

The Florida | Japan Report

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**Florida Delegation
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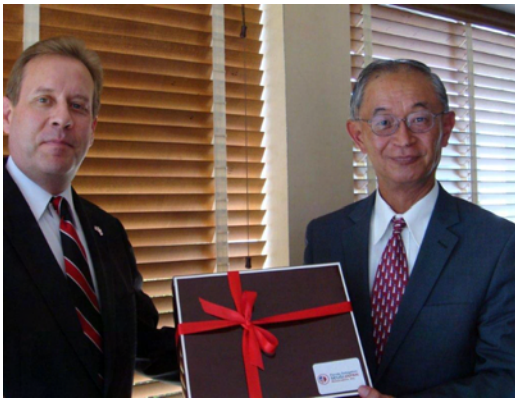
"Florida Delegation"

Fall-Winter 2010 EDITION

Consul General Namiki Returning to Japan

The Honorable Yoshiharu Namiki, Consul General, Consulate General of Japan in Miami, has completed his assignment in Miami and returned to the Japanese ministry of Foreign Affairs headquarters in Tokyo to prepare for his next assignment.

Florida Delegation hosted a farewell roundtable meeting and discussion program with Consul General Namiki this past November 16 in Miami. A total of 15 key Florida Delegation Members participated. (Cont'd on p.2)



Florida Delegation Executive Director, Dave Woodward (left), and Consul General Namiki during farewell event in Miami, Nov 16, 2010.

Lieutenant Governor Kottkamp Leads Florida Delegation to 34th Joint Meeting

Florida Delegation successfully organized, planned and coordinated Florida's official participation in the 34th Annual Joint Meeting of SEUS/Japan and Japan-U.S. Southeast Associations held in Nashville, TN this past October 16-19.

Florida Lieutenant Governor Jeff Kottkamp officially led Florida's delegation of 27 delegates and spouses to the 34th Annual Joint Meeting. Florida Delegation Chair, Sibille Pritchard of Orlando, served as co-delegation leader.

The conference, which is designed to promote and strengthen business, economic, education, tourism and friendship ties between the Southeast member states and Japan, was well attended with some 550 SEUS/Japan and Japan Southeast U.S. delegates and guests along with three of the eight Southeast governors participating.

From the Japan side, the Japanese Ambassador to the U.S. and the Japanese Consuls General from At-



The Hon. Jeff Kottkamp, Florida's Lt. Governor and Florida Delegation leader, welcoming everyone during Florida Delegation's Annual Meeting of Members held in conjunction with the 34th Annual SEUS/Japan Joint Meeting this past October 17 in Nashville. Left of Lt. Gov. Kottkamp is Florida Delegation chairperson, Sibille Pritchard, and to the right is Japanese Consul General Yoshiharu Namiki.

lanta, Miami and Nashville, and other high-level Japanese officials and top business leaders took part in the conference. The conference program included a golf tournament, sightseeing tours, networking receptions, meals entertainment and informative plenary and panel sessions on trade, investment, alternative energy, and other topics. (See Joint Statement on p.2 for more details.)

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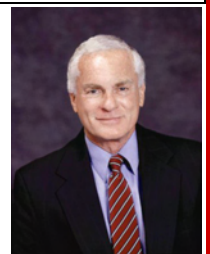
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First Honorary Consul General of Japan in Orlando Appointed

Mr. Harris Rosen, President, Rosen Hotels and Resorts Inc., was appointed as The Honorary Consul General of Japan in Orlando this past November 1, 2010. According to the aConsulate General of Japan in Miami, Mr. Rosen is the first Honorary Consul General since the opening of Consulate General of Japan in Miami in 1992.

As our readers may recall, Mr. Rosen made a great contribu-

tion to Florida-Japan relations when he hosted the 2006 30th Annual SEUS/Japan Joint Meeting at his newly opened Rosen Shingle Creek Resort and conference center in Orlando. Mr. Rosen generously provided in-kind support and was personally involved in making sure the joint meeting program was a great success, with some 650 participants and guests. (The then Florida Governor, Jeb Bush, was the official host.)



