen by astronaut training instructors. Japan's Kanako Daigo trains astronauts to meet such situations as emergencies in the Japanese Experiment Module (JEM) Kibo and is also responsible for communication with astronauts in orbit as a flight controller.

Daigo's interest in the sky above began with a love of the airplanes she flew on when she lived in Malaysia as a young girl. At university, she took part in a satellite-building project, and she became interested in human space flight around the time she graduated.

Since receiving accreditation as an astronaut training instructor in 2006, she has been involved in the training of many astronauts, mainly at the Tsukuba Space Center (TKSC) of the Japan Aerospace Exploration Agency (JAXA). In comparison with the Lyndon B. Johnson Space Center (JSC) of the U.S. National Aeronautics and Space Administration (NASA), this center is relatively small by such measures as the scale of its facilities and number of instructors, thus offering an environment where it is possible to give close personal attention to each astronaut and build family-like bonds of trust. In training, Daigo never forgets the perspective of the astronauts, who vary in nationality and background, and she strives to convey the information they seek in a clear and easy-to-understand manner.

"The most important objective for us is to bring the astronauts back to Earth safely, with their missions successfully completed," Daigo says. "Our job is to provide training so that they thoroughly understand what they need to know. Different astronauts require different skills, and it's important for us to concentrate on the required information and convey it to them in a concise and timely manner."

Daigo takes the same approach to her communication duties. As one of the few people in direct contact with astronauts in orbit, she is conscious of being their "eyes on the ground," selecting from the mass of information available on Earth and making sure to convey it at the right time, based on her understanding of the situation in space.

Her efforts have been highly assessed by the astronauts, and in 2012 she received NASA's Silver Snoopy Award, presented to those who make major contributions to human space flight. The letter accompanying the award badge reads, "The exceptional manner in which you have carried out your responsibilities enabled us to operate the JEM in a safe and efficient manner and played a very large role during a very challenging but highly successful mission."

"I received the award just when Japan had finally managed to establish its own approach to human space development, and so I was happy that the astronauts praised the training methods," Daigo says.

Although she has accumulated considerable professional experience, Daigo is still learning much from her real-time interactions with people around the world responsible for managing the ISS. "The people who manage the ISS are all one team. There are no nationality, organizational, or gender barriers. Everyone strives to do his or her part individually, and we all support each other as team members if problems arise."

Daigo's job as an astronaut training instructor is a professional status that exists in only five countries: the United States, Russia, Germany, Canada, and Japan. Through her activities, she says that she wants to spread the word about the appeal of space. "I'll be happy if I can make many people feel that space is not something unusual, but that it's a close and familiar presence."



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2	3	4

1. In front of a full-size model of the Japanese Experiment Module (JEM) Kibo at JAXA's Tsukuba Space Center (TKSC). Astronauts from around the world come to TKSC for training related to Kibo, which is part of the International Space Station (ISS). 2. Daigo talking directly with astronauts in orbit as part of her communications duties. (Photo courtesy of JAXA) 3. Training inside the model of Kibo at TKSC. Daigo does her utmost to provide training that will give busy astronauts a sure grasp of what they need to know in a limited time period. (Photo courtesy of JAXA) 4. The badge given to recipients of NASA's Silver Snoopy Award shows the character Snoopy wearing a spacesuit.



Kanako Daigo

Joined Japan Manned Space Systems Corporation in 2005 after graduating in aerospace engineering from the College of Science and Technology, Nihon University. She was accredited as an astronaut training instructor in 2006, and became the main trainer for assembly of the ISS JEM Kibo in 2008. In 2012 she received the Silver Snoopy Award from NASA for major contributions to human space flight. She is currently the lead instructor for Kibo-related training and is also working to train her successors.



Explore Space Through Mutual Trust on the International Space Station

Video clip will be available at
<https://www.youtube.com/user/pmojapan>

Sumida River Renaissance

Tokyo Brings a Famous Waterway Back to Life

The Sumida River, though only 23.5 kilometers (about 15 miles) long, flows through a densely populated area of central Tokyo, with about 3 million people living in its basin, and it is one of the capital's most famous waterways. Until around the mid-twentieth century it was the habitat for fish and other aquatic life, and people gathered on its banks for recreation. But as the result of urban development during the rapid-growth years of the 1950s and 1960s, it became polluted and ceased to be an attraction.

