

# The Florida | Japan Report

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Florida Delegation  
**SEUS/JAPAN**  
Association, Inc.

"Florida Delegation"

## Summer 2016 Edition

### Florida Secretary of State Kenneth Detzner to Lead Florida Delegation to This Year's 39th Annual SEUS/Japan Joint Meeting in Tokyo



Florida Delegation Leader, Mr. Kenneth Detzner, Florida Secretary of State

Florida Secretary of State Kenneth Detzner has confirmed that he will officially lead the Florida Delegation to the 39th Annual Joint Meeting of the Japan-U.S. Southeast and Southeast U.S./Japan Associations in Tokyo, Japan this coming September 20-22. Sec. Detzner previously led our Florida Delegation to the 35th Annual Joint Meeting back in 2012. In addition to the SEUS member state governors/head of dele-

gations, senior officials of Japan and the U.S. are expected to attend, with total attendance projected at approximately 400 participants.

Mr. Tadashi Okamura, Advisor to the Board of Toshiba Corporation, will serve as the meeting's Japan-U.S. Southeast Delegation Leader and Chairman Mr. Keith Norden, President & CEO, Team Volusia EDC, continues' as chairman of the Florida Delegation.

The U.S. Ambassador to Japan, Caroline Kennedy, is expected to once again serve as a keynote speaker this year.

SEUS/Japan is also co-organizing, in partnership with the Japan External Trade Organization (JETRO), the Consulate General of Japan in Miami and Enterprise Florida, a Florida-Japan Business Workshop, to be held on September 20th from 9:30 am - 2 pm at JETRO headquarters in Tokyo.

Regular registration ends very soon, so we encourage you to register now, as late registration fees may apply thereafter. For more information, or to request a complete registration packet, feel free to contact us at (786) 235-8289 or visit us online at [www.fl-seusjapan.org](http://www.fl-seusjapan.org).

### SEUS/Japan Announces Next Host State And Next Japanese Host Company For 2017 & 2018 Annual Joint Meetings



The Japan/U.S. Southeast and Southeast U.S./Japan Coordinators Team at a recent planning meeting on July 13-14 at Toshiba America's offices in New York City.

SEUS/Japan is pleased to announce that South Carolina will officially host next year's 40th Annual Southeast U.S./Japan & Japan-U.S. Southeast Associations' Annu-

al Joint Meeting in Greenville, SC October 22-24, 2017. South Carolina will continue as the co-host state for the 2018 annual joint meeting to be held in Tokyo in fall 2018. The main venue hotel for the 2017 Joint Meeting will be the Grand Hyatt Hotel in Greenville.

The Japan/U.S. Southeast Association has announced that the Japanese host delegation sponsoring company will be Marubeni Corporation, which will host the 41st Annual Joint Meeting in 2018, most likely in Tokyo in October of that year. Marubeni is one of Japan's leading corporate groups, and has maintained a branch office of its U.S. subsidiary in Miami for many years. Marubeni will begin its hosting role

as co-host of next year's joint meeting in Greenville.

Meanwhile, South Carolina has announced that its conference chairperson will be prominent business leader Ms. Minor M. Shaw, who is also serving as the state's delegation leader to this year's SEUS/Japan in Tokyo next month.



The newly renovated Grand Hyatt Regency in Greenville, SC. The venue of the 40th Annual Joint Meeting of the Southeast U.S.-Japan & Japan-U.S. Southeast Associations.

## PortMiami Welcomes MOL Majesty, First Neopanamax Ship



PortMiami officially welcomed its first Neopanamax container ship on Saturday, July 9 when the *MOL Majesty* arrived at the port after transiting the newly expanded Panama Canal.

Owned by Mitsui O.S.K. Lines, the *MOL Majesty* measures 302 meters (990.81 feet) in length and 43.4 meters (142.39 feet) in beam.

Miami has spent \$1.3 billion in port improvements to accommodate bigger ships including dredging its shipping channel to a depth of 52 feet, construction of a port access tunnel directly linking the port to the interstate highway system and construction of a rail bridge and on-port track that connects PortMiami to the Florida East Coast rail

yard.

The *MOL Majesty* will also call on Jacksonville, Savannah, Charleston and Norfolk before heading to the U.S. West Coast and then returning to Japan. Not all its U.S. ports of call have the depth to accommodate the vessel fully laden.

During the celebrations, the Panama Canal and PortMiami renewed a Memorandum of Understanding to promote trade opportunities and share best customer practices.

