

# The Florida | Japan Report

Published By



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

"Florida Delegation"

## Spring-Summer 2015 Edition

### Florida Delegation Continues Preliminary Preparations for 38th Annual SEUS/Japan Joint Meeting in Birmingham



Gov. Rick Scott, Florida Delegation Leader to the 36th Annual SEUS/Japan Joint Meeting

Florida Delegation, Southeast U.S./Japan Association, Inc. (SEUS/Japan) is pleased to announce it has now opened early bird registration for Florida delegation members for this year's 38th Annual Joint Meeting of Southeast U.S./Japan and Japan U.S./Southeast Associations which will be held this coming November 15-17, 2015 in Bir-

mingham, Alabama. (See flyer on the back page of this newsletter.)

The format of this year's conference will be similar to previous joint meetings hosted by other SEUS/Japan member states, beginning on Sunday Nov. 15 with sight seeing tours, a golf tournament, and welcome dinner. The main conference day will be Monday Nov. 16 with an opening ceremony, plenary session, followed by a luncheon with a keynote guest speaker, then an afternoon breakout session.

As in past years, attendance for this year's joint meeting is expected to be in the 400-500 range, most of the SEUS state delegations are expected to be headed by their respective Governors or Secretaries of Commerce, and all three Southeast U.S. Japanese Consuls General (Miami, Atlanta, Nashville) will participate along with economic development, business, government,

and tourism officials from all of the member states.

Governor Scott has been invited to lead the delegation along with Secretary of Commerce Bill Johnson. The Florida delegation annual meeting of members will be held on Nov. 15 just prior to the welcome reception.

The SEUS/Japan Joint Meeting program offers Florida delegates an opportunity to meet with top government and business leaders from Japan and the other six Southeast U.S. member states. Space is limited, so anyone interested is encouraged to pre-register now.

More information is also available at on our website: [www.fl-seusjapan.org](http://www.fl-seusjapan.org) or via e-mail: [info@fl-seusjapan.org](mailto:info@fl-seusjapan.org), and Florida Delegation registration materials will be available soon, including a special 'early bird' rate.

### Florida Delegation Announces Preliminary Plans for Next Florida-Japan Summit

Florida Delegation is pleased to announce it's next Florida-Japan Summit will be held the afternoon of this coming September 2 at Florida International University. This will be the 12th Annual Florida-Japan Summit, which is Florida Delegation's mid-year annual gathering of Florida-Japan business, education, tourism,

and cultural leaders for info existing or develop new friendship ties.

This year's summit will include keynote remarks normally delivered by the Consul General of Japan in Miami, who is invited to participate as the keynote speaker each year. Sequential panels on Florida-Japan business, education, tourism and cultural ties, a Q & A session will follow the keynote remarks, and an Asian business networking reception immediately following the summit program.

For more details and registration info, contact us by phone or visit us online at [www.fl-seusjapan.org](http://www.fl-seusjapan.org)



From left to right: Dr. Tadayuki Hara, Associate Dean for Administration & Finance, Rosen College of Hospitality Mgt., University of Central Florida; Mr. Dave Woodward, Executive Director, Florida Delegation, SEUS/Japan Assoc.; Ms. Bonnie Lemay, Administrator, Morikami Museum & Japanese Gardens; Mr. Randal J. Baker, President, Morikami Board of Trustees. Below, Florida Delegation Staff from left to right: Membership Coordinators Mr. Carlos Espinosa & Ms. Mai Watanabe, and Mr. Dave Woodward, Executive Director



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## Sato Global Solutions Opens Global Tech Hub in Fort Lauderdale



After scouring sites across the U.S., a major Japanese company is setting up the global headquarters for its new software division in Fort Lauderdale — a decision that could boost the region's stature in tech circles.

Sato Holdings of Tokyo will invest \$5 million this year and aims to employ 200 people in three years at its new Sato Global Solutions. The division will develop and market software for hospitals, retailers and others to track items ranging from hip implants to mobile devices.

Sato employs more than 4,000 people worldwide, including about 300 in Pinebrook, N.J.; the Chicago area; Charlotte; and Daytona Beach. Sato selected Fort Lauderdale for the hub because it's centrally located in South Florida. Its location at 110 Tower at 110 SE Sixth St. also offers access to public transportation, including the proposed Wave streetcar set to stop in front. Beedles said. Sato employees average about 20 years' tenure with the company, and Matsuyama wants to offer a work

environment at the new division that will encourage staff to stay and innovate

For the Greater Fort Lauderdale Alliance, the high-profile foreign investment helps advance Broward's place on the world tech map. "We really want to build our brand on the technology side," said Swindell, referring to Citrix, Ultimate Software, Motorola and Microsoft's Latin American headquarters as some of the best-known tech operations in Broward. "We already have the brand on the fun side" in tourism.

