

Japan in Asia

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Lived and worked in Japan for total of 24 years
Clients in over 20 countries including 8 countries in Asia

Co-Chairman

Asia Business Committee
American Chamber of Commerce in Japan

Founder and CEO

T-Mark Kabushiki Gaisha (Japan)
T-Mark International Inc. (USA)

Japan in Asia : Comparative exercise 2

Now you are an American looking to invest in a business in Asia?

What country would you choose for your start up?

- China
- Indonesia
- South Korea
- Philippines
- Thailand
- Hong Kong
- Singapore
- Australia
- Japan



Japan in Asia : Market in Transition

The story in Japan is not about GDP

- Japan is politically more stable than other Asian countries
- Japan is a country with well developed legal system
- Japan is within the US security sphere
- Japan has good education and hard working people
- Japan is clean, has very good infrastructure

The story is about major transition and new opportunities.

- Demographic shifts
- Legacy industries moving abroad
- Fukushima
- China growth slowing, Japan has growth potential
- Abe government aggressively pursuing growth

TPP and the Trilateral FTA

Transpacific Partnership (TPP)

Centers around US and Japan, includes 9 other countries.

Trilateral FTA - Japan, China and Korea

Estimates - Japan's GDP: + 0.74 / China: +2.27, South Korea: +4.53 %age points

Japan in Asia : A Regional Trend Toward Japan

The Japan brand

If made in Japan
you can trust it.

The China brand

Chinese themselves
tell the story

- Chinese tourists are coming to Japan to shop.
 - Pharmaceuticals
 - Cosmetics
 - Fashion goods
 - Electronics
 - Pop culture
 - Fresh air
- Asian consumers are a source of spending stimulus in Japan

	2006	2010
China	589,066	1,140,579
Hong Kong	314,749	477,876
Taiwan	1,282,641	1,235,310
South Korea	1,997,459	2,303,161

