

The Florida | Japan Report

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

"Florida Delegation"

Summer-Fall 2020 Edition

New Dates Confirmed for 43rd AJM in Tokyo



Japan's Ambassador to the U.S., Shinsuke Sugiyama opening remarks at last year's jt. mtg.

Florida Delegation, Southeast U.S./Japan, SEUS/Japan Association is pleased to announce that the new dates for the 43rd Annual Joint Meeting of Japan-U.S. Southeast and Southeast U.S./Japan Associations have been confirmed by the Japan host committee as October 26-28, 2021 at the Imperial Hotel in Tokyo. Originally scheduled for this Oct., the event has been postponed till next year due to the continued COVID-19 global pandemic; Florida is now scheduled to host the program in the fall of 2022. According to Florida Delegation Executive Director, Dave Woodward, "This annual joint meeting program has only been postponed on two previous

occasions in its 45-year history: most recently in 2011 when Japan had its earthquake-tsunami national disaster and again in 2001 due to the 911 disaster in the U.S."

"We are pleased the Japan host committee was able to reschedule the event till next year out of abundance of caution due to the continued global pandemic, that Florida will now have the opportunity to host in 2022, allowing us more time to prepare as Florida's economy recovers from the impact of the pandemic," added Florida Delegation Board Chair Keith Norden, who serves as President & CEO of Team Volusia EDC in Daytona Beach and is a long-time participant in the annual joint meeting programs.

As is customary, Florida Governor Ron DeSantis will be invited to officially lead the Florida Delegation to this prestigious event. In addition to the SEUS member state governors/head of delegations, senior officials of Japan and the U.S. are expected to attend, with total attendance projected at 350-400 participants. Mr. Teruo Asada, Executive Advisor of Marubeni Corporation, will

serve as the meeting's Japan-U.S. Southeast Delegation Leader and Chairman. Mr. Virgil R. Miller, Executive VP & COO, Aflac U.S./President, Aflac Group Insurance, will serve as SEUS/Japan's conference co-chairman. The new U.S. Ambassador to Japan (nomination pending), is expected to serve as a keynote speaker

This annual program offers delegates an opportunity to meet with top government and business leaders from Japan and the other six Southeast U.S. member states. Florida Delegation will hold its annual meeting of members in conjunction with the start of the joint meeting on October 26, immediately prior to a welcome reception for all Japan & SEUS delegates. Florida Delegation will work closely with Enterprise Florida's Japan office to co-organize a possible Florida business seminar in conjunction with next year's meeting. At the close of the joint meeting, hosting responsibilities will be transferred to Florida for 2022-23 with an announcement of the 2022 venue in Florida. Florida last hosted in 2006 in Orlando.

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43rd Annual Joint Meeting

*of the
Japan-U.S. Southeast
& Southeast U.S./Japan Associations
October 26-28, 2021
Imperial Hotel, Tokyo*

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Message from the Executive Director

As reported in the article above, The 43rd Annual Japan-U.S. Southeast and Southeast U.S./Japan Associations Joint Meeting has been postponed. The event will now take place on October 26-28, 2021 at the Imperial Hotel in Tokyo.

While a preliminary program agenda is not yet available, we anticipate doing the normal 3-day format of holding out Florida Delegation meeting on the first day, Tuesday, Oct. 26 in conjunction with a possible Enterprise Florida Business Seminar or similar event and just prior to the general welcome reception for all Japan and SEUS participation delegates that evening.

Once the joint meeting details have been firmed up, we plan to offer an 'Early Bird' discounted registration program next year. At that time, we will have brochures and more detailed announcements available. In the meantime, if you have any questions or would like more information, feel free to contact us via email or the phone number shown on page 4.

I also want to remind everyone that Florida will have the rare once-in-a-14-year opportunity to host the 44th Annual Joint Meeting in the fall of 2022. More details to follow on this as well as they become available. Meanwhile Florida Dele-



Dave Woodward, Executive Director, Fla. Deleg., SEUS/Japan Assoc..

gation is also planning its next statewide Florida Japan Summit this coming spring. Details to be announced once confirmed.

What to Expect from Japan's New Leader



The Hon. Yoshihide Suga, newly appointed Prime Minister of Japan.

He studied at Hosei University in Tokyo, and served as a secretary to a Yokohama politician, Okonogi Hikosaburo. During that time he met and married Mariko, with whom he has three sons.

Suga won a Diet seat in the 1996 Lower House Election at the age of 47, after serving as a Yokohama city councilor. Years later he became part of Abe's first cabinet, as the Minister of Internal Affairs

71-year-old Yoshihide Suga wasn't born into politics. He grew up on a strawberry farm in Akita prefecture, northeastern Japan. Suga came to Tokyo after he graduated from high school, and worked at a cardboard factory.

and Communications. Abe's first term as Japan's prime minister lasted just one year, 2006-2007, but Suga pushed for Abe's return and helped him regain leadership of the party five years later.

As chief cabinet secretary, Suga became the face of Abe's next government, from 2012 to 2020. It was Suga who announced the name of Japan's current era, Reiwa. The moment earned him internet fame and the nickname "Uncle Reiwa". In the leadership race for the Liberal Democratic Party on September 14, Suga won more than 70% of the votes cast, beating two other veteran politicians, with a promise of continuity.

