



## ACCJ Leadership Forum –3 June 2016

### Coming Attractions, Headline News, Highlights

#### **SELECTED COMMERCE-RELATED COMING ACTIVITIES**

**May 29-June 3:** NAFSA; Yuri Arthur leads Embassy presence at major ed conference in Denver, CO., CO.

**June 6-9: Bio International Convention.** Specialist Chris Ono will represent CS Japan.

**June 19-21: SelectUSA Investment Summit, D.C.** President Obama to keynote; four Cabinet Secretaries to address over 2,000 participants. Ambassador Sasae will again host the 70-strong Japan delegation at his residence. Andrew Wylegala will lead Embassy team of three attending. (More below).

*Please visit <http://japan.usembassy.gov/business> for a calendar of economic events relevant to our bilateral relationship. Should you wish to flag events, ACCJ or third-party, please notify: [Office.Tokyo@trade.gov](mailto:Office.Tokyo@trade.gov)*

#### **HEADLINE NEWS/ACTION ITEMS:**

June 19-21: Our *SelectUSA Investment Summit* recruitment drive is in its final week. At over 60 firms, our delegation is significant, but we seek more. U.S.-based reps are more than welcomed; those contemplating expansions...or celebrating them (like Sekisui Chemical affiliate which just opened a polymer plant in PA) are ideal prospects. Help us build a delegation that shows the importance of Nichibei commerce in nation's capital!

#### **RECENT HIGHLIGHTS FROM COMMERCIAL SERVICE JAPAN**

**CS Japan Supports G7 & POTUS's Historic Hiroshima Visit:** On May 27, CSWJ's CO Mayeda served as lead officer in Mission Japan's control room during President Obama's visit to Hiroshima. Meanwhile, a few hundred kilometers away in Ise-shima, CO Arthur intensively supported the White House team at G7 Summit.

**CS Japan Leads Charge to Run Japan's Newly Liberalized Power Market:** On June 1, Specialist Suzuki ran a seminar followed by a networking reception hosted by SCO for JPM Interconnections and Skipping Stone, who jointly compete with a Norwegian consortium to be selected by the METI as Japan's market model.

**CS Japan Beats Path to the Great American Outdoors:** Mixing work and play over a sunny Memorial Day weekend, SCO participated in an outdoor festival by Japan market leader Coleman, introducing CS Japan services to vendors, connecting with the a Japanese journal dedicated to the camping market targeted by client Recreational Vehicle Industry of America, and promoting BrandUSA's film, *America Wild!*.

**CS Japan Seeks U.S. Exports within Booming Japan Tourism:** On May 24, Post joined ACCJ's Tourism and Transportation committees to advise JNTO and JTA on tourism strategies. Our objective is to find strategic, lucrative openings for U.S. travel, leisure, IT, and PR firms within this bright segment of the Japanese economy. The industry's need for "backhaul" balance and global connections are such that efforts on behalf of U.S. interests in the Japan-bound market sustain, rather than compete with, U.S.-bound travel. Efforts turn to finding a U.S. strategic advisor or PR firm to help Japan achieve its goal of 40 million tourists by 2020.

**E-Commerce Innovator Export Now showcased in Japan:** On May 25, Export Now, founded by former Commerce U/S Frank Lavin, presented at an ACCJ lunch and met with the top e-Commerce platforms in Japan. Export Now facilitates the on-line sales access of especially mid-tier, branded products.

**Mayer-Brown JSM Lawyers to Re-open Office in Tokyo:** On May 25, CSJ briefed attorneys assessing the needs of bio-pharmaceutical and medical device clients, several of which are SelectUSA contacts in Japan.

**CS Japan Leverages Major Japanese Aerospace Firm for U.S. Companies:** On May 24, CO Taevs and Specialist Koto met with IHI Corp. as well as IHI Jet service Co., Ltd., a jet engine manufacturer who has JV programs with foreign firms including GE, Pratt & Whitney, and Rolls Royce.

**CS Japan Energizes Electricity Market with NOA:** On May 19, with electric energy market reform in full swing, CSJ organized a successful event for the 31<sup>st</sup> time, bringing all regional Japanese electric power companies together with U.S. product and service providers. At CSJ's largest energy event exclusively for matchmaking, Japan's regional power companies were eager to find new, innovative U.S. solutions to enhance their competitiveness in a deregulated market. CS Japan recruited 43 representatives of 21 U.S. firms, and connected them to the 37 procurement managers and directors from utilities and wholesalers

**CS Japan Joins Red Carpet Launch of Parks Service Film, America Wild:** On May 19, CS Honda and Officer Arthur led the Embassy presence at the opening for the visually stunning IMAX film, *America Wild*. They arranged a patriotic send-up video message from Amb. Kennedy, which Wylegala introduced to 200 viewers and the film's American and Japanese leads. ACCJ and others are co-promoting via social media, as we explore additional venues to showcase the film and the diversification of U.S. tourism destinations.

**CSWJ Boosts Ambassador Kennedy's Tokyo Business Reception:** On May 18, visiting PCO Hwang joined Tokyo colleagues in networking with the top of Tokyo's business community gathered at the Residence by the Ambassador to express thanks for their support to USG programs in Japan. Treasury DepSec Sarah Raskin, in country for the G-7 Finance Ministerial, and Seattle Mayor Ed Murray mingled with the business leaders.

**A/S Jadotte-led Cyber Security Mission Clicks in Tokyo:** On May 17, I&A A/S Jadotte and Admiral Blair introduced the USDOC Cybersecurity Business Development Mission to over 750 highly-relevant Japanese attendees at the CS Japan/ACCJ-fueled "Solutions2020" Spotlight on Cybersecurity at Keio University. Executives from 14 top-drawer U. S. companies began their three-market tour (Japan, Korea, Taiwan) paired not only with the former DNI Blair, but also key Diet and GOJ officials, and NIST's cyber policy authority. Sincere thanks go to Sugihara San and ACCJ's Internet Economy Task Force

**CS Japan Joins Business & Exchange Roundtable:** On May 18, SCO Wylegala joined Columbia Prof. Hugh Patrick and former Mitsubishi Chairman "Ben" Makihara on a panel with 50 alumni of the Nichibei Gakusei Kaigi that ranged from the Semiconductor Agreement of the late-1980s to the TPP and SelectUSA.

**CS Japan Marks 20 Years of Business Aviation in Japan:** On May 16, CO Taevs and Specialist Koto kicked off the Japan Business Aviation Association annual meeting alongside MLIT and METI. U.S. manufacturers Cessna, Gulfstream, and Beechcraft see expanding business, while NC-produced HondaJet waits in the wings.

**CSWJ Brings NY to Osaka's Largest Retailer:** On May 13, CG Greenberg, PCO Hwang and Specialist Taki kicked off *New York Fair 2016*, at Hankyu's flagship store in Osaka. The week-long event features 100 brands from NY. Hankyu expects 185K customers to spend \$1.9. CSWJ assisted in finding new suppliers.

**CS Japan Steps up for CS, Companies and EDOs at Hannover Messe:** On April 25-29, CS Japan Specialists Shimizu, Ohashi, and Chino participated in Hannover Messe's blockbuster industrial fair in Germany, supporting 450 U.S. companies and 70 EDOs. SelectUSA's Chino met 25 EDOs and promoted investment opportunities and Summit attendance. Specialists Shimizu and Ohashi counseled 75 U.S. firms.