

# The Florida / Japan Report

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Florida Delegation  
**SEUS/JAPAN**  
Association, Inc.

"Florida Delegation"

## Winter 2015-2016 Edition

### SEUS/Japan Announces Dates and Venues For 39th Annual & 40th Annual SEUS/Japan Joint Meetings

Next year's 39th Annual SEUS/Japan Joint Meeting will be hosted by Toshiba Corporation and Japan-U.S. Southeast Association at the Imperial Hotel in Tokyo on September 20-22, 2016.

Also, it has been confirmed that the 40th Annual SEUS/Japan Joint Meeting will be hosted by South Carolina at the Hyatt Regency in Greenville on October 17-19, 2017. The first SEUS Coordinators' Meeting was held this past February 25-26th to plan a pre-

liminary agenda and discuss details of the joint meeting. A preliminary announcement brochure and program agenda will soon be available and "Early Bird" Registration will begin in late March or early April.

Please see the save the dates preliminary announcement on page 5, and mark your calendar now! More details TBA soon; feel free to contact us with any questions or visit us online at [www.fl-seusjapan.org](http://www.fl-seusjapan.org) in the meantime.



Florida Delegation Chairman Keith Norden (left) pictured with His Excellency Kenichiro Sasae, Ambassador of Japan to the U.S. (second from left), the delegation leaders of the six other southeast U.S. delegations and Chairman Tadashi Okamura, Japan – U.S. Southeast Association (center) during the 38th Annual Joint this past November 15-17 in Birmingham, Alabama.

### Introducing the Consul General of Japan in Miami

The current Consul General of Japan in Miami, the Honorable Ken Okaniwa, took up his post at the Consulate General of Japan in Miami in October 2015. Since joining the Ministry of Foreign Affairs in 1984, Consul General Okaniwa had extensive experience in multilateral negotiations, development policy, public diplomacy and crisis management. He was the Director in charge of climate change

when Japan ratified the Kyoto Protocol in 2002. From 2003 to 2006, he was the Director in charge of multilateral development institutions, including the World Bank, UNDP and OECD/DAC, development policy, the ODA White Paper and aid evaluation.

As for overseas postings, he has served as the Permanent Mission of Japan to the United Nations (1994-1998) as First Secretary, initially in charge of the Second Committee/ECOSOC; then later in charge of the Security Council. At the Embassy of Japan in Zambia (1998-1999), he was deputy head of mission. At the Embassy in Jakarta (2006-2008), he was Minister in charge of economic affairs. At the Embassy in London (2008-2011), he was Minister and head of the Japan Information and



The Honorable Ken Okaniwa, Consul General of Japan in Miami.

Cultural Centre. And at the Embassy in Pretoria (2011-2013), he was Minister in charge of economic affairs and deputy head of mission.

He then served as Councilor in charge of security and crisis management at the Cabinet Secretariat. In October 2014, he was appointed Deputy Director-General in charge of international cooperation as well as the press, culture and public diplomacy, his most recent post before being appointed Consul General of Japan in Miami. Please join us in welcoming Consul Okaniwa to Florida. (See related article on page 3.)

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## Florida Delegation Coordinates Florida's Participation in The 38th Annual SEUS/Japan Joint Meeting in Birmingham AL/ Official Joint Statement



*Florida Delegation Executive Director Dave Woodward with Keynote Speaker Professor Condoleezza Rice, Former U.S. Secretary of State during the 38th Annual Joint Meeting.*

Alabama.

The format of this year's conference was similar to previous joint meetings hosted by other SEUS/Japan member states, the meeting began on Sunday Nov. 15 with sight seeing tours, a golf tournament, and welcome dinner. The main conference day was Monday Nov. 16 with an opening ceremony, plenary session, followed by a luncheon with keynote guest speaker, His Excellency, Kenichiro Sasae, Ambassador Extraordinary and Plenipotentiary of Japan to the U.S.

From the Japan side, the Japanese Consul General from Miami, and other high-level Japanese officials and top business leaders took part in the conference. The conference program included a golf tournament, sightseeing tours, networking receptions, meals, entertainment and informative plenary and breakout sessions on trade, investment, alternative energy and tourism.

Florida's official delegation of 32 delegates and spouses to the 38th Annual Joint Meeting. Florida Delegation Chair, Keith Norden, served as delegation leader.