Tokyo Metropolitan Government (TMG) has responded with a variety of measures to revive the river. To improve the quality of the water, the metropolitan authorities first moved to strengthen controls on wastewater from factories and homes, a major cause of the river's pollution. TMG was at the time undertaking a comprehensive set of measures to tackle the pollution resulting from urbanization, and it adopted an ordinance imposing a set of standards stricter than those mandated under national legislation. It applied administrative guidance through on-site inspections of factories and worked together with business operators to improve the quality of factory wastewater with initiatives including training sessions for businesses.

Also, the selection of Tokyo in 1959 as the site of the 1964 Olympics provided impetus for a major increase in the share of households connected to the sewer system. The extension of the sewer system was accompanied by the introduction of advanced treatment methods and other moves to improve the quality of water released from wastewater treatment plants. Through these efforts, Tokyo achieved a substantial advance in its handling of wastewater from homes.

Alongside measures to cut off the sources of pollution, TMG moved to clean up the already-polluted water in the Sumida River. The polluted water was diluted by linking the Sumida to the Tone and Arakawa Rivers by artificial channels and causing cleaner water to flow in. The construction of these linking waterways drew on the water-control technology that Japan has built up over the centuries.

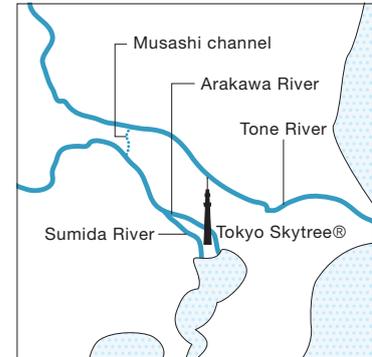
The metropolitan authorities also conducted dredging to remove earth, sand, and sludge from the riverbed. Dredging operations were started in 1958 and continue to this day, but the three dredging projects undertaken in the first 10 years were especially large-scale, showing TMG's strong determination to revive the river. Thanks to these many efforts, the water quality improved greatly, and by 1978 there were visible signs that aquatic life forms were returning to the river.

Now that the water is cleaner, people are once again gathering along the Sumida River. Popular seasonal events like the summer fireworks display and the annual So-Kei Regatta between Waseda and Keio Universities, which had been canceled while the river was badly polluted, are being held again. Work has also progressed on constructing areas where people can enjoy the river at close hand, such as the Sumida Terrace riverside walkway and the Sumida Park Open Café coffee shops, part of TMG's "Sumida River Renaissance" project aimed at enlivening the area.

Formerly a target of despair as a "river of death," the Sumida River is once again a popular waterway full of life. The half century of work on its revival has been a pioneering example of river improvement in Asia. How about coming to see for yourself?



During the Edo period (seventeenth through mid-nineteenth centuries), the Sumida River was a key artery in the system of water transportation that supported people's lives, and it was also a popular spot for boat rides, fireworks, and other types of recreation, serving as the theme for color prints, songs, and literary works. In today's Tokyo, this river has once again become the habitat for many types of fish, insects, and plants.



Before



From Annual Report on the Environment in Japan, 1982: Abridged and Illustrated for Easy Understanding.

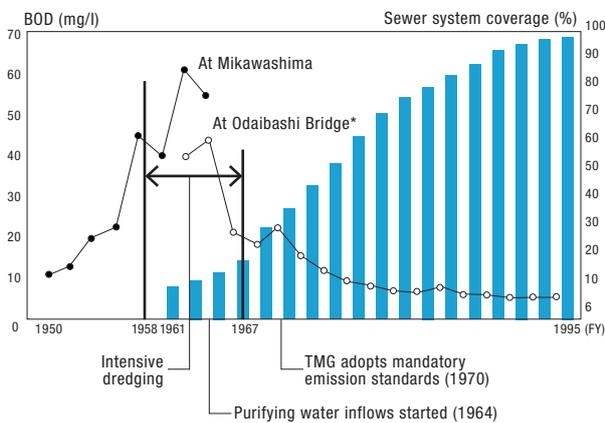
After



1 | | 2

1. A view of the Sumida River from around 1967: Wastewater from factories and homes had caused water quality to deteriorate sharply.
2. Thanks to improved sewer system coverage and dredging, the water quality has improved, allowing seagulls and fish like gobies to return.

Sewer System Coverage and Water Quality, Sumida River Water System



*Observation point changed.

BOD (biochemical oxygen demand)

BOD is an indicator of the degree of water pollution. It indicates the quantity of oxygen required by aerobic organisms to oxidize and break down organic materials (pollutants) in the water over a certain period of time. Higher values indicate greater pollution.



