

Special Announcement

Japan SPOTLIGHT Going Digital

Japan SPOTLIGHT will be digitalized from April 2011.

We will revamp our magazine next fiscal year in an effort to take full advantage of the web revolution, which is the reality of our world.

From next April, our website (www.jef.or.jp) will be the venue for communication with you under the title of *Japan SPOTLIGHT*. Our renewal will not be limited to the change from print to the web. We will streamline the contents of our articles on trade and the economy to be as provocative as possible and more forward-looking for the interest of our younger readers. While we will of course continue to address world issues, our focus will be on Asia since we live close to other Asian countries which are now the main drivers of global economic growth and which constitute the region that many non-Asian people are most interested in.

Your comments and opinions are most welcome. I believe our website will be a place for communication between the editorial staff and the readers, which can be more easily realized via the Internet.

We have been publishing *Japan SPOTLIGHT* for 30 years now and we have always emphasized "logic" in this work. The world occasionally faces a stream of nationalism even in the age of globalization. The current era is no exception. In particular, today we face a number of challenges such as the economic crisis, global climate change and a surge in trade protectionism. We do not have a well-functioning global governance system to deal with such issues at the moment. Meanwhile, we have emerging important new players in the world political economy such as the BRICs.

How can we resolve these challenges reasonably? In any international discussion and negotiation attempting to resolve controversial issues, we need logic supported by objective evidence, above all statistical evidence, and not nationalism. *Japan SPOTLIGHT* has so far provided "logic" to encourage our readers to think about possible solutions to difficult global challenges. We believe this is the source of our readers' support and appreciation. We will keep this good tradition in our new version.

Although the upcoming March-April issue will be the last printed version, *Japan SPOTLIGHT* is always available on your computer to provide you with high-quality materials about global issues. Please keep in touch with us and *Japan SPOTLIGHT*.

Lastly, to the readers who have already submitted a one-year subscription, please e-mail Ms. Nao Harada (nao-harada@jef.or.jp) to inform her of your bank account details so that she can send your money back, if necessary.

We will do our best to resolve any concern you may have and to avoid any inconvenience to you.

Thank you in advance for your kind understanding. We look forward to seeing all of you in our digitalized *Japan SPOTLIGHT*.

JEF's website: www.jef.or.jp

JapanSPOTLIGHT: http://www.jef.or.jp/en_act/journal.asp

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