

Aichi Int'l Business Newsletter

— Business and Economic Close-Up on Aichi and the Greater Nagoya Region —

Mitsubishi and Toyota Team Up on Long-Awaited Regional Jet

Since the first Toyota cars were produced in the 1930's, Aichi has been synonymous with automobile production. The auto industry is sure to remain a stronghold of the region's economy for many years to come, but in April, Aichi embarked on another era with the announcement from Mitsubishi Heavy Industries that it will undertake the production of a regional jet.



Courtesy of Mitsubishi Aircraft Corporation

The MRJ will utilize cutting-edge design

By the time it takes flight, the Mitsubishi Regional Jet (MRJ), which is designed to seat 70 to 90 passengers, will be the first passenger aircraft to come out of Japan in four decades.

Aichi-based manufacturing has been vital to the aerospace industry for years. In its most notable of several tie-ups with North American aerospace firms, Mitsubishi Heavy Industries manufactures wing components in Aichi for the Boeing Dreamliner 787, which is scheduled to make its debut 2009. The prefecture will be the manufacturing base for the MRJ as well; Mitsubishi Aircraft Corporation will be based in Nagoya and Mitsubishi's Komaki Minami plant is set to be the center of production. Aichi-based Toyota is also expected to invest significantly in the project.

Upcoming Events

Messe Nagoya 2008, September 11-14

In its third year, Messe Nagoya will take the theme of "Working on Environmental Challenges Together." Messe Nagoya, which will be held the weekend before the

city hosts ECO ASIA, the 16th Environmental Congress for Asia and the Pacific, will focus on effective utilization of resources, conservation and restoration of the natural environment, environmental clean-up, and symbiosis with the environment among other themes.

Last year's Messe Nagoya drew 372 exhibitors, and the event is expected to continue to grow in 2008 with 40,000 visitors anticipated. North American companies with services and products pertaining to alternative energy, energy conservation and pollution treatment, as well as those offering eco products and services are invited to participate in the trade show and generate business relationships in Japan and elsewhere in Asia.

Eco Clean Car Fair '08, November 7-9

Last year's Exhibition of Environmentally Friendly Automotive Industry Technologies was an enormous success—so much of a success, in fact, that it earned itself a newer and catchier name. The Nagoya Eco Clean Car Fair '08 at Port Messe Nagoya will showcase advanced technologies aimed at environmental protection and the reduction of carbon emissions. The exhibition will endeavor to stimulate a demand for low-emission and fuel-efficient cars and encourage innovations in vehicle technology that will minimize the industry's environmental impact.



Regional firms will connect with international innovators at Eco Clean Car Fair '08

A number of events and programs will take place alongside the exhibition. Technical workshops and lectures will be big draws for industry professionals and academics, and attendees will also have a chance to test

drive some of the newest environmentally friendly cars.

More information is available at the Nagoya Eco Clean Car Fair '08 website:

<http://www.nagoya-trade-expo.jp/car/en/index.html>

ACI recognizes Centrair in ASQ 2007

Centrair, Nagoya's international airport, continues to grow its reputation as a gateway to Japan. The airport's most recent accolades came from Airports Council International (ACI) in its Airport Service Quality Awards (ASQ) for 2007.

The ASQ survey utilized evaluations and passenger input to rate airports in 34 categories. Centrair took fifth place in the "Best Airports Worldwide" category, putting it in a class with such world-class airports as Singapore, Hong Kong and Kuala Lumpur. The Asian sweep of the general category meant that Centrair also won fifth place in the Asia Pacific division. Centrair took top honors in the 5-15 million-passenger division, edging out Tel Aviv, Auckland, Christchurch and Adelaide in the category that focused on growing airports.

Travelers to Japan continue to realize the benefits of touching down in Centrair and are making it their airport of choice. Direct connections to the US make Centrair a no-brainer for travelers doing business in Central Japan, and its modest size, short immigration lines and quick links to domestic transportation allow Centrair users to make swift ground and air connections to Tokyo and Kansai.

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