3

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3. In the early 1960s the pollution of the Sumida River was at its worst, with biochemical oxygen demand as high as 63 milligrams per liter (mg/l). But since the mid-1980s the figure has been below 10 mg/l. And as pollution has declined, the river's popularity has recovered. 4. Water buses now ply the Sumida, and regular events are staged on the river, which has become a recreational spot for residents and visitors.

Japan's Regional Strength

Oita Prefecture is located in the northeastern part of Kyushu, Japan's gateway to the rest of Asia. It is known as the birthplace of cultural luminaries, such as Yukichi Fukuzawa and Yaeko Nogami. It has a rich natural environment, leading Japan in the number of springheads and in the volume of water from its hot springs, and it attracts many domestic and international visitors. Oita also has long been a prefecture with a strong industrial sector, including various types of manufacturing. In the 1960s the process of industrialization accelerated, and companies in a number of heavy industries, notably steel, chemicals, oil, machinery, and shipbuilding, set up plants here. Since then the prefecture has attracted firms in such fields as semiconductors, software, precision equipment, and automobile-related production, giving it a well-balanced economy not overly dependent on any particular industry.

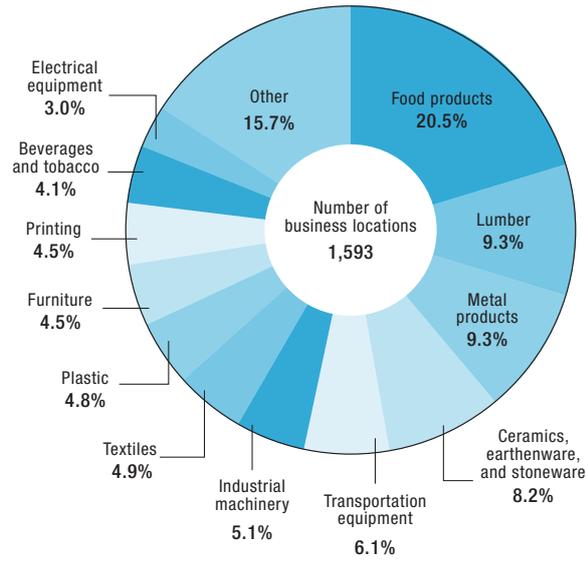
Governor Katsusada Hirose notes that Oita is already home to leading companies in a variety of fields and that it is easy for other companies to form links with them. This feature, he declares, makes Oita a good choice as a site for companies from other countries. The prefecture offers incentives including exemptions from fixed-asset taxes and taxes on real estate income in line with amounts invested, along with financial support of up to JPY 5 billion (USD 40 million), and it also provides services including international business-matching and seminars.

Oita is now cooperating with neighboring Miyazaki Prefecture in implementing a joint "Eastern Kyushu Medical Valley" project. This aims to promote exports of Japanese medical devices and technology to other Asian countries, to which these prefectures are geographically close, by developing partnerships between local universities with strengths in medical treatment and local companies that produce equipment for treatment of blood and blood vessels. This two-prefecture region leads Japan in production of dialyzers and vascular catheters, and it leads the world in production and development of blood purification products. Oita is now seeking to draw on the strength of this accumulated technology by promoting the development of the robot industry for application in the fields of medical care, welfare, and nursing care. Over the past five years the project has roughly doubled the number of manufacturers of medical devices in the prefecture. Meanwhile, Oita is developing itself as a destination for medical tourism, aiming to attract affluent people from overseas with packages that also draw on local resources like the prefecture's hot springs.

Oita Prefecture is also actively promoting admission of international students to its universities. It currently hosts more than 3,200 such students. And many of those who have already graduated from universities in Oita have found jobs with major Japanese companies. Postings by such students and graduates on social media are spreading the word about the prefecture's attractions, thereby raising its profile and promoting international exchanges. Oita hopes that international students will help link the prefecture with the rest of the world.

"Oita has hosted many tourists, and it has developed as a place that welcomes people from overseas, including students, and different cultures. Also, we have clusters of companies in various fields of industry, making this a place where it is easy to find business partners. So the prefecture offers an ideal environment for companies setting up new operations." So declares Governor Hirose, saying, "I strongly hope companies will consider Oita as an investment site."

Oita: Home to diverse industries



The prefecture's industrial structure ranges from traditional manufacturing to fields with cutting-edge technologies.