The MOU was signed by Panama Canal Administrator and CEO Jorge L. Quijano and PortMiami Director Juan M. Kuryla and extends the 13 year-plus alliance enjoyed by both parties.

Quijano attended Saturday's celebration where he delivered remarks about the added trade opportunities and economic benefits the agreement will bring to their respective regions.

"This is a great day that signals the beginning of a new era for shipping," he said. "For the first time, we have

these mega vessels transiting our waterway and calling at your port. This groundbreaking development will undoubtedly bring economic prosperity, as well increased opportunities and revenues to both PortMiami and the Panama Canal."

Thirteen years ago PortMiami and the Panama Canal Authority first signed its MOU. Since then, PortMiami has invested in a number of critical infrastructure improvements to deepen its channel to accommodate Neopanamax vessels, and improve the traffic flow and movement of the cargo it receives.

With the new locks now operational, Neopanamax ships have begun transiting the waterway toward U.S. Gulf and East Coast ports, such as Port of New York and New Jersey and Houston, and are expected to call on additional ports which are similarly investing in infrastructure projects to take advantage of the Canal Expansion. Neopanamax ships transiting the Panama Canal have also headed to ports in Asia and the Caribbean, such as Cartagena.

*Source: The Maritime Executive 7-9-16*

## Japanese Election: Abe's Coalition Expands Control of Parliament



*Shinzo Abe wins sizable electoral mandate securing a big election win. (Photo by Japan Times)*

In July, Japan hosted an election, which results showed that Prime Minister Shinzo Abe's ruling coalition Liberal Democratic Party expands its control of parliament and potentially have enough seats to try revising the island's constitution.

This was the first time that 18 and 19 year olds could vote in a national election after the legal change in 2015, and this election was the first time since December 2014 that the public had a

chance to express its opinions regarding "Abenomics." Interestingly, the majority of the voters who backed Abe was the youth, the teens and 20s.

The LDP and other small coalitions allied together and won 70 of the 121 seats in the parliament's upper house. The young population rated Abenomics highly and have strong belief in Abe. The biggest reason the youth backs Abe was the improved job placement rate. According to the education ministry, the job placement rate for university graduates was 97.3% in March. In May, according to Japanese government data, there were 136 jobs for every 100 applicants.

According to an election-day survey of 75,000 voters by Kyodo News, 40% of 18 and 19 year olds voted for the generally conservative LDP. More than 40% of people in their 20s and 30s also voted for the party. On the other hand, support of Abe's party was under 40% for 40 year olds and older.

These statistics prove that Abe was substantially backed by the young population of the country.

Now that Abe's party has control of more than two-thirds of both houses of parliament, he has enough influence to revise the constitution. Although there are tough public opinions awaiting, Abe is certainly thinking about Japan's alliance with the U.S. and the role of the Japanese military.

Although Abe may have the support, these revisions would cause some tensions for the country's neighbors like South Korea and China.

*The LDP logo. An influential conservative political party in Japan.*



*Source: Wall Street Journal 7-10-16*

## Iconic Miami Tower sold for \$220 million

The iconic Miami Tower, whose changing lights have dominated the downtown skyline for nearly three decades, has been sold for \$220 million to a Japanese firm — more than double what it brought at its previous sale in 2010.

Sumitomo Corporation of America, part of the Japan-based conglomerate, purchased the 47-story tower in Miami's central business district, according to a release by Holliday Fenoglio Fowler LP, the company that brokered the deal. The sale was first reported by The Real Deal.

"We are excited to add Miami Tower to our portfolio of commercial properties here in the U.S.," Robert Obringer, vice president of Sumitomo, said in a press release. "As part of our constant management of assets, we are always looking for opportunities that will maximize return on investment, and this property offers a strong upside potential for in-place cash flow and the opportunity to increase value."

Previously, Sumitomo owned the Miami Center adjacent to the InterConti-

mental Hotel, purchasing the building in 2008 for \$260 million. It sold that property to Crocker Partners for \$262 million in 2012.

Howard Taft, managing director with Miami real-estate investment firm Aztec Group, called the sale "a significant transaction."

The previous sale was \$105.5 million to an affiliate of Jones Lang LaSalle. That the priced doubled in less than a decade shows that the appetite for existing office space by investors "is driving property values to record levels," Taft said. In 2003, the building was purchased for \$85 million by Blue Capital.

"I think we are going to see a lot more of this," he said.

