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----Aichi Prefectural Government (JAPAN) Email Newsletter  
Vol.12 (April 2009) -JETRO Paris Aichi Office

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Aichi Prefectural Government plans to use this Email Newsletter to provide overseas visitors with the latest information on corporate incentives, tourism and various other activities in Aichi prefecture on a regular basis. If you get the chance, we hope that you will come back and visit Aichi prefecture again some day.

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1 TOPNEWS: Aichi Support Desks are now open in Vietnam and the Jiangsu province in China!

● In a part of a program the promotion of economic exchanges between Asia and the Aichi Prefecture, we have established the support desks in Vietnam and the Jiangsu province in China. At these desks, the practical services will be conducted in order to support the companies of Aichi located in these countries. Here are some details on these desks.

◆ Vietnam

Main Activities

- Organize some meetings to create a network for companies of Aichi located in Vietnam.
- Gather some information from the Vietnamese government through regular meetings, and communicate the demands of Japanese companies.

(Consultations with Japanese companies are organized at the Japan Desk set up in the Investment Promotion Center - North Vietnam, Foreign Investment Agency.)

Location

Ministry of Planning and Investment of Vietnam, Foreign Investment Agency, Investment Promotion Center - North Vietnam

◆ Jiangsu province, China

Main Activities

- Consulting service for companies of Aichi
- Organize some meetings to create a network for companies of Aichi located in this region
- Gather some information from the Chinese government through regular meetings, and communicate the demands of Japanese companies.

Location

Main Desk: Itochu Shanghai Ltd. Nanjing Branch

Meeting place: i-LOGISTICS (Shanghai) Corp. Suzhou Office

● Please discover the new initiatives of Aichi Prefecture!

## 2. Special Issue

「The situation of the Southern Economic Corridor of the GMS (Greater Mekong Subregion)」

● In the program of the economic partnership promotion between Asia and the Aichi Prefecture, we participated in the survey visit to Cambodia, organized by ASEAN-Japan Center and the Council for the Development Cambodia, to evaluate the investment environment.

We introduce here the investment situations in Cambodia, Southern Economic Corridor and Southern-Coast Economic Corridor.

Q : What are the purpose and the itinerary of this mission ?

A : The aim of this visit is to gather and verify the information on the situations of economic corridors located in the Greater Mekong Subregion (GMS) and to evaluate the potential for the investments in Cambodia. Economic growth in Cambodia has risen by over 10% in recent years.

We passed through firstly the Southern-Coast economic corridors. In this area, we visited the Leam Chabang Port, the Koh Kong SEZ (Special Economic Zone), the Sihanoukville Port and its SEZ. Then, after having visited the Phnom Penh, the capital of Cambodia, and the Manhattan SEZ located on the border between Cambodia and Vietnam in the Southern Economic Corridor, we arrived at the Ho Chi Minh City.

This journey of total 1150km has been done in 6 days by bus.

Q : The logistics infrastructures in these areas (Cambodia, Laos, Myanmar, Thailand, Vietnam) may be significant.

A : In these regions, the economic development program of GMS (Greater Mekong Subregion) is been promoted.

There are four economic corridors to support this program: East-West Economic Corridor connecting Myanmar and Vietnam, North-South Economic Corridor linking Kunming city in China to Bangkok in Thailand and Hanoi in Vietnam, and finally Southern Economic Corridor and Southern-Coast Economic Corridor, which were completed recently.

These roads are completely paved, so we had no problem to travel.

The amount of foreign direct investment in Cambodia is increasing thanks to these infrastructures.

Q : Which part of the journey was the most impressive?

A : It is the Koh Kong SEZ at the border of Thailand and Cambodia. The LYP Group, which is one of five largest companies in Cambodia, has already expanded its activities and the Hyundai Motor Company announced its intention to build a plant.

On the next site to the Sihanoukville Port, whose developments are in progress with a loan from Japan, the project of a new special economic zone of 70 hectares will be started in July. Chinese, Korean, Russian, Thai, and Vietnamese companies are already interested in this zone.

In Manhattan SEZ located near the border between Cambodia and Vietnam, nine companies have already established their subsidiaries and four of them have started the production. The characteristic of this area is the availability of infrastructure and industrial accumulation of Vietnam, because this special zone is close to Ho Chi Minh Port.

Q : What is the advantage of the investment environment in Cambodia?

A : According to the ASEAN-Japan Center, the organizer of this mission, the political stability, the abundant cheap labor force, the many natural resources, tax treatment etc... are all good reasons to invest. The Cambodian government is developing infrastructure and improving the legislation procedures. The installation of the SEZ near the border is also a part of the strategy of the active investment promotion.