A large contingent of international students



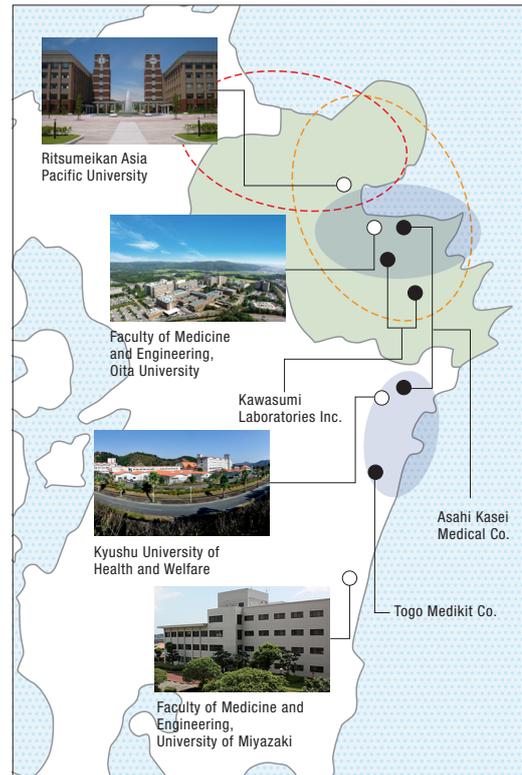
Oita has hosted international students from over 90 countries, and it ranks second among Japan's prefectures in the number of such students per capita.

Basic facts and figures



Oita Prefecture has a population of about 1.17 million. It is known for its many hot spring resorts, such as Beppu and Yufuin, with springs that produce water of various types. In total, the springs produce 285,553 liters of hot water per minute from 4,411 springheads. With mountains covering 70% of its area, the prefecture has many rivers and an abundant supply of fresh water. Visitors are treated to the prefecture's natural bounty of foods from both land and sea.

Main participants in the "Eastern Kyushu Medical Valley" project



This project, based on cooperation among government, industry, and academia, aims to promote exports of medical devices and technology and develop human resources capable of providing advanced medical treatment for blood and blood vessels. The initiative has also brought the admission of doctors and medical technicians from countries including Thailand and Malaysia.



Governor Katsusada Hirose

Born in 1942 in Hita, Oita Prefecture. After graduating from the Faculty of Law at the University of Tokyo, he joined the Ministry of International Trade and Industry (MITI, now Ministry of Economy, Trade and Industry [METI]). He served as first secretary at the Japanese embassy in Spain and as executive secretary to the prime minister. In 2001 he became vice-minister of economy, trade and industry. In 2003 he was elected governor of Oita Prefecture, and he is currently serving his fourth term in this post.

New Technology Makes Agriculture Possible on Barren Land

“Film Farming” Applies Cutting-Edge Japanese High-Polymer Expertise

Have you heard of “film farming”? This is a revolutionary Japanese technology that makes it possible to grow crops in the desert, on concrete, in wetlands, on contaminated soil—virtually anywhere. Film farming uses waterproof sheets to separate the crops being cultivated from the ground underneath. This method has many advantages. Most notably, it prevents water and fertilizer from leaking, meaning only the minimum amounts of them are necessary. It is already being used to grow tomatoes in places around Japan and at overseas locations including Shanghai, Singapore, and Dubai. The technology for this method, called Imec®, was developed by Mebiol, a small corporation based in Hiratsuka, Kanagawa Prefecture, about an hour’s ride from Tokyo by train.

The special features of the new technology are to be found in the film, which is made of hydrogel, a hydrophilic polymer gel used in disposable diapers and other products. The film’s design incorporates nano-sized (one millionth of a millimeter) pores, which absorb water and nutrients but block germs and viruses. This means only small amounts of agricultural chemicals are needed, ensuring the crops are safe to eat. As the film holds on to water, it also makes the plants work harder to get it by increasing osmotic pressure; the plants create more amino acids and sugar, and so they taste better and have higher nutritional value.

Dr. Yuichi Mori, Mebiol’s chief executive officer, is a polymer physics researcher. After having spent around 20 years researching such areas as catheters, artificial blood vessels, and membranes for dialysis at major Japanese and U.S. chemical and medical equipment manufacturers, in 1995 he founded Mebiol as a university-born start-up company. At that time, problems related to global warming—water shortages, soil degradation, food crises—were already emerging. Seeing plants as the key to solving these problems, he started researching resource- and energy-efficient ways of growing high-quality crops using membrane and hydrogel technologies developed in medical fields. After around 20 years of trial and error, Dr. Mori and his colleagues succeeded in creating the film farming system.