Jim Shindell, the chairman of the real-estate department at Bilzin Sumberg, agreed. Increased land prices have made existing buildings more attractive as developing new buildings has become more expensive.

Designed by Pritzker Prize-winning

architect I.M. Pei, the 600,000-square-foot office building opened in 1987 as the CenTrust Tower during the go-go era of the 1980s financial boom. Under the direction of CenTrust chairman David Paul, the penthouse offices were decorated with gold plated faucets in the washrooms, marble walls and a luxe theater for executives. The bank was collapsed during the savings-and-loan crisis of the 1990s.



Source: The Miami Herald 8-22-16

## SEUS/Japan Participates in the Japan Business Appreciation Reception at the Miami-Dade Beacon Council



Miami-Dade Beacon Council President, Mr. Larry Williams (left), The Consul General of Japan In Miami, The Hon. Ken Okaniwa (center) and Florida Delegation, SEUS/Japan Executive Director, Mr. Dave Woodward (right) at the Japan Business Appreciation Reception on Aug. 23.

The Miami-Dade Beacon Council, Miami-Dade County's official economic development partnership and key economic development member-partner of SEUS/Japan recently hosted a Japan Business Appreciation and Networking Reception.

The event was held this past August 23 at the Beacon Council's conference center in partnership with, Florida Delegation Southeast U.S./Japan Association with sponsorship support from PortMiami and Miami International Airport and with the Consulate General of Japan in Miami as a supporting organization.

There were some 60 participants, including representatives of some key Japan Business Association Members in Miami such at Hitachi Rail, Noven/Hisamitsu Pharmaceutical and Yamaha Motors. The Hon. Ken Okaniwa, his deputy consul general, Takahiro Ogihara and research office, Kumiko Nada all attended to represent the Consulate General.

The program included remarks by Beacon Council President & CEO, Mr. Larry Williams, The Honorable Ken Okaniwa, Consul General of Japan in Miami and

Mr. Dave Woodward, Executive Director of the Southeast U.S./Japan Association.

Also providing welcoming remarks and representing Port Miami at the event was Eric Olafson, Manager, Trade Development, and speaking on behalf of the Airport was Chief of Staff Joe Napoli; both Olafson and Napoli are registered Florida delegates to the next SEUS/Japan Annual Joint Meeting to be held in Tokyo to be held this coming Sept. 20-22. A number of other Beacon Council and SEUS/Japan board members and members at large participated as well.

The event was held to thank all Japanese companies for their investments in Miami-Dade County, and to provide them the opportunity to connect and network with our staff, partners and government and business leaders in Miami-Dade County.

## LINE Received Huge Gains in Japan and New York



Line Corporation operates one of the most dominant mobile-messaging app in the world, and its initial public offering exceeded evaluations. In Tokyo, share prices opened at ¥4,900 (\$46.27), which was high from the IPO price of ¥3,300 (\$31.16). In New York, share prices rise more than 26% above the IPO price, from \$32.84 to closing at \$41.58. In fact, Line's IPO has been the largest so far in 2016 in both cities.

Line provides free voice calls and instant messaging. The company is able to generate income from the sale of entertaining stamps, advertisements, and games, which have boasted the company with over \$1 billion in revenue

last year. Recently, it has further expanded the services including taxi calling and manga and music streaming.

Line's messaging app is one of the most downloaded apps in Japan, and its revenues have gradually grown. However, the Japanese tech company has struggled to pump up the number of users and expand beyond the Japanese market and a few in the Asia region, such as Indonesia, Taiwan, and Thailand. There are nearly 215 million monthly active users as of the end of last year. Companies like WhatsApp, which was acquired by Facebook for a stellar \$19 billion in 2014, and Tencent's WeChat are other established messaging applications that offer stiff competition if Line were to expand throughout the globe. As a reference, WhatsApp has more than one billion active users, and WeChat has nearly 700 million.

Line CEO Takeshi Idezawa has high goals and ambitions for the company. He has first indicated that he wants to lead the company to rank No.1 in Asia, and then expand to other global markets. Unfortunately, the Japanese mobile-messaging app is blocked by Chi-

na, so Line must venture out to other popular Asian markets to up its active users.

In March, Idezawa announced that the company would soon launch innovative services, including a low-cost mobile carrier, and expand its mobile-payment services. These introductions can perhaps bring change to the revenue dynamics, because last year, 90% of Line's revenue came from Japan.

Despite the challenges ahead, Line exceeded IPO valuations in both Tokyo and New York Stock Exchange, and the company is soon offering different services into mobile messaging app hoping to excite the world.

