

Aichi Int'l Business Newsletter

— Business and Economic Close-Up on Aichi and the Greater Nagoya Region —

JAXA to Open Facility in Nagoya

Greater Nagoya's position as Japan's leading aerospace and aviation region received a boost with the recent announcement from the Japan Aerospace Exploration Agency (JAXA) that it will establish a new **Flight Research Center** at Nagoya Airport in Toyoyama.

The Flight Research Center will provide support to the development of Japan's first nationally produced commercial jet, the Mitsubishi Regional Jet (MRJ), which is expected to take flight early in the next decade. JAXA's facility will be in close proximity to the MRJ factory.



Utilizing a Cessna jet, JAXA will contribute to the MRJ's development by gathering flight data, carrying out performance evaluations and advancing research on cutting-edge systems. JAXA will also conduct research on ultrasonic transport at the facility.

JAXA's Nagoya facility will take advantage of the airport's 2700-meter runway for test flights. The Flight Research Center is tentatively scheduled to open in the spring of 2011 with initial test flights taking off in the fall.

Since the opening of Central Japan International Airport (Centrair) in the outskirts of Nagoya to serve both domestic and international routes, Aichi Prefecture has repositioned Nagoya Airport as a gateway for business and regional aircraft.

Nagoya to Host Japan's Premier Aerospace Event

With a considerable majority of Japan's total aerospace manufacturing output coming from Central Japan, it seems only fitting that the region's biggest city should host the country's biggest aviation event. In 2012, Nagoya will have its turn to showcase and reinforce its contributions to the aerospace industry when it hosts the **Japan International Aerospace Exhibition**, the event's organizer, the Society of Japanese Aerospace Companies, recently announced.

The trade show, which will be held for the thirteenth time in 2012, assembles domestic and international aerospace-related companies and organizations to promote business and exchange in the industry. While the exhibition has been held in Aichi's neighboring prefecture of Gifu twice during its 40-year-plus history, 2012 will mark the first time for the event to be held in Nagoya. At last year's event in Yokohama, over 500 companies exhibited.

While the dates for the Japan International Aerospace Exhibition have yet to be finalized, the event is planned for autumn of 2012 and will take place in Port Messe Nagoya and nearby aerospace facilities. Updated information on exhibiting and reports from past exhibitions are available on the event's official website: www.japanaerospace.jp/english/index.html.

Toyota Partner Robot Jazzes Up Robotics Exhibition

Visitors to the recent **International Robots, Vision and Motion Control Show** were treated to a performance by one of Japan's rising stars on the music scene. The trumpet renditions of popular tunes were flawless and the audience was captivated by every note. If one criticism could be made of the performance, it's that it was somewhat lacking in soul. But that's to be understood. After all, the fact that the trumpeter had lungs was a marvel in itself.

The **Toyota Partner Robot**, which debuted at the Aichi World Expo, was a major draw for the biannual robotics industry trade show and exhibition, which was held June 9-11 just outside of Chicago.



While the Partner Robot's performances of such tunes as "the Disney Medley" and "I Just Called to Say I Love You" were certainly awe-inspiring, it was the autonomy and dexterity demonstrated by the robot's flexible fingers, its mechanical lung and its ability to walk that captured the attention of robotics experts at the show.

The Partner Robot is the face of Aichi-based Toyota's efforts to develop robots to assist humans in areas such as healthcare and personal mobility. In addition to showcasing its innovations through the entertaining performances, Toyota also outlined its plans for further advancing the field of robotics during a conference session entitled "The Latest Advances in Service Robotics."

DENSO Robotics, a Toyota group company and a leader in industrial robotics, also had a significant presence at the event. Denso, which, like Toyota, is based in Aichi prefecture, exhibited its sophisticated factory robots and related software.

**Aichi Prefectural
Government
San Francisco Office**
c/o JETRO San Francisco
201 Third Street, Suite 1010
Phone: 415-392-1333 ext. 252
Email: aichisf@jetro.go.jp
Douglas Shelton