The Alliance helped Sato make contacts and obtain state and local incentives. Based on an initial \$4 million investment and the creation of 35 jobs at average salaries of nearly \$88,000 per year, the company will receive roughly \$245,000 in tax benefits, Swindell said. And that's just the start. Matsuyama has aggressive growth plans. Since becoming CEO in 2011, he has increased Sato's annual revenues from more than \$700 million to top \$900 million. And he sees software and the U.S. market offering the best potential to bring those revenues beyond \$1.3 billion in 2020. Sato is best known for its machines that print thermal bar

codes and for factories that make tags and labels used on clothes and other goods, including radio-frequency IDs. Sato will celebrate the grand opening of its Fort Lauderdale office Friday.

Sato joins at least two other high-profile Japanese companies active in Broward. Nipro of Osaka in 2010 bought Fort Lauderdale's Home Diagnostics, which makes testing kits for diabetes, and renamed the business Nipro Diagnostics. And JM Family Enterprises of Deerfield Beach for decades has distributed Japan's Toyota vehicles for five southeastern U.S. states, Swindell said.

Most Japanese companies active in South Florida have tended to set up in the Miami area, including the Latin American regional headquarters for such multinationals as Canon, Daikin McQuay and Olympus. Florida Delegation's Executive Director attended SATO's grand opening event this past May 29 in Fort. Lauderdale along with Swindell, Florida Secretary of Commerce Bill Johnson and Japanese Consul General Shinji Nagashima.

Source: *The Sun Sentinel* 5-27-15

## Japan's First Quarter Growth is Fastest in a Year

Solid recoveries in both the household and corporate sectors helped Japan post surprisingly robust growth for the first quarter of 2015, confirming that the nation has left behind last year's recession. Real gross domestic product, the broadest measure of economic activity, grew by an annualized 2.4% between January and March, the government said Wednesday, much stronger than a revised 1.1% in the October-December period. It also beat a 1.5% growth forecast by economists surveyed by *The Wall Street Journal*.

The figures offer support for policy makers' view that the economy is on its way to recovery, as growth in corporate profits is leading to pay raises for workers and greater consumer spending. "We thought it would be a matter of time before things turned upbeat, but my impression today was that things have turned brighter earlier than expected," said Tomo Kinoshita, chief economist at Nomura Securities Co.. Inventories contributed 0.5% percentage point to overall quarterly growth of

0.6%. Without that, annualized growth for the first quarter would have been just 0.4% rather than 2.4%. Prime Minister Shinzo Abe has tried to put Japan's economy on a track to sustained growth with a mix of monetary and fiscal stimulus since taking power in late 2012. Mr. Abe's efforts have been frustrated by a sales-tax increase in April last year that chilled consumer and business sentiment and tipped the economy into its fourth recession in a decade.

The latest data show acceleration in the economy's recovery from that slump, as spending by businesses and households rebounds. Household spending rose 0.4% from the previous quarter, higher than the 0.2% increase forecast by economists. Residential housing investments grew 1.8%, the first increase in four quarters. Helped by the yen's weakness—a result of the Bank of Japan's aggressive easing policies—exports continued to rebound, expanding 2.4% from the previous quarter. As corporate profits swelled,

capital spending rose 0.4%, marking the first increase in four quarters. Economy minister Akira Amari called the inventories expansion "a positive development," as it came alongside higher consumption, residential and capital investment.

The corporate sector contributed to the latest expansion by spending more at home. After years of shifting production overseas, some companies, such as Canon Inc. and Panasonic Corp., have moved some production back to Japan as the yen's weakness makes domestically made products more competitive. Furthermore, economists note that a shortage of workers at home has likely forced companies to invest in automation and information technology. Economists expect exports to continue to support Japan's growth going forward, despite recent signs of a slowdown in China and the U.S. It is safe to say exports are now increasing, the economists said.

Source: *Asia Wall Street Journal* 5-20-15

## Japan Air Carriers Soar on Tourism Boom



Japan's two biggest airlines Thursday reported higher profits for the just-ended fiscal year thanks to a recent tourism boom and cheaper oil prices. ANA Holdings Inc., the parent of All Nippon Airways Co., said its operating profit increased 39% to ¥91.5 billion (\$768.8 million) on revenue of ¥1.713 trillion last fiscal year. Meanwhile, Japan Airlines Co. said its profit rose 8% to ¥179.7 billion on revenue of ¥1.345 trillion.

"In the past, demand tended to be weak during fourth quarters, but thanks to a large number of foreign visitors to Japan and falls in oil prices, our (fourth-quarter) operating profit turned to black for the

first time in three years," said Yuji Hirako, ANA Holdings' senior vice president.

Recent data from the Japan National Tourism Organization showed that the number of monthly foreign visitors to Japan reached 1.5 million for the first time in March. That figure bodes well for Prime Minister Shinzo Abe's target of attracting 20 million people annually by 2020 when Tokyo hosts the Summer Olympics. "The number of foreign visitors may increase even further if the yen's weakness continues. The 20 million target could be achieved earlier than 2020," Mr. Hirako said.

While lower oil prices have reduced a large part of the airlines' operating costs, JAL expects cheaper fuel surcharges to weigh on its earnings for the current fiscal year. JAL sees its operating profit falling to ¥172 billion on revenue of ¥1.328 trillion. Still, the airline's president Yoshiharu Ueki said he is eager to reverse the negative outlook by taking

advantage of the tourism blast.