*Line has many famous sticker characters. They are well recognized and used as a marketing brand for the application. (Photo by Ventureburn)*



*Source: Wall Street Journal and USA Today 6-11-16*

## Pokémon Go: Can You Catch'em All?



In its first month, the viral hit game Pokémon Go raked in \$200 million in revenue, continuing on a historic pace for a smartphone app launch.

According to SensorTower, Pokémon Go quickly outpaced the two previous titles considered to have the best opening months on mobile: Supercell's Clash Royale and King's Candy Crush Soda Saga.

Both titles generated buzz through the popularity of its predecessors: Clash of Clans and Candy Crush Saga, respectively. During its first month, Clash Royale generated nearly \$125

million in revenue, finds SensorTower. Meanwhile, Pokémon Go netted seven times more revenue than Candy Crush Soda Saga, which opened with roughly \$25 million.

"This is not only a testament to Pokémon Go's unparalleled popularity, but, when also viewed against Clash Royale's first month, also speaks to how the measure of a hit game's launch (at least from a revenue perspective) has changed in just two short years," said SensorTower's Randy Nelson.

Pokémon Go is an augmented reality game where players capture "pocket monsters" called Pokémon using a GPS map on their smartphone and a camera. According to Apple, the game generated more downloads in its first week than any other app.

Last week, game developer Niantic urged players to remain patient after the company released an update strip-

ping out key features, most notably a tracking system where players could find "Nearby" Pokémon. The developer was also criticized for failing to respond quickly to player complaints.

"We want you to know that we have been working crazy hours to keep the game running as we continue to launch globally," reads an excerpt from Niantic's statement, released last week.

The developer released an update Monday rolling out a revamped version of the tracker which shows "Sightings," and appears to only display Pokémon in the player's immediate location. However, it's only available to a limited number of users as part of a test. Other features added include bringing back the battery saver option and adding more warnings to prevent users from playing while driving.

*Source: USA Today 8-9-16*

## Calendar/Upcoming Events

### Gundam from Japan Grand Opening Event

Date: September 3, 2016 10:00 AM-5:00 PM

Where: 180 Racetrack Rd.

Antique Village 23 & 24

Oldsmar, FL 34677

For more information, please click [here](#)

### Sushi & Stroll at the Morikami Museum

Date: September 9, 2016 5:30-8:30 PM

Where: The Morikami Museum and Japanese Gardens

4000 Morikami Road

Delray Beach, FL 33446

For more information please visit:

[www.morikami.org](http://www.morikami.org)

### JET Program Information Session

Date: September 12, 2016 9:00-10:30 AM

Where: Florida International University

Modesto Maidique Campus

11200 S.W. 8th St., Graham Center (GC) 288

Miami, FL 33199

For more information please visit:

[asian.fiu.edu/events](http://asian.fiu.edu/events)



## Save the Dates!!! September 20-22, 2016

39th Annual Joint Meeting  
of the

Japan-U.S. Southeast &  
Southeast U.S./Japan Associations

The Imperial Hotel  
Tokyo, Japan

## October 22-24, 2017

40th Annual Joint Meeting  
of the

Southeast U.S./Japan &  
Japan-U.S. Southeast Associations

Greenville, South Carolina  
Hyatt Regency

Further Information:

[info@fl-seusjapan.org](mailto:info@fl-seusjapan.org) or 786-235-8289  
or visit us online at [www.fl-seusjapan.org](http://www.fl-seusjapan.org)

## LET'S PRACTICE JAPANESE!



Summer is here!  
夏が来ましたね!  
Natsu ga kimashita ne

The ocean is beautiful  
海がきれいですね。  
Umi ga kirei desune

Let's go see fireworks!  
花火を見ましょう!  
Hanabi wo mimashou!

It is very hot outside  
外は暑いですね。  
Soto wa atsui desune

### FLORIDA DELEGATION, SEUS/JAPAN ASSOC.

MAILING ADDRESS:  
P.O. Box 226647  
Miami, FL 33222-6647

TEL: 786-235-8289 FAX: 786-235-8290

Visit our website:

[www.fl-seusjapan.org](http://www.fl-seusjapan.org)

Contact us by e-mail:

[info@fl-seusjapan.org](mailto:info@fl-seusjapan.org)

### Newsletter Editor:

Dave Woodward, Executive Director

Florida Delegation SEUS/Japan Association

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*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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