

Embassy of Japan in Israel
Newsletter June 2013

Dear friends & colleagues,

We are pleased to send you the 47th Economic Newsletter.

Firstly, we would like to inform you that the leaders of the Group of Eight countries called for decisive action to nurture sustainable recovery as they gathered for a summit in Northern Ireland to discuss ways to spur the world economy.

Japanese Prime Minister Shinzo Abe, resolved to end nearly two decades of deflation and revive Japan's economy, explained his economic policies to fellow leaders and in so doing, made his policies, dubbed "Abenomics," an international commitment

Secondly, we would like to share with you glad news that Mt. Fuji is now listed as a prestigious World Heritage site.

As you may know, Japan's highest mountain, Mount Fuji, was approved by UNESCO (United Nations Educational, Scientific and Cultural Organization) for inclusion as a World Heritage site.

It is interesting to consider that the mountain has been designated as a cultural inheritance, instead of a gift of nature.

The Japanese Government formally applied to UNESCO in the year 2012 to add Mt. Fuji to the list of cultural World Heritage sites in consideration of its religious significance and repeated depictions in works of art.

We recommend that you go and see the beauty of its symmetric, circular cone shape and take in the sacred atmosphere that the Japanese revere.

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 is picking up steadily.

- Exports show movements of picking up. Industrial production is picking up.
- Corporate profits are improving, mainly among manufacturers. Business investment is starting to level off.
- Firms' judgment on current business conditions shows movements of improvement.
- The employment situation is improving, although some severe aspects remain.
- Private consumption is picking up.
- Recent price developments indicate that the Japanese economy is in a mild deflationary phase, while signs of change can be seen in some areas recently.

<http://www5.cao.go.jp/keizai3/getsurei-e/2013jun.html>

Japan Revitalization Strategy -JAPAN is BACK

Japan's economic stagnation of more than two decades has continued for far too long, and has had grave consequences on the Japanese economy and society.

In less than six months since its inauguration, the Abe administration has launched the first prong or "arrow" (of the administration's three prongs of economic revival) of bold monetary policy aimed at dispelling the deflation mindset. For an overview of the three-prong policy -

http://www.kantei.go.jp/jp/singi/keizaisaisei/pdf/en_saikou_jpn.pdf

Including a presentation

(http://www.kantei.go.jp/jp/singi/keizaisaisei/pdf/en_new_senryaku.pdf) and the major policies (http://www.kantei.go.jp/jp/singi/keizaisaisei/pdf/en_sesakurei.pdf)

G8 Summit 2013 in Lough Erne

This is the second Comprehensive G8 Accountability Report. It builds on the first comprehensive report produced at Muskoka in 2010 and the more focused Deauville and Camp David Reports in 2011 and 2012.

It covers the 56 development commitments from the Muskoka report, plus those agreed for inclusion from the subsequent summits.

<http://www.mofa.go.jp/mofaj/files/000006822.pdf>

General Logistics Policy

Last month the Cabinet decided to approve the Fundamental Principles of General Logistics Policy (2013-2017). As major goals to be achieved, the Fundamental Principles of General Logistics Policy highlights the following points: [i] logistics that support enterprises' global supply chains, [ii] logistics with lower environmental burdens, and [iii] logistics with disaster resilience.

http://www.meti.go.jp/english/press/2013/0625_01.html

Survey of SME Business Conditions

The Small and Medium Enterprise Agency and the Organization for Small and Medium Enterprises and Regional Innovation jointly compiled the results of the 132nd Survey of SME Business Conditions (Q2).

The business conditions DI (diffusion index) of all industries showed a decrease in the negative gap for three consecutive quarters.

Looking at the business conditions DI of each industry, the negative gap of both the manufacturing and non-manufacturing sectors decreased.

http://www.meti.go.jp/english/press/2013/0628_03.html

Raising tourism numbers – a national project!

On the 10th anniversary of the 1st Visit Japan programme, the Japan Tourism Agency (JTA), the Ministry of Economy, Trade and Industry (METI), the Japan National Tourism Organization (JNTO), and the Japan External Trade Organization (JETRO) have jointly formulated a Joint Action Plan for Increasing the Number of Foreign Visitors. The 2012 figure has already passed the 8m mark and is rising.

http://www.meti.go.jp/english/press/2013/0620_02.html

Japan to become world's biggest solar market in 2013

- The U.S.-based market research firm IHS estimates that Japan will become the world's largest solar power market in 2013.

- According to the Japan Photovoltaic Energy Association, imported products accounted for 40% of domestic solar cell shipments in fiscal 2012, a 100% increase from a year earlier.

As a result of the above two points, foreign solar cell manufacturers, particularly Asian companies, are launching aggressive bids to dip into the growing Japanese market hoping for a bigger share.

http://www.jetro.go.jp/en/topics/topics_20130605_01.html?print=1

Foodex 2014

JETRO is now accepting applications for participation in JETRO Zone in "FOODEX JAPAN 2014" (March 4-7, 2014), Asia's largest annual food exhibition held since 1976.

If you are a food importer you may place your application for support from Jetro (Tel Aviv Branch) in order to assist you in your efforts to trace Japanese food exporters.

If you think this programme may be of use to your company please contact Jetro Tel Aviv, tel. 03-6881739.

<http://www.jetro.go.jp/en/events/foodex2014/>