The Council for Development in Cambodia, the main player for the investment promotion, has a

Japanese expert sent by JICA, so you can consult in Japanese.

Q : What is the potential for investment in Cambodia?

A : According to the survey conducted by Aichi Prefecture, there is just only one Aichi company located in Cambodia in the end of December 2007.

If speed and transparency of procedures are guaranteed, if the energy situation is improved, if the market expands and if the process keeps this dynamics, Cambodia would become one of the potent countries for the expansion of Japanese companies after China, Thailand and Vietnam.

The Agreement between Japan and The kingdom of Cambodia For Liberalization, Promotion and Protection of Investment has come into effect on the 31st July, the Greater Mekong Subregion could become a center of the interest for Japanese manufacturers.

- For more information on the GMS,  
<http://www.adb.org/GMS/> (Asian Development Bank, English)  
<http://www.asean.or.jp/> (ASEAN-Japan Center, Japanese and English)

3. JICA (Japan International Cooperation Agency) has moved to the former Sasashima site of Aichi Universal Exposition

- Four years have almost passed since the International Exposition 2005 in Aichi. Do you remember there was another site called Sasashima satellite near the Nagoya station in addition to the two sites; Nagakute and Seto?

At the end of the Exposition, the Nagoya City has launched an urban development project on these former sites.

Thus, the new office of JICA Chubu will open this spring.

- JICA is an organization created for the international cooperation through a contribution to the development and stability of developing countries. JICA Chubu is currently situated in the east of Nagoya, but the city has decided to move because the actual building is outdated.

In the new JICA Chubu, there will be a section dedicated to the international trainees, and from the beginning of June "Nagoya Chikyu Hiroba", an exhibition and experience space for the exchanges between these trainees and Nagoya people. They can learn about the international cooperation.

It will be the symbol of the international exchanges and cooperation. Please feel free to visit when you come in Aichi!

- You can see the situation actual of JICA Chubu  
<http://www.jica.go.jp/chubu/kensetsu.html>

4. Report on the Activities of the JETRO Paris Aichi Office

- JETRO Paris Aichi Office had set up a counter in an international tourism exhibition. "MAP: LE MONDE A PARIS" had been held for 4days from 19th to 22nd March in Paris. We, JETRO Paris Aichi Office had set up a counter in the Japanese pavilion in cooperation with the JNTO (Japan National Tourism Organization). In this occasion, we introduced not only the fascination of Aichi and Nagoya as a destination of tourism, but also the convenience of the wide-range tourism using the "Centrair", Central Japan International Airport which has a direct flight per day from Paris.

- I-BAC Mission will hold a seminar in Munich in June  
Aichi-Nagoya Business Seminar will be staged in Munich on June 4, 2009. It will be a unique

opportunity for Munich and German enterprises to know more about Japan's Aichi-Nagoya region and its excellent investment environment. The seminar will be organized by Aichi-Nagoya International Business Access center (I-BAC) with full support from Chamber of Industry and Commerce for Munich and Upper Bavaria. No admission is required. If you are interested in this seminar please make a contact with [aichi@jetroparis.fr](mailto:aichi@jetroparis.fr) at any time.

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■Related websites

Aichi Prefectural Government: <http://www.pref.aichi.jp/index-e.html>

Investment and Trade Division: <http://www.pref.aichi.jp/ricchitsusho/index.html>

Tourism and Convention Division: <http://www.pref.aichi.jp/kanko/index.html>

Aichi Enterprise Bureau Investment Promotion Division: <http://www.pref.aichi.jp/youchi/e/index.html>

I-BAC (Aichi-Nagoya International Business Access Center): <http://www.i-bac.jp/>

GNI (Greater Nagoya Initiative): <http://www.greaternagoya.org/>

Sightseeing Association Aichi: <http://www.aichi-kanko.jp/index.asp>

JETRO: <http://www.jetro.go.jp/en/invest/region/aichi/index.htm>

- The first issue of 2009 could be the nomination of Barack Obama for President of the United States. At the US presidential inauguration held on 21 January, about 2 million people from around the world visited to Washington DC. This shows the importance of expectation and attention for the new president.

- President Obama signed a 787 billion dollars economic stimulus bill in February. Before observing the results of this plan, it might take some time. Like the Americans, we keep watching how the new president takes the helm of the global economy.

- In this number, we communicated our activities in Cambodia. For the people living in other region than Asia, this article might be unfamiliar. However we try to present our activities from several aspects.

- You can find the back numbers in the website;  
<http://www.pref.aichi.jp/ricchitsusho/boeki/report/newsletter.html> (in English, French and Chinese.)

The next newsletter will be sending in July 2009.

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Please feel free to contact us at any time if you have any questions or queries.

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