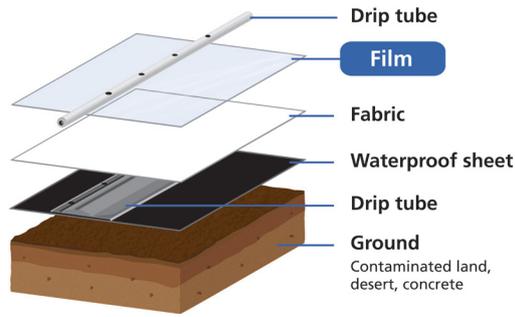
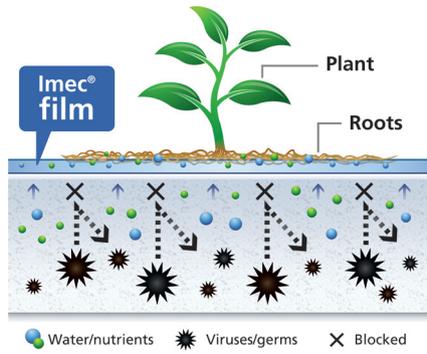
At first, it was a struggle to get farmers to accept the film, as they did not really believe it would be possible to grow crops on it. But Dr. Mori has continued to steadily and enthusiastically promote the usefulness of the new agricultural method, and now 150 farms around Japan have introduced it. The method is also being used to promote the revival of farming areas along the Tohoku coast, which were contaminated by such substances as oil, sludge, and salt as a result of the tsunami that followed the Great East Japan Earthquake in 2011. Further, as there is no need to expend the considerable time and effort required for learning how to cultivate the soil, it becomes much easier for young people with no previous experience to start out in agriculture. This can contribute to resolving Japan’s problem of an aging population of farmers and a shortage of people to take over existing farms.

So far Mebiol has applied for patents in 134 countries and has acquired them in 116, while 30 countries have already made inquiries about introducing the technology. Dr. Mori has big ambitions and has set his sights on expanding worldwide. “Film farming makes it possible to transform barren land into production bases for high-quality foods. I hope we can contribute to local economic independence and social stability in such regions,” he says with enthusiasm.

Mebiol Inc. official website

<http://www.mebiol.co.jp/en/>

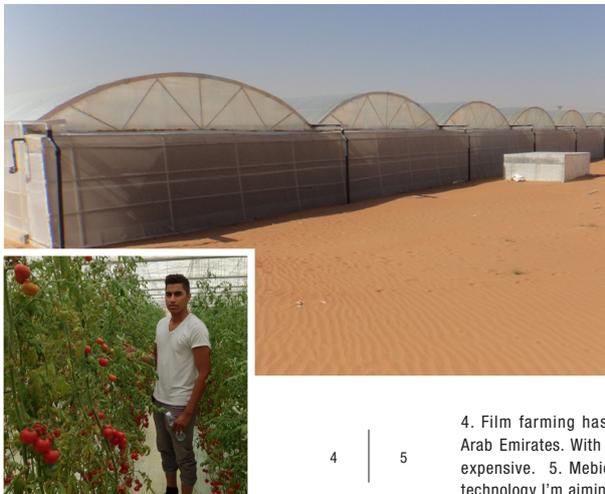
How film farming works



The film absorbs water and nutrients but blocks germs and viruses (left). In the film farming system (right), the nutrient solution supplied through the film from the lower drip tube controls the nutritional value, while the solution supplied directly onto the film from the upper tube controls the yield.



1 | 2 | 3 | 1. Lettuce sends out a profusion of fine roots as it works to absorb water and nutrients from the film, so it is possible to turn the film over without it falling off. 2 & 3. A 1.6-hectare tomato-growing facility in Rikuzentakata, an area affected by the Great East Japan Earthquake, has adopted film farming.



4 | 5 | 4. Film farming has made tomato production possible even in the desert outside Dubai in the United Arab Emirates. With no water loss, it is an optimal agricultural method for desert regions, where water is expensive. 5. Mebiol's Dr. Mori (right) is promoting the widespread adoption of film farming: "With this technology I'm aiming for 'anybody, anywhere' farming."

Friends of Japan

In this report we introduce the life and work of a friend of Japan.



Olivier Baussan

Born in Provence in 1952. He founded L'Occitane in 1976. In 1994 he handed its management over to a business partner, and he subsequently established Première Pression Provence, a company that handles olive oil and other products from farmers in Provence. In 2014 he acquired Les Calissons du Roy René and started producing almonds in Provence. He serves as vice-president of L'Occitane Foundation, launched in 2006; in this capacity he focuses on activities to support women's advancement.