He has carried that theme through to his cabinet, with 15 of the 20 ministers announced this week being part of the Abe government at some point. Suzuki Kazuto, a professor of international political economy at Hokkaido University, says that although Suga is yet to lay out his own foreign policy blueprint, his choices for foreign and defense ministers suggests he plans to maintain the status quo. Simultaneously, the opposition is reinventing itself in a bid to change the tide. While

the LDP has a new leader in Prime Minister Suga, the newly expanded Constitutional Democratic Party was launched this week with 150 Diet members. Although the LDP has three times that number of lawmakers, that does not mean the opposition has no chance in an election.

There's less than a year to go before the end of the current term for the Diet's Lower House, and a snap election is rumored to be under consideration. Asked about that possibility, Suga has said that the public expects him to focus on ending the coronavirus outbreak and rebuilding the country's economy. It's understood that both of those issues will inform any decision to dissolve the Lower House.

Professor Nakakita says a snap election could be a game-changer: "If the opposition party can gain more seats in the next election, it could give them momentum. If the CDP loses seats, it is highly likely that the opposition parties will enter a state of confusion again. The timing of a snap election will present a major crossroads for Japan's political structure."

Source: NHK, 09-18-20

Pres. Trump Nominates Kenneth Weinstein as US Envoy to Japan

President Donald Trump has nominated Kenneth Weinstein, president and CEO of the Washington-based Hudson Institute think tank, as the American ambassador to Japan, the White House announced Friday.

A fluent French and German speaker, Weinstein serves on the Advisory Committee for Trade Policy and Negotiations, which provides counsel to the United States trade representative.

Weinstein's nomination requires Senate approval. The post has been vacant since previous envoy William Hagerty stepped down in July last year to run for

the Senate.

Weinstein met with Japanese Prime Minister Shinzo Abe at the prime minister's office in Tokyo on July 24 last year.

[Editor's note: the U.S. Ambassador to Japan normally serves as a keynote speaker at SEUS/Japan annual joint meetings.]

Source: Nikkei Asian Review, 03-14-20



Pres. Trump's Nominee for U.S. Ambassador to Japan, Mr. Kenneth Weinstein.

New Japanese Deputy Consul General Arrives in Miami



Mr. Koji Adachi, newly appointed Deputy Consul General of Japan arrives at the Japan Consulate in Miami.

Mr. Koji Adachi arrived in Miami on July 19, 2020 to assume the role of Deputy Consul General of the Consulate General of Japan in Miami.

Previously, he had served in several embassies of Japan in Middle Eastern states including Syria, Sudan and Kuwait; his immediate past post was at the Consulate General of Japan in Dubai, United Arab Emirates, where he served as Deputy Chief of Mission.

He speaks Arabic and English in addition to his mother tongue Japanese. He received a bachelor's degree in political science from Meiji University in Tokyo.

Mr. Adachi replaces the previous Deputy Consul General, Mr. Takahiro Ogihara, who recently completed his 4-year term of service in Miami, and was transferred to the Japanese Embassy in Bolivia.

Please join us in welcoming Mr. Adachi to Miami, and in wishing Mr. Ogihara all the best with his new assignment in at the Japanese Embassy in La Paz, Bolivia.

COVID-19 Reshapes Japan's Office Real-Estate Market

The coronavirus pandemic has made working from home commonplace, and left many companies looking to reduce office space. The problem is, relocating in Japan can be crushingly expensive, even if you're downsizing. But some innovators are offering a solution.

When a company in Japan relocates, they have traditionally paid to have their old office remodeled and restored to its original, unfurnished state. Carpets are replaced, walls are removed, lighting fixtures are torn down, and the painters turn the wall a spotless white. In central Tokyo, the average cost for this work is nearly \$100,000.

Landlords typically prefer to rent their rooms as empty shells because it means they won't be responsible for repairs. Even the interior walls belong to the tenant.

But this standard may be starting to change as the coronavirus pandemic reshapes the office rental market and puts pressure on the owners.

For eight years, Tokyo landlords had all the bargaining power as demand for land rose. But that trend reversed in March and analysts say the uptick in availability will only continue to grow in the coming months.

This means that Tokyo-based Hitokara Media has been busier than ever. The company mediates between tenants and owners, and tries to minimize the costs of a relocation.

Chief sales director Kohata Daichi says they're getting more and more enquiries from companies looking to quit their leases and move into smaller digs. This would have been difficult in the past, when owners refused to renegotiate agreements. But with the current market favorable to tenants, Kohata says many are willing to discuss new terms as long as Hitokara Media can find a replacement.

Renovation fees aren't the only hurdle for a relocation. Tenants usually have to give six months' or even a full year's notice and pay rent for that period. But a new company called Ven-

ture Property is trying to solve that issue.

The firm takes over the office space, furnishings and all, from tenants who want to move out quickly. It then leases them "as-is" to other companies, with an agreement that the new tenants can also leave at short notice and without paying for any restoration work.

