

This email is being sent to people who have previously contacted JETRO Paris Aichi Office or who came to visit the World Exposition 2005 in Aichi Prefecture.

If you would like to add a friend or colleague to the list of recipients, or would like to be removed from the list, please send your request to aichi@jetroparis.fr at any time.

---Aichi Prefectural Government (JAPAN) Email Newsletter
Vol.11 (January 2009) -JETRO Paris Aichi Office

Aichi Prefectural Government plans to use this Email Newsletter to provide overseas visitors with the latest information on corporate incentives, tourism and various other activities in Aichi prefecture on a regular basis. If you get the chance, we hope that you will come back and visit Aichi prefecture again some day.

---INDEX---

1. Economic Partnership between Asian countries and Aichi prefecture is progressing steadily.
 2. Participation in the China International Industry Fair 2008
 3. I BAC delegation visited Hong Kong and Shanghai.
 4. Promotion campaign: Central Japan International Airport (Centrair)
 5. Winter of Nagoya-Aichi: brilliant Illuminations
-

1 Economic Partnership between Asian countries and Aichi prefecture is progressing steadily.

- On 31 October 2008, the Economic Partnership Agreement between the Jiangsu province in China and Aichi Prefecture has been signed by Mr. Masaaki Kanda, Governor of Aichi and Mr. Luo Zhijun, Governor of Jiangsu in a ceremony organized in the city of Nanjing. This is the 2nd agreement for Aichi prefecture, following the agreement with the Government of Vietnam signed in March 2008.

- Consulting services (support desk) will be established and the practical approach will be proceeded in near future to help the Aichi's companies located in Jiangsu province and to strengthen protection of intellectual property rights. As a first step, a seminar on intellectual property and a memorial meeting for the opening of support desk will be held in Jiangsu province this month, and a meeting to deepen the relation between the local government and Japanese enterprises will be also held in Vietnam.

- We give you regularly the information on the Asian Economic Partnership in our news letter.

2. Participation in the China International Industry Fair 2008

- The China International Industry Fair 2008, one of the largest fairs in China, was held from 4 to 8 November 2008 in Shanghai New International Expo Center. Aichi Prefectural Government and 17 companies have participated and introduced their environmental technologies. Many people visited our booth decorated by the gold Shachihoko, a feature of Aichi.

- This fair celebrated its 10th anniversary this year and Aichi prefecture participated for 3rd times. In addition to the fair, Aichi prefecture has participated in the symposium organized by JETRO and Shanghai World Expo (Group) Company, and Mr. Inagaki, Vice Governor of Aichi has introduced our efforts to protect the environment in Aichi Prefecture.

- Aichi prefecture continue to support the enterprises that want to expand their activities to the foreign countries including in China.

3. I BAC delegation visited in Hong Kong and Shanghai.

- I-BAC (Nagoya-Aichi International Business Access Center) has sent a delegation of Aichi

Prefecture to Hong Kong and Shanghai in China from 28 October to 6 November 6, 2008 to promote the foreign investment in Aichi prefecture.

- The delegation has organized a seminar and a reception for the local companies firstly in Hong Kong and then in Shanghai. In addition to the seminar and reception, in Shanghai, the delegation visited some local companies interested in the Japanese market to hear their intentions.

- Mr. Jiro Takahashi, Vice-President of I-BAC and Mr Kenichi Tomiyoshi, Director General of the Department of Industry and Labor of Aichi prefectural government have participated in this delegation and promoted Aichi prefecture with enthusiasm.

Aichi prefecture expects to send the delegation regularly to invite the foreign companies to the region of Aichi.

4. Promotion campaign: Central Japan International Airport (Centrair)

- To attract tourists and flights to the Central Japan International Airport (Centrair), a delegation including Mr. Nishimura, Vice-Governor of Aichi Prefecture and Mr. Yukihiro Hirano, Chairman of the Central Japan International Airport Company was sent to Hong Kong and Macau from 16 to 20 November 2008. They explain the advantages of the airport to the airline companies of Hong Kong and Macau like Cathay Pacific Airways.

- In the decrease of the demand caused by the rapid recession of global economy, the number of flights between the world and the Chubu region is also down compared with the period of the World Exposition in Aichi in 2005. However, we hope to welcome many visitors in Aichi. Please use The Central Japan International Airport Centrair, when you come to Aichi Prefecture!

- For more information,

<http://www.centrair.jp> (Official website of the Central International Airport, in Japanese and English)

<http://www.chunichi.co.jp/article/centrair/news/> (in Japanese, Chunichi Shinbun website)

5. Winter of Nagoya-Aichi: brilliant Illuminations

- While January is the coldest season in Japan, the air is clear and the illuminations in the city make a very beautiful season.

- Here in Nagoya, the illuminations decorating the city attract the people. In particular, the fantastic illumination on the wall of the Central Tower of the JR Nagoya station, named "Tower's lights", a famous site in Nagoya, are warming the hearts of passengers.

- In your country, how the illuminations decorate the winter?

■ Related websites

Aichi Prefectural Government: <http://www.pref.aichi.jp/index-e.html>

Investment and Trade Division: <http://www.pref.aichi.jp/ricchitsusho/index.html>

Tourism and Convention Division: <http://www.pref.aichi.jp/kanko/index.html>

Aichi Enterprise Bureau Investment Promotion Division: <http://www.pref.aichi.jp/youchi/e/index.html>

I-BAC (Aichi-Nagoya International Business Access Center): <http://www.i-bac.jp/>

GNI (Greater Nagoya Initiative): <http://www.greaternagoya.org/>

Sightseeing Association Aichi: <http://www.aichi-kanko.jp/index.asp>

JETRO: <http://www.jetro.go.jp/en/invest/region/aichi/index.htm>

- The new year, 2009 began. However, the impact of a global recession started from last year

is influencing the economy of Aichi prefecture whose main activity is the manufacturing industry.

- At this time of last year, nobody could expect this economic crisis. The future is still uncertain. But we try to provide you with encouraging information of Aichi prefecture in this Newsletter.

- You can find the back numbers in the website;

<http://www.pref.aichi.jp/ricchitsusho/boeki/report/newsletter.html>(in English, French and Chinese.)

The next newsletter will be sending in March 2009, the beginning of spring.

JETRO (Japan External Trade Organization) Paris Aichi Office

Director: Akira SHAMOTO,

2 Place du Palais-Poyal, 75044, Paris, Cedex 01, France

TEL +33-1-4261-7400

FAX +33-1-4261-1946

E-mail aichi@jetroparis.fr

Please feel free to contact us at any time if you have any questions or queries

< End >