

Japan SPOTLIGHT Going Digital

Japan SPOTLIGHT will be digitalized from the next issue, May/June 2011. We will revamp our magazine in the new fiscal year starting April 1 in an effort to take full advantage of the web revolution, which is the reality of our world.

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.

For more information about the magazine contents or how to subscribe, please visit our website (www.jef.or.jp).

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

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- Japan Economic Foundation www.jef.or.jp
- Japan SPOTLIGHT Bimonthly www.jef.or.jp/journal

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SPOTLIGHT
Editor's postscript

Standard-bearer for Free Trade



As notified earlier, Japan SPOTLIGHT will go digital from the next issue. We will endeavor to take advantage of the Internet and increase our readership.

We have received various comments from our readers up till now. The most appealing is the view that we embrace too many perspectives in one issue and, as a result, the magazine's standpoint or policy is unclear. As editor-in-chief, I hoped to encourage discussion by introducing as many different opinions as possible, but such efforts apparently led to the criticism that the magazine lacked its own voice.

There is one thing, though, that I have always been consistent about, and that is the need to promote free trade. Japan has continued, perhaps unconsciously, to send out an important message to the rest of the world: it is efforts toward trade liberalization both bilaterally and multilaterally, including through FTAs and the WTO, that help build the foundation for peace and prosperity around the world. I have always worked as Japan SPOTLIGHT editor with the earnest hope that the magazine will be a good tool to send out this message. We will be going digital but will try to send the message to a wider spectrum of audience that free trade is now becoming more important than ever.

We ask for your continued support.

N. Haraoka