Mr. Harris Rosen, newly appointed Honorary Consul General of Japan in Orlando and President and CEO, Rosen Hotels.

Consul General Namiki Returns to Japan (cont'd from p.1)

The event was carried out in partnership with Enterprise Florida, The Port of Miami, and the Miami Dade Office of Economic Development and International Trade. Other supporting partners included the Japan Center and Japan House Foundation at the University of West Florida; Broward County Office of Economic Development; and the Miami Beach Chamber of Commerce. The Representatives of the Beacon Council, the Greater Miami Chamber and Fifth Third Bank participated as well.

Consul General Namiki expressed his gratitude to Florida Delegation and all of the participants for their support and friendship during his terms as Japanese Consul General in Miami. He also expressed his desire to continue the friendship after he takes up his new post, which will be officially announced very soon according to the Consulate.

Please join us in congratulating and wishing Mr. Namiki all the best!

Farewell Roundtable Discussion Program with outgoing Consul General Namiki hosted by Florida Delegation for key members partners held in Miami this past Nov. 16, 2010.



(Front row Left to Right): Hiroataka Hara; Jody Shoup; Walter Loy; Consul General Namiki; Ilona Vega; Deborah Wilkinson; Mario Sacasa (Back row Left to Right) Deputy Consul General Sato; Bill Johnson; Dave Woodward; Jerry Libbin; Desmond Alufohai; Eric Olafson.

Official Joint Statement of 34th Annual SEUS Japan Joint Meeting

The Japan-U.S. Southeast Association and the Southeast U.S./Japan Association held their 34th Annual Joint Meeting in Nashville, Tennessee, October 16 to 19, 2010, with the theme of "In Harmony with Tradition and Innovation." The Chairmen presiding over the meeting were SEUS Chairman Jack O. Bovender, Jr. and the Japan Chairman, Hiromasa Yonekura. Japanese and American delegates and spouses participated this year for a total of 551 delegates.

We were honored by the presence of the SEUS state delegation leaders—the Honorable Phil Bredesen, Governor, the State of Tennessee, this year's host state; the Honorable Beverly Perdue, Governor, the State of North Carolina; the Honorable Haley Barbour, Governor, the State of Mississippi; the Honorable Jeff Kottkamp, Lieutenant Governor, the State of Florida; the Honorable Hugh K. Leatherman, Senior State Senator of South Carolina; Mr. James S. Cheng, Secretary of Commerce and Trade, the Commonwealth of Virginia; Ms. Heidi Green, Commissioner of Economic Development of the State of Georgia; Mr. Neal Wade, Secretary of Commerce of the State of Alabama -- and also by the participation of Ambassador Extraordinary and Plenipotentiary of Japan to the U.S., His Excellency Ichiro Fujisaki; and the Consuls General of Japan: the Honorable Takuji Hanatani from Atlanta; the Honorable Yoshiharu Namiki from Miami; and the Honorable Hiroshi Sato from Nashville.

In the Opening Ceremony, Chairman Bovender began the Joint Meeting by recognizing the shared values of tradition and innovation that are cherished by the people of Japan and the southeastern United States, and spoke about how these values can be used as platforms for achieving mutual progress. Chairman Yonekura made opening remarks on the status of the Japanese economy, stating that it needs to be revitalized by a dynamic private sector, and as the world's innovation leaders the United States and Japan should cooperate in promoting innovation and create new products, services and technologies together.

Following the opening ceremony was the Plenary Keynote Address by Scott Becker, Senior Vice President of Administration and Finance, Nissan North America, Inc. Mr. Becker addressed Nissan's role in the changing global economy and its global corporate leadership.