The conference, which is designed to promote and strengthen business, economic, education, tourism and friendship ties between the Southeast member states and Japan, was well attended with some 400 SEUS/Japan delegates and guests along with five of the seven Southeast governors and the Japanese Ambassador to the United States participating.

The Hon. Condoleezza Rice, the 66th U.S. Secretary of State and a native of Birmingham delivered the keynote address at the 38th Annual SEUS/Japan Joint Meeting on November 16 in Birmingham,

The Japan-U.S. Southeast Association and the Southeast U.S./Japan Association held their 38th Annual Joint Meeting in Birmingham, Alabama on November 14 to 17, 2015, with the theme of "Initiative for a Sustainable Future – Through Continuous Innovation." The Chairmen presiding over the meeting were SEUS Chairman O. B. Grayson Hall, Jr., and the Japan Chairman, Tadashi Okamura. Approximately 100 Japanese and 300 American delegates participated this year for a total of 400 delegates.

The SEUS delegations were led by the Honorable Robert Bentley, Governor, State of Alabama, this year's host state; the Honorable Bill Haslam, Governor, State of Tennessee; the Honorable Hugh K. Leatherman, Sr., Chairman, President Pro Tempore, State of South Carolina; Glenn L. McCullough, Jr., Executive Director, Mississippi Development Authority; John E. Skvarla, III, Secretary of Commerce, State of North Carolina; Chris Riley, Chief of Staff, Office of the Governor, State of Georgia; and Keith Norden, Chairman of the Florida Delegation, SEUS Japan Association.

His Excellency, Kenichiro Sasae, Ambassador Extraordinary and Plenipotentiary of Japan to the United States of America, served as a keynote speaker. Additional VIPs attending the conference included: the Honorable Kazuo Sunaga, Consul General of Japan from Atlanta, Georgia; the Honorable Masami Kinoshita, Consul General of Japan from Nashville, Tennessee; the Honorable Ken Okaniwa, Consul General of Japan from Miami, Florida.

In the Opening Ceremony, held in the historic Alabama Theatre, Chairman Hall began the Joint Meeting by recognizing the benefits of this conference that strengthen our opportunities for success by sharing ideas and building on our strong relations. He quoted Steve Jobs as once saying, "Innovation distinguishes between a leader and a follower" and stated that the participants in this conference were a group of innovators – of leaders, influential builders of companies, individuals with influence, and champions of ideas.

Chairman Okamura noted in his opening remarks that innovation is the key for business to create values and build wealth. He touched upon two timely events that would make sufficient impacts on innovation. One is the Trans Pacific Partnership Agreement, which will contribute tremendously to economic growth of the world. Second is the COP 21 conference on Climate Change, where global CO<sub>2</sub> reduction framework will be decided. With these topics in mind, he expressed his expectations for panel discussions to shine a light on how to bring innovative minds while taking serious environmental and energy issues into account.

Presenting the opening keynote address was Dr. Condoleezza Rice, the 66th Secretary of State for the United States, and the second woman and first African American woman to hold the post. Dr. Rice addressed the foundation and growth of the worldwide free market system that developed after World War II. She also discussed how, in the United States, we now need to leverage technology, education and environmental innovation to further development and strengthen our economy.

Following this keynote address, each of the SEUS delegation leaders provided state-specific information and answered questions that highlighted innovative activities that served to improve workforce development, investment incentives, and educational outreaches to information technologies.

At the Luncheon Program, we were privileged to hear a keynote address by His Excellency, Ambassador Kenichiro Sasae, whose remarks focused on Japan and the Southeast States: Our Friendship and Economic Ties. He stressed that the business relationships between Alabama and Japan go back many years that has resulted in many successful cases of investment as well as employment for citizens in the seven southeastern states. He believes that the Trans Pacific Partnership has the potential to result in a mutually beneficial increase of trade and investment.

For the complete Joint Statement, please contact us or visit our website at [www.fl-seusjapan.org](http://www.fl-seusjapan.org)

## Japan Saying Sayonara to Long Hours At The Office



*Office Building at night in Tokyo.*

The lights aren't burning so late at some of Japan's workplaces, as more and more workers trade in notoriously long hours at the office for flexible workdays, smartphones and telecommuting. The Japanese government is encouraging the change, rewarding companies trying to create a more worker-friendly culture with subsidies. Prime Minister Shinzo Abe's administration has vowed to raise the number of people who work at least one day a week from home to more than 10% of all workers by 2020 from about 4% now. The push comes as Japan's workforce is shrinking. Corporate executives say that if they don't make it easier for workers—particularly women—to get out of the office and take care of children or aging parents, they risk losing valuable staff. "Think about working mothers. It is a must for Japan to put this technology in place." According to most recent data from the Organization for Economic Co-operation and Development, about 22% of Japanese work 50 or more hours a week, nearly twice the average rate for other developed countries.

