

Embassy of Japan in Israel
Newsletter December 2012

Dear friends & colleagues,

We are pleased to send you the 42nd Economic Newsletter.

The report is in – general election of the House of Representatives (Lower House) was held on Dec 16th in Japan. Liberal Democratic Party, headed by Mr. Shinzo Abe won an overwhelming victory in the election.

Mr. Abe said his incoming government would aim to "overcome the crises" the country has been facing, pledging to boost the economy and restore Japan's diplomatic power.

We would like to take this opportunity to wish you and your families a healthy, happy and successful year and thank you for your support and co-operation with our section during the past year.

Embassy of Japan
Economic Section

Yoshinori Omi, Commercial Attaché
Masayuki Azemi, Commercial Attaché
Hideki Kamiya, Agriculture Attaché
Oded Schaffer, Economic Advisor

The Japanese Economy

Monthly economic report – Cabinet Office

The Japanese economy shows weakness recently due to deceleration of the world economy.

- * Exports are moderately decreasing recently. Industrial production is decreasing although its downward trend becomes moderate.
- * Corporate profits are in a weak tone, mainly among manufacturers. Business investment shows weakness.
- * Firms' judgment on current business conditions shows cautiousness further, mainly among manufactures.
- * The improvement in the employment situation appears to be pausing while some severe aspects still remain.
- * Private consumption is almost flat.
- * Recent price developments indicate that the Japanese economy is in a mild deflationary phase.

<http://www5.cao.go.jp/keizai3/getsurei-e/2012dec.html>

The Bank of Japan's Monthly Report of recent economic and financial developments

Japan's economy has added somewhat weak movement.

Exports and industrial production have decreased mainly due to the fact that overseas economies remain in a deceleration phase. As a result, business sentiment—particularly that in manufacturing—has become cautious. Business fixed investment has shown some weakness on the whole, although resilience has been observed in nonmanufacturing. Private consumption has remained resilient, despite lingering effects of the decline in car sales due to the ending of some measures to stimulate demand for automobiles. Meanwhile, public investment has continued to increase, and housing investment has generally been picking up.

http://www.boj.or.jp/en/mopo/gp_2012/gp1212b.pdf

GDP at (-3.5%)

The cabinet office has published the July to September GDP growth rate and its components. The growth rate is at an annual rate of -3.5% (real terms). This rate follows a (-0.1%) in the previous quarter and 5.7% rate during the January-March period.

http://www.esri.cao.go.jp/jp/sna/data/data_list/sokuhou/gaiyou/pdf/main_1.pdf

The 130th survey of SMEBs

The Small and Medium Enterprise Agency and the Organization for Small and Medium Enterprises and Regional Innovation jointly compiled the results of the 130th Survey of SME Business Conditions (*October-December 2012*) that was conducted by the Organization for Small and Medium Enterprises and Regional Innovation, and hereby release the results.

http://www.meti.go.jp/english/press/2012/1213_03.html

Promoting agricultural produce

Here is an idea of how to promote agricultural produce and support related secondary and tertiary industries.

METI and the Ministry of Agriculture, Forestry and Fisheries (MAFF) jointly held the "Festival of Food, Agriculture, Forestry and Fishery" since this November. The final event of the festival, "Farming Frontier 2012" was held at Tokyo Big Sight from Saturday, December 1 to Sunday, December 2 .

Under the concept of "Linking producers and consumers, and Japan and the world," as well as "Transforming farming into a growth industry," the event provided an opportunity to showcase the attractiveness of Japanese food and agricultural products, including those produced in the areas affected by the Great East Japan Earthquake".

http://www.meti.go.jp/english/press/2012/1203_03.html

Exhibitions

On the J-messe homepage you can trace relevant exhibitions across Japan, by date, industry or by location.

Here are the upcoming exhibitions in Tokyo. Feel free to search additional regions and industries.

http://www.jetro.go.jp/j-messe/?action_enFairList=true&type=v2&v_2=009&v_3=002&v_4=005