A Focus on Women's Advancement and Happiness for All

Olivier Baussan is the founder of L'Occitane, famous as a producer of beauty products made from natural plant ingredients. Japan, the company's biggest market, is also a source of cultural inspiration for him. He is devoted to Japanese literature and has read the entire *Tale of Genji*, the classic 54-chapter novel from the eleventh century. He also admires the great haiku poet Basho and composes haiku himself.

Baussan says he has "adored" Japan ever since his first visit to Kyoto three decades ago: "Seeing the cherry blossom petals dancing in the wind, I was reminded of Provence, where we also grow many cherry trees. And this experience eventually inspired a line of products that L'Occitane launched about ten years ago. So the links between the company and Japan are not only economic but poetic as well."

Olivier Baussan was born and raised in Provence. During his student days he came across an old alembic, a still for extracting essential oils from plants. He waxes poetic as he describes this encounter: "I wanted to do work that would enhance the value of my native region. This alembic embodied the essence of Provence's beautiful traditions. I decided to acquire it as a tool to make myself part of the region through real work." The 23-year-old Baussan started producing essential oils and selling them in small bottles at local markets in 1976. This was the origin of L'Occitane.

"Helping to preserve the land of Provence and fostering a culture that respects traditions are an integral part of L'Occitane's mission. Sustainable development can only be based on a balance between culture, economy, and people. The economy and ecology depend on each other. Through its activities, L'Occitane works to enable farmers to rediscover their own land," says Baussan.

During a trip to Burkina Faso, Baussan was struck by the beautiful skin of the country's women. He determined that this was due to the moisture-preservative property of locally produced shea butter. This has since become a key ingredient in L'Occitane cosmetics. He explains, "When I found this extraordinary ingredient in Africa some thirty years ago, my priority was not to buy it but to observe its impact. Old women who worked at producing it had arms with young women's skin." The impact of the discovery was not limited to skin care. Baussan established a cooperative to help village women become economically independent. And with the establishment of a foundation in 2006, L'Occitane has extended the scope of its support for women. Meanwhile, the number of women involved in producing shea butter has grown from the initial 12 to around 17,000. Baussan declares, "It's our mission to give women hope and develop their potential."

Baussan has also given hope to people in Japan. After the March 2011 Great East Japan Earthquake, L'Occitane extended a helping hand to the tsunami-struck city of Kamaishi in Iwate Prefecture. As he explains, "L'Occitane has very strong ties to Japan. Providing assistance after the tsunami was not so much a charitable endeavor as a cultural responsibility. And as I headed to Kamaishi, I happened to learn that it had a sister-city relationship with Digne, capital of the department where I grew up. L'Occitane's initiative thus also became the occasion for the revival of the two cities' friendship. I felt fate at work."



L'Occitane's starting point was sales at local *marchés* (markets) in Provence. As part of the company's post-quake assistance, it has supported "Tohoku Marche" events for sales of local goods in the disaster-hit region, and it brought some participants to open a stall at a market in Aix-en-Provence.

The JET Programme: A Great Way to Experience Japan

Bringing Japan and Trinidad Closer Together

One of the greatest aspects of participating in the Japan Exchange and Teaching (JET) Programme is the opportunity to experience and learn about Japan while sharing with those around me the unique culture and history of my home country of Trinidad and Tobago.

Japanese and Trinidadians have a limited understanding of each other's countries and cultures, and it is my hope to bring the people of these two nations closer together. As an Assistant Language Teacher (ALT) in Iizuka, Fukuoka Prefecture, for the last three years I have enjoyed introducing students, colleagues, and members of the community to customs such as Diwali, a festival with roots in India, that reflect the tremendous cultural diversity of Trinidad. Japanese friends have been equally generous in introducing me to the rich history and culture of Iizuka and surrounding areas.

Although my first exposure to Japan came from anime and other pop culture, I joined JET to experience the country's traditional side and act as a bridge for my own culture. My participation in a local *taiko* drumming group over the last two years has shown me that Japan and Trinidad, although culturally different, are wonderfully compatible. When I first joined the group, I was concerned my limited knowledge of Japan would lead to unintentional social missteps. But in fact, I have forged strong bonds of friendship with my fellow members, who have firmly embraced my Caribbean style of self-expression and have opened up to me in their own way. In addition, I have learned the importance of hard work and dedication through *taiko*, and I hope to continue improving so as to share the beauty of this traditional Japanese art form when I return home.