But Japanese workplaces have been slow to adopt the technology that have made flexible hours and telecommuting commonplace in

the U.S., largely because of a workplace culture that expects employees to stay late as well as concerns about hacking. Only 11.5% of Japanese firms have a telecommuting system in place, according to government statistics, compared with about one half in the U.S., according to a survey. Furthermore, Japanese workplaces rely heavily on paper despite the proliferation of tablets and smartphones. Until last month, companies were required under Japanese law to hold on to paper copies of receipts for ¥30,000 (\$243) or more for tax purposes for seven years. Workers say large amounts of paper make it harder to take their work on the go, even if they have a laptop.

A 2014 report by Deloitte found that more smartphones, tablets and laptops in the workplace could give the Japanese economy a boost of some \$15 billion. While 75% of Japanese between 18 and 49 owned a smartphone, only 9% used it for work, Deloitte found. In the government district of Kasumigaseki, where bureaucrats hunched over stacks of paper keep the lights burning until late at night, a group of midlevel women in government last year called for measures to help people balance child care and work. Ikuko Shirota, who works in the accounting division of the finance ministry, helped draft the proposals, which included telecommuting. Since the ministry started providing employees with tools for remote logon last year, she can use her iPad to check email and access documents stored on her work computer. "Before, there were times where I had to come to the ministry on Sunday just to check my email," says Ms. Shirota. Some of Japan's best-known companies are at the forefront of the change. Up until 2010, telecommuting was limited and only a

few dozen employees used the system. Then the company loosened its rules so more employees could work outside the office several days a week and choose flexible hours, and now more than 3,000 do so. The company says that the system can help employees with family commitments, but also expects it improves productivity. Other companies in Japan expanding work-on-the-go offerings in recent years include Nissan Motor Co. and software and computer systems provider Nihon Unisys Ltd. In September, Unisys said it would allow all 8,000 of its employees to access company files and email from their own smartphones and tablets.

With some of the world's most advanced technology for making cars and electronics, it might seem odd that Japan hasn't embraced mobile work more fully. One oft-cited reason is fear of hackers, a problem highlighted last year when Sony Corp.'s Hollywood unit saw thousands of internal emails released on the Internet. "Companies are polarized. There is a split between companies who are proactive and those who are holding back because of security concerns," said Michihiro Adachi, a consultant at a subsidiary of Nomura Research Institute Ltd. that works on information security.

At industrial robot maker Fanuc Corp., workers can send email outside the company only if the recipient's address is registered in Fanuc's system, said spokesman Keisuke Fujii. Yoko Murakami, head of the department of working conditions at Japan's largest umbrella organization for unions, known as Rengo, is among skeptics that the experimentation being seen in Japanese workplaces will end up being all positive for workers.

*Source: Asia Wall Street Journal 11-25-15*

## Consul General Okaniwa Attends SEUS/Japan Board Meeting in Daytona

The Honorable Ken Okaniwa, Consul General of Japan in Miami, attended, as a special guest, the most recent SEUS/Japan Board Meeting held on February 9, 2016, in conjunction with his visit to Jacksonville, Daytona Beach and Orlando this past February 8-11. The SEUS/Japan Board Meeting was hosted

by Chairman Keith Norden at his Team Volusia office in Daytona Beach.

Consul General Okaniwa has already met and visited many SEUS/Japan members and partners statewide in Miami, Ft. Lauderdale, Tampa, Orlando and other statewide locations.



*Left to right: Mr. Dave Woodward, Executive Director, FL Delegation; Ms. Crystal Stiles, Director, Economic Development External Affairs, FPL; The Honorable Ken Okaniwa, Consul General of Japan in Miami and Mr. Keith Norden, Chairman, FL Delegation visit the newly renovated Daytona Int'l Speedway following the SEUS/Japan Board Meeting in Daytona this past Feb. 9.*



*Left to right: Mr. Dave Woodward, Executive Director, FL Delegation; Ms. Crystal Stiles, Director, Economic Development External Affairs, FPL; The Honorable Ken Okaniwa, Consul General of Japan in Miami and Mr. Keith Norden, Chairman, FL Delegation during the Florida Delegation Board Meeting hosted by Chairman Norden at his office (Team Volusia EDC) this past Feb. 9 in Daytona.*

## Nissan Net Profit Jumps 25% in Third Quarter

Nissan Motor Co. executives said that solid vehicle sales in the U.S. and Europe would offset currency volatility and slowdowns in emerging markets to help the company hit its full-year profit targets. Japan's second-biggest auto maker by global sales volume after Toyota Motor Corp., on Wednesday posted a 25% rise in third-quarter net profit to ¥127.2 billion (\$1.1 billion).