At the Luncheon Program, we were privileged to hear a keynote speech by His Excellency Ambassador Ichiro Fujisaki, who gave an overview of the current status of the Asia-Pacific economies and discussed the outlook for the Japanese economy. He stressed the importance of the relations between Japan and the United States, and called for the U.S.'s active participation in Asia's regional efforts to promote stable and sustainable economic growth.

Panel members in the first panel session that afternoon,

"Transportation for the New Millennium," shared their views on how Japan and the Southeastern states could partner together to meet the challenges of the changing transportation sector. Panel members included: moderator Mr. Page Siplon, Executive Director of Center for Innovation and Logistics; Mr. Yoji Ohashi, Chairman, All Nippon Airways; Mr. Shoichi Abbe, President of Sumitomo Warehouse; and Mr. Scott Hercik, Transportation and Trade Advisor, Appalachian Regional Commission.

A second afternoon panel session, "Renewable Energy: Innovation in Practice," addressed opportunities for partnership and growth in the emerging global clean technology marketplace. Panel members included: moderator Mr. Matt Kisber, Commissioner of Tennessee Economic & Community Development; Mr. Kozo Takahashi, Chairman and CEO of Sharp Electronics Corporation and Group General Manager, North & South America Group, Sharp Corporation; Mr. Masao Yamazaki, Executive Vice President, Tokyo Electric Power Company; Mr. Mitsuaki Yahagi, Chairman of The Japan Research Institute, Ltd.; and Dr. Marilyn Brown, Professor, School of Public Policy, Georgia Institute of Technology.

Tuesday, October 19th, started with the third panel session, "Global Identity: Building a Worldwide Brand with Staying Power," which included: moderator Mr. Jim Hizer, CEO & President of Pensacola Bay Area Chamber of Commerce; Mr. Tetsuya Kobayashi, President of Imperial Hotel, Ltd.; Mr. Dave Berryman, President of Gibson Guitar Corporation; and Mr. Brian Waldrop, Chief Financial Officer and Senior Vice President of Viking Range Corporation. Panel members discussed their companies' successful approaches to leadership in the global marketplace.

The Plenary Keynote Address, "Forecast 2011: Perspectives on the Japanese and Southeastern U.S. Economies," was given by Mr. Yasuo Hayashi, Chairman, the Japan External Trade Organization (JETRO), and Mr. Dennis Lockhart, President & CEO, the Federal Reserve Bank of Atlanta.

Throughout the program, we exchanged views and opinions with our guest experts and delegates, and deepened our understanding on issues of mutual interest, such as the outlook for our economies and businesses in these times of globalization and the challenges and innovation in the fields of transportation and energy. Both Associations reaffirmed their commitment to work together to further strengthen the ties between Japan and the Southeast U.S. states, and to contribute to achieving sustainable growth of both the Japanese and U.S. economies as well as the entire global economy.

In the Closing Ceremony, it was announced that the 35th Annual Joint Meeting will be held in Tokyo, Japan, October 16-18, 2011.

Sumitomo-Mitsubishi Supplies MIA's New Skytrain

Miami—September, 15, 2010. The Concourse D skytrain in Miami International Airport North Terminal began to whisk passengers off their feet from one end of the mile-long facility to the other for quick connections to everything from flights and baggage claim to stores, restaurants and passport control.

The skytrain people mover system features stations at four main areas of Concourse D. A ride on the skytrain can take you from: station #1 near Gate D-17 at the easternmost end of Concourse D to station #2 for domestic baggage claim; continue to station #3 for connecting flights at gates D-26 to D-39, passport control for international travelers or exits to Central and South Terminal; or carry you all the way to station #4 for gates D-40 to D-60 and American Eagle flights at the new Regional Commuter Facility – all within five minutes.

Skytrain utilizes Sumitomo-Mitsubishi's Crystal Mover vehicle technology, which is in successful operation or deployment at several major airports worldwide including Washington-Dulles International Airport, Atlanta Hartsfield-Jackson International Airport, Changi International Airport (Singapore), Incheon International Airport (South Korea), Dubai International Airport (UAE) and Hong Kong International Airport.