CEO Udagawa Yoshihiro says many companies rent office space without thinking they will one day move out, and they are often shocked at how long and expensive the process is. He says his company offers other businesses an exit strategy.

For companies going through tough financial times, services such as those offered by Hitokara Media and Venture Property can be a lifeline, and even the landlords see the benefit, as they too worry about the future and how to fill their office space.

Source: NHK, 05-30-20

Japanese Racer Sato Takuma wins 2nd Indy 500

Japanese driver Sato Takuma has clinched his second victory in the Indianapolis 500 motor race. He last took the title in 2017.

The 104th running of the Indy 500 took place on Sunday with no spectators in the grandstands. The event in the US state of Indiana had been delayed for about three months due to the coronavirus pandemic.

Sato qualified in third place and drove a tight race until the final laps against another car that was also powered by a Honda engine. He took the lead with 27 laps to go.

With just five laps remaining, a driver behind Sato crashed, bringing out the safety car and keeping Sato in the lead.

Sato is a former Formula One racer. The 43-year-old has been

taking part in the IndyCar series since 2010, and was the first Japanese driver to win the championship. This year was his 11th appearance.

The Indy 500 is part of the "Triple Crown of Motorsport," alongside the Monaco Grand Prix and the 24 Hours of Le Mans.

Drivers race 200 laps around an oval circuit, covering a distance of 500 miles and reaching top speeds of about 350 kilometers per hour.

Source: NHK, 08-24-20



Sato Takuma, winner of the Indy 500.

Amabie: The Ancient Beast Helping Japan Ward Off the Coronavirus



hair. Meet Amabie, the 19th century half-fish, half-human that's resurfaced to keep people safe.

The mermaid-like creature began appearing on social media in Japan in early March and was soon being tagged in upwards of 30,000 posts a day. Manga artists rendered the creature in their own styles, sharing images alongside messages wishing for an end to the virus.

Amabie then got official recognition when Japan's health ministry made it the face of its public safety campaign. After that, it started appearing on cookies, face masks, candy, bread rolls, the obligatory Starbucks logo pastiche, and even statues in parks.

According to a woodblock-printed news sheet dated April 1846, the creature made its first and only appearance in the sea off Higo Province, now Kumamoto Prefecture, on the southern island of Kyushu. As the story goes, a government official went down to the beach to investigate reports of something shining in the water. When the official arrived, a mermaid-like creature emerged, introduced itself as "Amabie who lives in the sea," and issued two predictions. "For the next six years, there will be a bountiful harvest across Japan, but there will also be an epidemic." Amabie then told the official, "Quickly draw a picture of me and show it to people," and disappeared back into the sea.

Nagano Eishun, librarian of the Fukui Prefectural Archives and an expert on ancient spirits, says Amabie is one of more than a dozen prophecy beasts reported during the Edo period, and it probably derives from an ape-like creature with a similar name.

In 1843, three years before Amabie first appeared, there were reports of a three-legged simian in the same province. The furry beast went by the name Amabiko and its origin story was strikingly similar. A

woodblock printed news sheet from the era said a man went down to the sea to investigate reports of glowing lights. Amabiko introduced itself, predicted a rich harvest and an epidemic, then claimed that people would survive and live long, healthy lives if they saw the creature's image.

"The two have so much in common, it's natural to think that Amabiko was Amabie's former self," says Nagano. And he says the monkey was far more famous than the mer-creature in the 19th century. During times of plagues, such as cholera and dysentery, people used a picture of Amabiko as a good luck charm.

After many decades out of the spotlight, Amabie is finally getting the attention it craves with some help from social media. But Nagano says there's a fundamental difference between then and now.

"Back in the 19th century, those images were only supposed to save the person who bought the news sheet. But now people are spreading the images to protect everyone. I would say that shows we've made big progress."

Source: NHK, 05-30-20

Calendar/Upcoming Events

The Way Of Tea: Sado Demonstration

Date: October 24, 2020

Time: 12:00 PM

Where: Morikami Museum and Japanese Gardens
4000 Morikami Park Road
Delray Beach, FL 33446

Origami Workshop

Date: November 23, 2020

Time: 1:00 PM

University of West Florida, Building 71, Room 141
11000 University Pkwy
Pensacola, FL 32514

Online Events

Japan Virtual Matchmaking

Virtual Business Matchmaking will be provided by EFT's international representative in Japan.

The VBM delivers virtual introductions via teleconference or video conference with five interested agents, distributors or partners in your target markets who have been pre-screened and pre-qualified. [Click here for details.](#)

LET'S PRACTICE JAPANESE!

It's getting cooler, isn't it?

涼しくなりましたね。

Suzushiku narimanshita, ne.

This cold breeze feels good.

この涼しい風が気持ちいいです。

Kono suzushii kaze ga kimochi ii desu.

Let's go see the autumn leaves

紅葉を見ましょう。

Momiji wo mimashou.

Excuse me (polite greeting when entering someone's home).

失礼します。

Ojama shimasu



Save the Dates!!!

October 26-28, 2021

43rd Annual Joint Meeting
of the

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

Tokyo, Japan
The Imperial Hotel



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