I aspire to a career in teaching in Trinidad, and my participation in JET provides an invaluable opportunity to learn about the Japanese education system from my talented colleagues and the section leaders of the prefectural board of education. My experiences working as an ALT, visiting other schools, and participating in English camps have opened my eyes to many new aspects that can be applied in Trinidad.

One of the most gratifying aspects of my job is interacting closely with students. Each year I assist in staging an English play for the annual school festival. While challenging, it is a fun experience for students that is immeasurably rewarding for the performers and audience alike. I have also been impressed at the way students here take responsibility for cleaning their own classrooms. I hope to introduce this practice in Trinidad, as it promotes respect for the educational environment and teaches manners and practical skills.

Interest in Japan is on the rise in Trinidad, and I would like to use my JET experience to deepen connections between the two countries. I hope to eventually establish high school and university Japanese language courses to give students in Trinidad the chance to study and become proficient in the language. I would also like to foster personal connections by developing an exchange program that will allow Trinidadian and Japanese students to learn firsthand about each other's unique cultures.

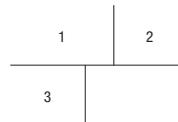
After returning to Trinidad, I intend to remain active in the JET community by helping nurture the next generation of JET participants and organizing cultural events to deepen appreciation and understanding of Japan. My JET experience has taught me the importance of self-motivation, and I believe it will serve as an invaluable asset toward building stronger ties between Japan and Trinidad.



Tsai-Ann Quan Kep

Born in Trinidad and Tobago. Arrived in Japan as a JET participant in 2012. Currently teaching at Kaho Higashi High School.

During class Kep encourages students to communicate naturally in English. She actively interacts with students, using facial expressions and gestures to help them relax and speak in English.



1. Kep talks with other teaching staff between lessons.
2. Kep poses for a photo with first year students.
3. Kep plays taiko drums during a performance.



The JET Programme official website

<http://www.jetprogramme.org/>

Websites

Official Websites of the Government and Related Organizations

The following websites offer information from various ministries, information for tourists, and other information relating to the contents of this magazine.

Prime Minister of Japan and His Cabinet



Cabinet Public Relations Office, Cabinet Secretariat
Information in English about Japanese government policies, speeches and statements by the prime minister, and press conferences by the chief cabinet secretary.

- WEB** <http://japan.kantei.go.jp>
- f** <https://www.facebook.com/Japan.PMO>
- t** https://twitter.com/JPN_PMO

Japanese Government Internet TV



Public Relations Office, Cabinet Office
Videos from the Japanese government relating to the prime minister, press conferences by the chief cabinet secretary, videos of the imperial family, and more.

- WEB** <http://nettv.gov-online.go.jp/eng/>

Ministry of Foreign Affairs of Japan



Ministry of Foreign Affairs
Information from Japan's Ministry of Foreign Affairs, with links to embassies and consulates overseas.

- WEB** <http://www.mofa.go.jp>
- f** <https://www.facebook.com/Mofa.Japan.en>
- t** https://twitter.com/MofaJapan_en

JNTO (Japan National Tourism Organization)



pp. 6-7

Japan National Tourism Organization (JNTO)
Information about tourism in Japan, including videos and photos. In English and many other languages, including Chinese, Korean, French, and German.

- WEB** <http://www.jnto.go.jp/>
- f** <http://www.jnto.go.jp/eng/fb/index.html>
- t** (US) https://twitter.com/Visit_Japan

JETRO (Japan External Trade Organization)



pp. 16-21
pp. 28-29

Japan External Trade Organization (JETRO)
Information about how JETRO supports Japanese companies overseas, attracts foreign companies to the Japanese market, contributes to Japan's trade policy and conducts activities in developing countries.

- WEB** <http://www.jetro.go.jp/>

JET (Japan Exchange and Teaching) Programme



pp. 34-35

Council of Local Authorities for International Relations (CLAIR)
Information about the Japan Exchange and Teaching Programme.

- WEB** <http://www.jetprogramme.org>
- f** <https://www.facebook.com/pages/JET-Programme/219440938121634>
- t** (US) <https://twitter.com/JETProgram>

Publications

Official Publications from the Government and Related Organizations

The government of Japan and various organizations publish the following periodicals.

Cabinet Office



“Highlighting JAPAN”

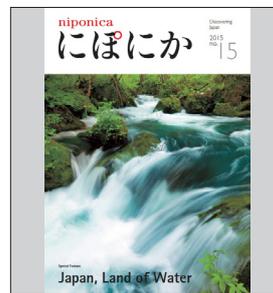
Aimed at people in other countries, this regular publication introduces the latest major government policies.