The opening of skytrain is one of the final milestones for the North Terminal Development program. As congestion at airports has increased, the need to efficiently move passengers between terminals, and ground transit or mass transit options has become essential. Most if not all major airports have or are planning APMs.

"It offers a smoother ride in large modern cars that will make getting around Miami International Airport easier for passengers," said Sumitomo's Gino Antoniello, director of transportation systems. "The system also offers enhanced security and safety protection for passengers."

The people mover cars and key operating components of the North Terminal APM were supplied by Mitsubishi Heavy Industries, one of the world's premier manufacturers and a builder of APMs for nearly three decades. Mitsubishi APMs in Miami are operating in Japan and other major Asian cities and airports as well, including the new Hong Kong Airport. Sumitomo and Mitsubishi partnered in all aspects of the Hong Kong APM.

Sumitomo has 50 years of contract management experience in bringing transportation systems to life. As a prime contractor, the company has developed, managed and delivered commuter rail transit systems for Chicago's Metra, the Northern Indiana Commuter Transportation District, the Maryland Department of Transportation, California's CALTRANS Peninsula Corridor Joint Powers Board, the Los Angeles County MTA, the Virginia Railway Express, and has supplied Automated People Mover (APM) systems for the Washington Dulles International Airport, Hartsfield-Jackson Atlanta International Airport, and is working on delivering a second APM system for the Airport's MIA Mover.

MHI has some 40,000 employees and is a leading manufacturer of airplanes, large ships, suspension bridges, electrical power systems and heavy machinery. In addition to APMs, the MHI suburban transportation division also manufactures monorail systems.

Source: [Sumitomo Corp. of America](#). September 15, 2010.

First Hooters in Japan Opens in Tokyo

TOKYO, October 26, 2010—Hundreds of Tokyoites waited in the drizzling rain Monday night to get a taste of the latest American import.

Hooters has come to Japan. The U.S. food chain beloved for its saucy buffalo wings, pitchers of beer and other assets opened its first branch in Japan yesterday. Doors opened at 5 p.m., but early birds wanted to make sure they got the worm.

The restaurant said the first customer lined up at noon and a steady stream of hungry diners – mostly male – followed suit, growing about hundred deep and swirling down the from its second floor entrance to street level. With about a two-hour wait in front of them, those who showed up after 8 p.m. had bleak hopes of getting the chance to see the famous Hooters girls that night. The restaurant closes at 11 p.m.

Amplly built waitresses clad in the signature restaurant uniforms with styled blonde and brunette manes greeted customers just past the entrance.

Hooters Japan CEO Akira Matsuda, who was on hand to greet customers opening night, said the brand's logo and menu is the same as back in the U.S. There are over 450 Hooters restaurants worldwide, including branches in China and Korea. Hooters first opened in Clearwater, FL on October 4, 1983.

But if the line on opening night is any indication, there's an appetite for some Hooters in Japan.

Source: [Asia Wall Street Journal](#), October 26, 2010, by Yoree Koh



Japan Tech Firms Scramble to Deal with High Yen's Impact

Tokyo, October 28, 2010— As the yen hovers near 15-year highs against the dollar, Canon Inc. and Fujitsu Ltd. Wednesday warned that the strong Japanese currency will sap sales in the coming quarters and struck a cautious tone about the prospects for an economic recovery in overseas markets.

Japanese technology companies are scrambling to blunt the impact from the yen's surge. The currency's ascent over the past two years has been particularly harmful to the nation's exporters because it cuts into revenue earned abroad when repatriated and makes Japanese goods and services relatively more expensive overseas, forcing corporate Japan to eat the difference or slash costs to stay price competitive.

