

Brussels in 2016

On Rue de la Loi, European Area



At the electric scoreboard in front of DG Trade, European Commission



~~Five~~ years ago in Tokyo, Japan



Source: gettyimages



Source: gettyimages

Three key phenomena of “Stop-TPP” Actions in Japan

- Provoked Anti-American sentiment
“**TPP** will destroy **Japanese** culture”
- Formation of Bipartisan Actions
“Japan needs to open more” vs “Japan is already open”
- Leverage of Social networks
Website called "Think about TPP!" operated by
“The Network to Protect Japanese Food, Life and Health”
was the hub of the campaign

DPJ government addressed the situations by...

➤ Public Relations

- Announcement on clarity of TPP
“Japan’s health care is not an issue for TPP”
- Dialogue with citizens: Town hall meetings in 47 prefectures

➤ Mitigating Measures for Global Adjustment:

- e.g., Consideration of Income Support for Agriculture

→ DPJ could not decide to participate in TPP

Game changer: Confidence in PM Abe

- Regardless of LDP's longstanding opposition on TPP...
- The PM changed his mind when he perceived that Abenomics had created strong confidence in his administration
- TPP was even titled as the central policy of the 3rd arrow, structural reform, of his Abenomics
- Abe-Obama deal created confidence in negotiation capability of the Abe administration

“Japan is not required to make a prior commitment to unilaterally eliminate all tariffs upon joining the TPP discussions”

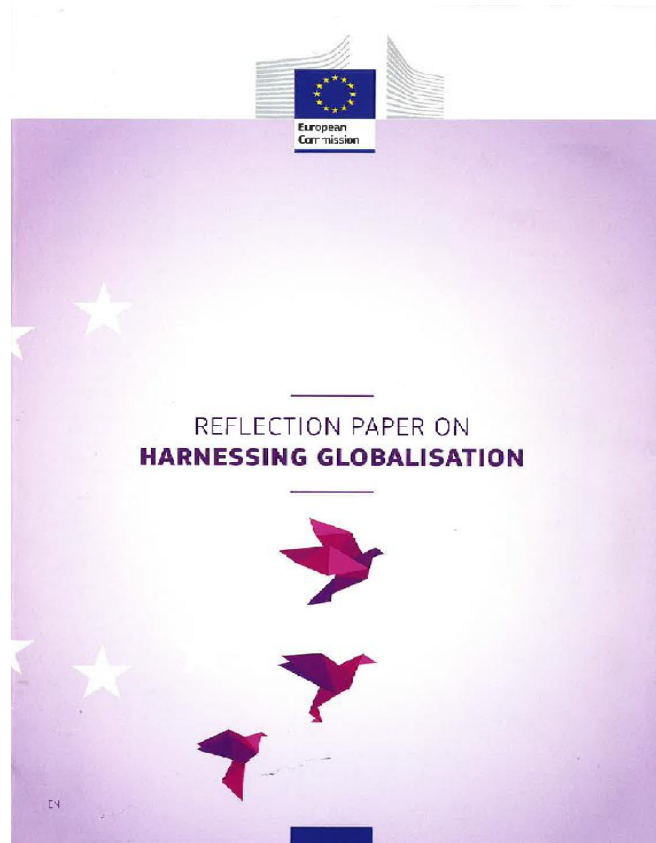
PM Abe “It became evident that the TPP is not premised on tariff elimination without sanctuary”