<http://www.gov-online.go.jp/eng/publicity/book/hlj/index.html>



Monthly

Ministry of Foreign Affairs



“niponica”

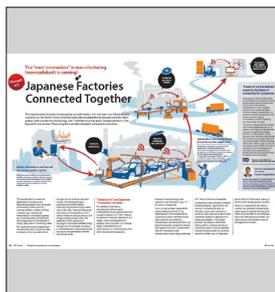
Using beautiful photographs, this journal illustrates the appeal of present-day Japan.

http://web-japan.org/niponica/index_en.html



Three times a year

Ministry of Economy, Trade and Industry



“METI Journal”

Explains policies being instituted by the Ministry of Economy, Trade, and Industry (METI) in an easy-to-understand manner.

<http://www.meti.go.jp/english/publications/index.html>



Bimonthly

Japan National Tourism Organization



“Monthly Web Magazine”

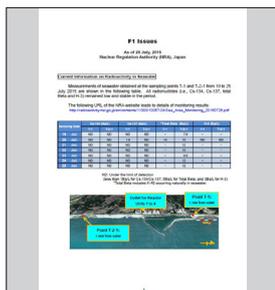
Each issue provides seasonal and updated information on three select features.

<http://japan-magazine.jnto.go.jp/en/>



Monthly

Nuclear Regulation Authority



“F1 Issues Fukushima Daiichi NPS's Issues”

This releases information about the Fukushima Daiichi Nuclear Power Station, such as details about the monitoring of seawater since the accident caused by the Great East Japan Earthquake and subsequent tsunami.

<http://www.nsr.go.jp/english/>



About once a week

Ministry of Defense



“Japan Defense Focus”

A monthly magazine that introduces various activities of the Ministry of Defense and Self-Defense Forces.

<http://www.mod.go.jp/e/jdf/index.html#sub01>



Monthly

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100-8914, Japan

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Please send us your comments.

https://www.kantei.go.jp/foreign/forms/comment_ssl.html

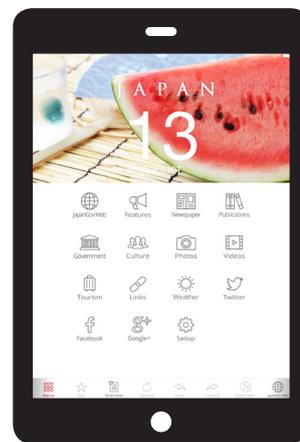
Links to the websites of ministries

Cabinet Office <http://www.cao.go.jp/index-e.html>
Ministry of Agriculture, Forestry and Fisheries <http://www.maff.go.jp/e/>
Ministry of Defense <http://www.mod.go.jp/e/>
Ministry of Economy, Trade and Industry <http://www.meti.go.jp/english/>
Ministry of Education, Culture, Sports, Science and Technology <http://www.mext.go.jp/english/>
Ministry of the Environment <http://www.env.go.jp/en/>
Ministry of Finance <https://www.mof.go.jp/english/index.htm>
Ministry of Foreign Affairs <http://www.mofa.go.jp>
Ministry of Health, Labour and Welfare <http://www.mhlw.go.jp/english/>
Ministry of Internal Affairs and Communications <http://www.soumu.go.jp/english/index.html>
Ministry of Justice <http://www.moj.go.jp/ENGLISH/index.html>
Ministry of Land, Infrastructure, Transport and Tourism <https://www.mlit.go.jp/en/>
Reconstruction Agency <http://www.reconstruction.go.jp/english/>
Nuclear Regulation Authority <http://www.nsr.go.jp/english/>

The Government of Japan



JapanGov website



JapanGov app

-  <http://www.japan.go.jp>
-  www.facebook.com/JapanGov
-  <https://twitter.com/JapanGov>
<https://twitter.com/Japan>
-  [JapanGov](https://plus.google.com/+JapanGov)

You can download the JapanGov app from the following stores.

-  <https://itunes.apple.com/app/japangov-official-gateway/id893574708?mt=8>
-  <https://play.google.com/store/apps/details?id=jp.go.japan.japanapp>
-  <http://www.amazon.com/The-Government-of-Japan-JapanGov/dp/B00LEAM010>



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Autumn 2015

<http://www.japan.go.jp/tomodachi>



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<http://www.mmz.kantei.go.jp/tomodachi/subscribe.php>