Revenue in the quarter edged up 2.2% from a year earlier to ¥3 trillion.

Nissan stuck to its full-year net profit forecast of ¥535 billion, which would be a record. Nissan's profit growth was the strongest among Japan's top three auto makers. Toyota's third-quarter net profit grew 4.7%, while Honda's quarterly net profit declined 19%.

The yen's strength in recent weeks has cast a shadow over Japanese auto makers' profitability. Most of them, including Nissan, have enjoyed a profit

boost from a weak yen over the past three years. But for now, Nissan has some wiggle room, said Corporate Vice President Joji Tagawa.

Even if the yen's average rate rises to around 113 against the dollar for the rest of this quarter, the company could still hit its full-year targets, he said. "We're not going to react to each and every move of the financial markets," he said. Nissan has localized car manufacturing where possible to limit its exposure to currency fluctuations, he added.

The yen was trading at around 114.9 against the dollar Wednesday, a much stronger level than in late January, when it was trading at 121.3 to the dollar after the Bank of Japan decided to set a key interest rate below zero. Nissan's growth in the quarter was buoyed by strong vehicle sales in its major markets.

Nissan's U.S. sales hit a record-high in 2015, and in the nine months to December, its sales grew 8.3% year-over-year to 1.1 million vehicles, outperforming the overall market's growth pace. In 2016 however, Nissan's Chief Executive Carlos Ghosn expects the U.S. auto market's volume growth to slow to about 1% in 2016 from last year's 5.7%. Some analysts say the market is nearing its peak.

In Europe excluding Russia, its nine month sales rose 12.5% to 450,000 vehicles, also growing faster than the overall market. Sales in Russia fell 32.7% during the same period, Nissan said. Auto makers such as Nissan with a large global footprint are also facing headwinds in emerging markets, where weaker local currencies make it more expensive to import cars or components.

*Source: Asia Wall Street Journal 2-10-16*

## Asahi Offers \$2.9 Billion to InBev Anheuser Busch For Peroni & Grolsch

Anheuser-Busch InBev NV said it has received a binding offer valued at about \$2.9 billion in cash from Japan's Asahi Group Holdings Ltd. for the Peroni and Grolsch brands. The company said it had entered an exclusive negotiation period with Asahi, which will be able to review the brands and businesses ahead of a potential sale by the Belgian brewer.

A deal would be contingent upon AB InBev closing its roughly \$108 billion acquisition of SABMiller. The sale of Peroni and Grolsch, which are owned by SABMiller PLC, is designed to help AB InBev secure European regulatory approval for its SABMiller acquisition. It aims to complete the deal in the second half of this year. The deal, which also would include British craft brewer Meantime and Miller Brands U.K., would be Asahi's biggest overseas acquisition and largest acquisition in Japan's beverage and liquor industry since Suntory Holdings Ltd. bought Beam Inc., owner of Jim Beam, for about \$13.6 billion in 2014. AB InBev's planned acquisition of SABMiller would create a brewing behemoth with about 30% of the world's beer market. The

deal, announced in November, has drawn scrutiny from antitrust regulators in Europe, the U.S. and other markets.

Acquiring the European brands would give Asahi a bigger footprint outside Japan, where a shrinking, aging population and tough competition limit brewers' growth prospects. Asahi, the top domestic brewer, bought Independent Liquor of New Zealand for about \$1 billion in 2011, but hasn't been an aggressive overseas buyer. Size matters in brewing because of economies of scale in procurement, distribution and marketing, bankers say. Japanese brewers, especially Asahi, likely will emerge as prospective buyers when global brands are placed for sale in the wake of consolidation. Asahi's rivals, Kirin Holdings Co. and Suntory, have been more aggressive in acquisitions.

