

White Paper on International Economy & Trade 2010



In featuring the White Paper on International Economy and Trade 2010 in this latest edition, *Japan SPOTLIGHT* asked for contributions from academic experts and executives of front-running business corporations. These contributions are shown as cover stories on the pages right after the following article summarizing the annual Japanese government report.

The 2010 issue of the economic and trade report is composed of three chapters. University of Tokyo Professor Shin-ichi Fukuda writes in connection with Chapter 1 that describes the current situation and future of the global economy now at a turning point. He discusses how the world economy is changing after the global financial and economic crisis that broke out in the fall of 2008.

For Chapter 2 that looks into the Japanese economy growing in line with Asia's domestic demand and an Asia-Pacific framework for sustained growth, University of Tokyo Associate Professor Junjiro Shintaku analyzes changes in Asia's production networks in recent years. Waseda University Professor Shujiro Urata discusses how to overcome challenges for expanding trade and investment that are considered to play a key role in achieving further economic growth in East Asia.

In relation to Chapter 3 which is concerned with Japan's situation now and its future course, top executives of five companies showcase their successful business models. Kumon Institute of Education Co., an educational service provider, is active abroad in the service sector, while Marumitsu Co., which has built a system to sell made-in-Japan products at low prices, introduces Japan's allure and also provides inexpensive, safe and secure products to foreign tourists as well as domestic customers. Central Japan Railway Co., better known as JR Tokai, is undertaking infrastructure and systemic business in the railway sector. Fumin Co. conducts overseas operations with its high-level technological capabilities in Japan's favored field of the environment, resource saving and energy. Santoh Inc. successfully uses globally workable human resources.

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