Citing the yen's impact, digitalcamera and office-equipment maker Canon tweaked its annual sales out look lower but nudged up its profit forecasts. Meanwhile, technologyservices provider Fujitsu lowered its revenue forecast for the second half of its fiscal year to March 2011 by 3%, saying the yen contributed to about half of the decline. It kept its profit outlook unchanged, however, saying it can offset the lower revenue with cost cuts. As many Japanese exporters prepare to report quarterly results over the next few weeks, the strong yen casts a shadow over the bottom lines of many of the nation's electronics and automobile companies at a time when painful restructuring from the global economic downturn was expected to pay off with improving profits. There are also concerns about how U.S. economic weakness and soft demand from Europe could remain for the foreseeable future.

Canon Executive Vice President Toshizo Tanaka said he expects the yen to stay strong for the time being because it may take a while before the U.S. economy recovers and there are expectations for continued easing from the Federal Reserve. "We think the dollar-yen is going to stay at around the current 80-yen level and we don't expect to see the yen marching steadily higher," Mr. Tanaka said at a news conference. "It may break into the 70-yen range but we don't foresee it staying there."

Canon is assuming foreign-exchange rates of 80 yen to the dollar and 115 yen to the euro for the fourth quarter. It previously estimated 90 yen to the dollar and 110 yen to the euro. The yen touched a new 15-year high on Monday, although it has fallen back since then. As of Wednesday evening, the dollar was changing hands at 81.59 yen.

The camera maker said the currency impact is expected to sap sales by about 200 billion yen, or \$2.45 billion, but Canon cut costs and moved more production overseas to offset the negative blow. As a result, its operating-profit margin rose to 11.4% in the July-September quarter versus 7.7% in the same period a year earlier.

Canon's net profit for the third quarter ended Sept. 30 rose 86% to 68.2 billion yen, from 36.7 billion yen a year earlier, boosted in part by strong sales of laser printers and digital single-lens reflex cameras. That was above a mean estimate of 58.32 billion yen from a survey of four analysts by Thomson Reuters.

Canon, which reports its results based on U.S. accounting standards, said it now expects a full-year net profit of 245 billion yen, up from the 240 billion yen it previously forecast, while it now sees revenue coming in at 3.71 trillion yen, down from an earlier estimate of 3.75 trillion yen. Even though Fujitsu is less exposed to the yen's rise—its overseas sales account for about 36% of revenue compared with nearly 75% for Canon—the company also felt the currency's impact.

Fujitsu lowered its revenue outlook to 4.67 trillion yen from a July forecast of 4.8 trillion yen. The company said the yen's strength accounts for 60 billion yen of the 130-billion-yen difference between the old and new forecasts. It kept its net-profit forecast of 95 billion yen and operating profit of 185 billion yen, saying a solid profit for the first half and additional cost cuts are likely to help it absorb the currency impact.

The outlook is based on the assumption the dollar will average 85 yen in the second half, compared with 90 yen in the previous outlook Fujitsu also changed its euro fore cast to 105 yen from 115 yen. "Some may think our dollar forecast is still too optimistic, but our euro fore cast, on the other hand, is based on a conservative view," said Chief Financial Officer Kazuhiko Kato. He said the sluggish recovery in the U.S. and European markets is a major concern for the company's overseas operations. U.K. government budget cuts in particular are greatly affecting the company's technology-services revenue. "The governments in Europe are really cutting back on their spend ing right now," he said. "We are starting to see more orders in the private sector, but overall the mood remains conservative [in Europe]."

Source: [Asia Wall Street Journal](#). October 28, 2010, by Daisuke Wakabayashi and Juro Osawa

Florida Delegation Welcomes New Members

We are pleased to announce the following first time—Florida Delegates that attended the 34th Annual Joint Meeting in Nashville this past Oct. 16-19.