In 2011, Kirin bought Brazilian beer maker Schincariol Participacoes e Representacoes for about ¥300 billion. Last year, it acquired a 55% stake in Myanmar Brewery from Singapore-based Fraser & Neave Ltd. for \$560 million. Kirin's purchase of Schincariol, though, forced the company to warn of annual losses because

of the deterioration of its operations. AB InBev's deal has set in motion a wave of consolidation in the beer industry, with Molson Coors Brewing Co. and Asahi both scooping up assets divested as a result of the SABMiller deal. In November, Molson Coors announced a \$12 billion agreement to acquire SABMiller's interest in MillerCoors LLC, the second-largest brewer in the U.S.

Heineken NV and Carlsberg A/S, the world's third and fourth largest brewers by volume, respectively, have mostly sat out of the recent consolidation game. But the European brewers on Wednesday brought some cheer for shareholders. Heineken raised its dividend by 18% and reported a 25% increase in net profit to \$2.1 billion behind strong sales in Asia, Mexico and Brazil. Carlsberg reported a surprise profit for the fourth quarter of 78 million Danish Kroner, down from 168 million kroner during the same period a year ago, but better than the 254 million kroner loss analysts

*Source: Asia Wall Street Journal 2-9-16*



## 38th Annual SEUS/Japan Joint Meeting Florida Delegation Roster



- Keith A. Norden, Chairman, Florida Delegation, SEUS/Japan Association/President & CEO, Team Volusia EDC, Daytona Beach (Co-Delegation Leader)
- Danita Andrews , Director of Business Development, FloridaWest Economic Development Alliance
- Michael Beedles, President/Executive Officer, Sato Global Solutions/Sato America
- Michael Breen , Senior Director, International, JAXUSA Partnership
- Donovan Chau, Ph.D., Director, Strategy & Engagement at the Center for Research & Economic Opportunity, University of West Florida/ Center for Business Research & Econ. Dev.
- John Diep , Director, Asia/Pacific Region, Enterprise Florida, Inc.
- Fred Glickman, V.P., International Operations, Enterprise Florida, Inc.
- Tadayuki Hara, Associate Professor, Rosen College of Hospitality Management, University of Central Florida
- Brice Harris, Asst. Vice President, University of West Florida/ Center for Business Research & Econ. Dev.
- Chris Mangos, Executive Chief of Staff, Miami-Dade Aviation Department
- Eugene Matthews, Board Member, North Port EDC
- Melissa Medley, Principal, VisionFirst Advisors, LLC
- Michael Myhre, State Director, Florida SBDC Network
- Eric Olafson, Manager, Trade Development, PortMiami
- Mario J. Sacasa, Senior VP, International Programs, The Beacon Council, Miami
- Griff Salmon, Principal, VisionFirst Advisors, LLC
- Robert Salonen, Director, Global Business Development, Florida Institute of Technology
- Mikako Sato-Stetson, Special Assistant to the Executive Director, Florida Delegation, SEUS/Japan Assoc., Miami
- Kimi Springsteen, Ph.D., Community Affairs Liasion, Hillsborough County
- Crystal Stiles, Economic Development Manager, Florida Power & Light Company
- Gray Swoope, President & CEO, VisionFirst Advisors, LLC
- Mayumi Todd, CPA, Todd Accounting
- Dave Walsh, President & CEO/Board of Directors, Mitsubishi Hitachi Power Systems America, Inc.
- Sherry C. Walton, Chair, Board of Advisors, Judson Leadership Center, Alfred University
- Lisa Wheldon, Director, Container Sales, Jacksonville Port Authority
- Deborah Wilkinson, Executive Director, Tampa Bay Trade and Protocol Council, Tampa
- Larry K. Williams, President, The Miami-Dade Beacon Council
- Dave Woodward, Executive Director, Florida Delegation, SEUS/Japan Assoc., Miami
- Prof. John A. Wrieden , Adjunct Professor, Distinguished Sr. Lecturer (Ret.), School of Accounting/Alvah H. Chapman, Jr., Graduate School of Business, Florida International University



**Save the Dates!!!**

**September 20-22, 2016**

**39th Annual Joint Meeting**  
of the

**Japan-U.S. Southeast &  
Southeast U.S./Japan Associations**

**The Imperial Hotel  
Tokyo, Japan**

**October 22-24, 2017**

**40th Annual Joint Meeting**  
of the

**Southeast U.S./Japan &  
Japan-U.S. Southeast Associations**

**Greenville, South Carolina  
Hyatt Regency**

Further Information:

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