"Looking at flight reservations for April and May, demand seems strong both domestically and internationally," Mr. Ueki said. On the other hand, ANA Holdings expects its operating profit to rise to ¥115 billion on ¥1.79 trillion in revenue on the back of its global network expansion.

ANA could also benefit from its tie-up with Skymark Airlines, which filed for bankruptcy protection and agreed recently to accept support from the airline, although Mr. Hirako said it is difficult to determine the extent of the financial impact from the sponsorship. Still, the deal is likely to help ANA Holdings benefit from Skymark's valuable takeoff-and-landing slots at Tokyo's Haneda Airport.

*Source: Asia Wall Street Journal 5-6-15*

## JETRO Invites U.S. Companies to Trade Fair in Hamamatsu, Japan

JETRO Hamamatsu will invite foreign companies to Hamamatsu city to provide business meeting opportunities at "9th Business Matching Fair in Hamamatsu 2015". This program's purpose is to offer new business opportunities to both Japanese companies and foreign companies.

Foreign companies invited by JETRO can have business meetings with small and medium size companies in Hamamatsu. The business meeting field is manufacturing machines, processing machinery, photonics, optics and medical related products, etc. By making full use of the opportunity of business matching, invited foreign companies can acquire in high grade Japanese skills.

Hamamatsu which is located in Shizuoka Prefecture is a well-known city for leading Japanese manufacturing industries. Hamamatsu has developed into one of the foremost manufacturing cities in Japan, led by the major industries of automobile, motorbike and musical instruments. There are numerous worldwide leading companies, such as Suzuki, Yamaha, Honda and Roland in Hamamatsu City.

As well as these major industries, the photonics industry has been developing rapidly in recent years led by the companies like Hamamatsu Photonics and there are many startup venture companies trying to develop their new technologies. Last year, the 8th Annual Hamamatsu Business Matching Fair had over 8,300 visitors and 294 booths oper-

ated by 252 companies. Please see below schedule below:

### **Details of 9th Business Matching Fair in Hamamatsu are as follows:**

Dates: July 22-23 ,2015 (JETRO Invitation Program July 21-25)

Location: Act City Hamamatsu Event Exhibition Hall

Organizer: Hamamatsu Shinkin-bank, Hamamatsu Chamber of Commerce and Industry

Travel Expenses to be covered by JETRO:

- Airfare: round trip air fare (paid in kind)
- Transportation fees in Japan.
- Round-trip train fare and limousine bus fare between airport and hotel Accommodation.
- Accommodations during the program. Travel insurance: applicable only during invitation period.
- Interpreter: (1) interpreter

Itinerary

### Itinerary

<b>21 Jul. (Tue)</b>	Arrival in Japan and move to Hamamatsu
<b>22 Jul. (Wed)</b>	Business meeting and visiting the exhibition hall in Hamamatsu
<b>23 Jul. (Thu)</b>	Business meeting and visiting the exhibition hall in Hamamatsu
<b>24 Jul. (Fri)</b>	"Industrial Tour" in Hamamatsu (Factory Visit, Company Visit and etc)
<b>25 Jul. (Sat)</b>	Leaving Japan

For more information, please visit JETRO's website at [www.jetro.go.jp/en/jetro/](http://www.jetro.go.jp/en/jetro/)

or contact the Florida Delegation office with any questions.



**Save the Dates!!!**

**November 15-17, 2015**

**38th Annual Joint Meeting**  
of the

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

"Initiative For A Sustainable Future—Through Continuous Innovation"

**Sheraton Birmingham Hotel in  
Birmingham, Alabama**



Further Information:  
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## 12TH ANNUAL FLORIDA-JAPAN SUMMIT

**Save the Date!!!**  
**September 2, 2015**

2:00-5:00 PM

Presented by:



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

In Partnership with:

**FIU**

**Asian Studies  
Program**

**Florida International University  
Modesto A. Maidique Campus  
MARC Pavilion  
11200 SW 8th Street**



*Florida International University Asian Studies Institute SIPA Building*

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or visit us online at [www.fl-seusjapan.org](http://www.fl-seusjapan.org)

## Other Upcoming Japan-Related Events

### **The Morikami Menagerie: Creatures in Japanese Art**

Dates: June 16– September 13, 2015

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)

### **Japanese Heritage Day**

Dates: June 28, 2015

Where: Marlins Park, West Plaza  
501 Marlins Way  
Miami, FL 33125

For more information, please visit:  
[www.miami.mlb.com/mia](http://www.miami.mlb.com/mia)

### **Photo and Pottery Exhibition: In Celebration of the 20th Anniversary of the Sister-State Relationship Between Florida and Wakayama, Japan**

Dates: June 1– August 31, 2015

Where: The Gallery for Innovation and the Arts  
RA Gray Building  
500 South Bronough Street  
Tallahassee, FL 32399

For more information, please visit:  
[www.dos.myflorida.com/cultural/news-and-events](http://www.dos.myflorida.com/cultural/news-and-events)

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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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