March 2013

Source: the japan times

Latest trade policy developments in Europe



Reflection Paper on Harnessing
Globalisation, 10 May 2017

- “Globalization brings challenges”
- EU is to pursue “fairer” trade rules

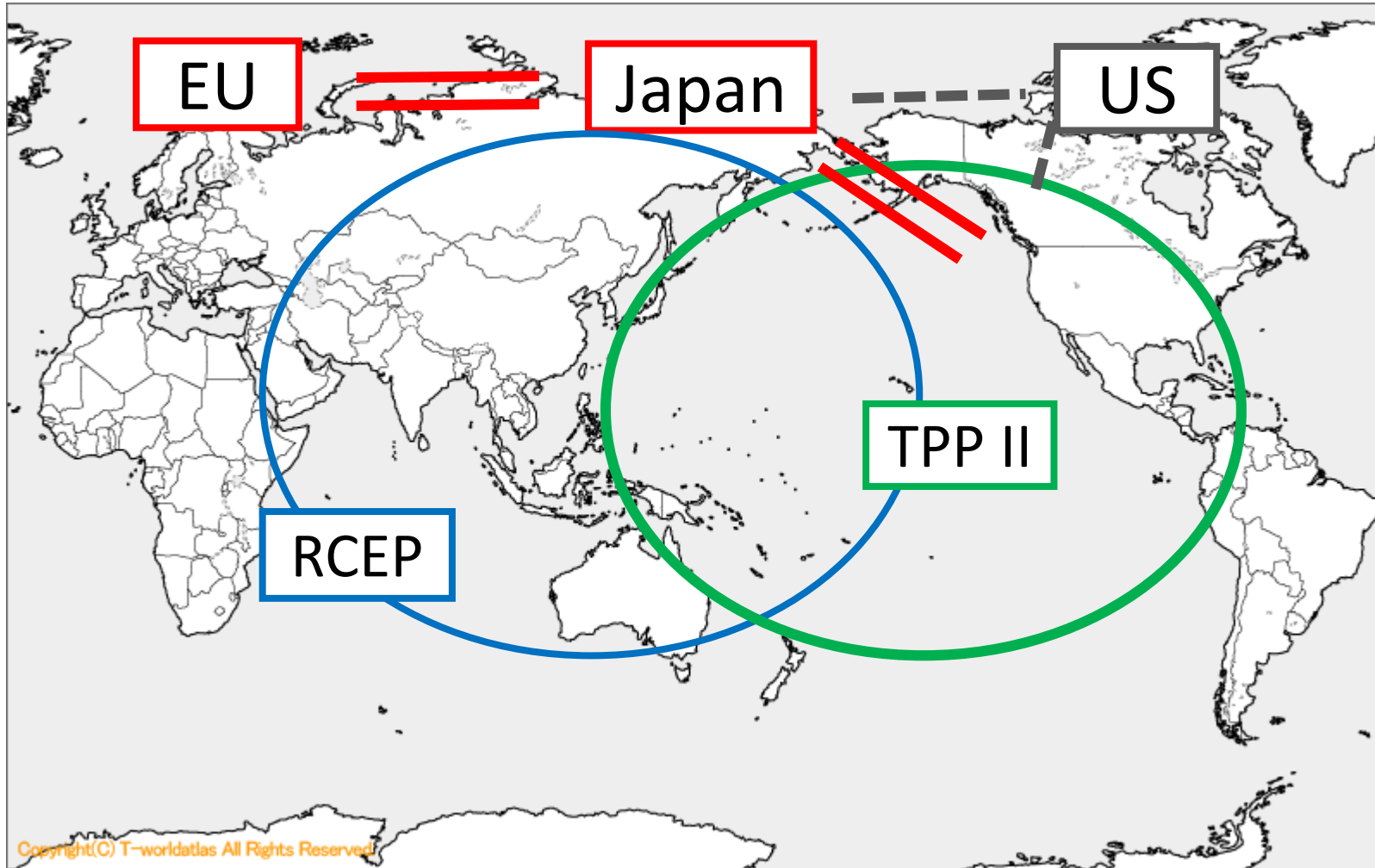


Whirlpool Factory, 26 April 2017

Source: Fox News World

- Upgrading social security system by “Flexicurity”
- Adjustment of trade policy
 - ~ “Buy European?”
 - ~ “Tougher control of trade and investment?”

Japan's New Trade Strategy



EU-Japan: Strategic Partner in Global Trade Policy

Technical Harmonization through EU-Japan EPA/FTA will facilitate global regulatory convergence

Landscape for Global Automotive Standard (Source: Originally JAMA and amended by JMC)