<p>Ms. Lindsey Ballas Business Development Chief Jacksonville Economic Development Commission 1 West Adams St., Ste. 200 Jacksonville, FL 32202 Phone: 904-630-2940 Fax: 904-630-2919</p>	<p>As the economic development and community redevelopment agency for the City of Jacksonville, the JEDC aims to develop and execute policies that result in sustainable job growth, rising personal incomes and a broader tax base. The JEDC continues to build upon its success and facilitated projects that will provide a high yield of private to public investment. "JEDC information."</p>
<p>Mr. Jim Hizer President & CEO Pensacola Bay Area Chamber of Commerce 117 W. Garden Street Pensacola, FL 32502 Phone: 850-438-4081 Fax: 850-438-6369</p>	<p>At more than 1,200 members, the Pensacola Bay Area Chamber of Commerce represents two-thirds of the area's workforce. Founded in 1889, the chamber is committed to promoting, improving and enhancing the Pensacola Bay Area through responsible economic development, community involvement and unity of private and public sectors. "About The Chamber"</p>
<p>Mr. Kazumi Iino Senior Liaison—Noven/Hisamitsu Noven Pharmaceuticals, Inc. 11960 SW 144th Street Miami, FL 33186 Phone: 305964-3568 Fax: 305-232-1856</p>	<p>Noven Pharmaceuticals, Inc. is a specialty pharmaceutical company engaged in the research, development, manufacture, marketing and sale of prescription pharmaceutical products. Noven is an indirect wholly-owned subsidiary of Hisamitsu Pharmaceutical Co., Inc., and Noven serves as Hisamitsu's growth platform in the U.S. unit. "Business Overview"</p>
<p>Mr. Greg Juliot Vice President Hitachi Cable Florida, Inc. 9101 Ely Road Pensacola, FL 32514 Phone: 502-445-5008 Fax: 850-473-4291</p>	<p>Hitachi Cable America, Inc. (HCA) is Hitachi Cable's Sales and Marketing Headquarters in north America. We specialize in: 1.) Import/Sales of Hitachi Cable Group products including networking products, optical components, wires and cables, copper products and semiconductor materials. 2.) Export/Sales of various materials and products to Hitachi Cable Group companies. 3.) Marketing and Business Developments in the North American Market. "Corporate Profile"</p>
<p>Ms. Ari Westmoreland Sales Representative IACE Travel 8645 Commodity Cir. Suite 100 Orlando, FL 32819 Phone: 407-351-9999 Fax: 407-351-1663</p>	<p>IACE Travel was established on February 1 1970, in New York. Even before deregulation became the norm in the United States, we had provided services such as arranging charter flights or offering discount air tickets, especially for Japanese customers living in the United States. Our service mainly consists of the sales of discount air tickets and travel packages and the arrangement of a variety of travels, including business trips and group tours related to cultural exchange programs. "Vision Statement"</p>


Preliminary Save the Dates Card for Next SEUS/Japan 35th Annual Joint Meeting

Japan - U.S. Southeast Association Announces New Chairman for 2011

Save the Dates!
October 16-18, 2011
35th Annual Joint Meeting
of the
Japan-U.S. Southeast &
Southeast U.S./Japan Associations
Tokyo, Japan

Visit us online at: www.fl-seusjapan.org
Call us or e-mail us at: 786-235-8289 / info@fl-seusjapan.org

At the close of this year's 34th Annual SEUS/Japan Joint Meeting in Nashville, Mr. Hiro-masa Yonekura, Chairman of the Japan Economic Federation (Keidanren) and Sumitomo Chemical Co., Ltd. Announced his resignation as Japan-U.S. Southeast Association Chairman, and announced his designated successor, Mr. Tsunehisa Katsumata, Chairman of Tokyo Electric Power Company. Mr. Yonekura has served as Japan-U.S. Southeast Chair since 2007, and chaired/co-chaired four annual joint meetings, including the 34th Annual Joint Meeting in Nashville this past October.



Mr. Tsunehisa Katsumata, Chairman, Tokyo Electric Power Company

Newsletter editor:

Dave Woodward, Executive Director
Florida Delegation SEUS/Japan Association

Acknowledgements & disclaimer:

We welcome contributions and input from our members and readers, and while every effort is made to report all information accurately, we apologize for any errors or omissions on our part. Please contact us with any suggested revisions.

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