

FCCJ Annual General Assembly

The thirteenth FCCJ Annual General Assembly was held on Tuesday, 3 April at the Embassy of Finland attended by 35 chamber members and members of its Board of Trustees. Due to the anticipated strong spring storm, there were a large number of late cancellations.

Three new board members were elected, Yasuyuki Oda, Kone Japan, Marko Salonen, Finpro/Finland Trade Center and JP Takala, Nokia Siemens Networks Japan Corp..

After the assembly proceedings, Ambassador Jari Gustafsson hosted a buffet dinner with a lot of active discussions between the members.



From left: JP Takala, Marko Salonen and Yasuyuki Oda
For more about the assembly, see page 4.

FCCJ takes back the Stora Enso Cup!

The 20th Stora Enso Cup, the golf challenge between the Swedish and Finnish Chambers was played on Friday, 20 April at Taiheiyō Club Gotemba West in Shizuoka Prefecture. The event was played in quite nice spring weather, mostly cloudy, a few drops of rain but warm enough for a fine day of golf.

36 players participated in the competition (17 from FCCJ, 19 from SCCJ), including four guests. Notable was that 19 (more than half) of the players were Japanese.

The Finnish Chamber came on now top after the SCCJ had taken the previous Cup. This FCCJ beat the Swedish Chamber by a fairly large margin, 3.8 strokes on average per player, 80.2 versus 84.0 as average for the best 80% in each team. The FCCJ now has two more wins than the SCCJ, 11 against 9.

The best golfer on the day was, with some margin, Sakari Romu (FCCJ) who was Best Net (71), Best Gross (79) and also took one near pin prize.



Stora Enso's Tuomo Kuuppo (left), no.2 in the competition, presents the trophy to Sakari Romu (no.1), FCCJ Tomoichi Onishi (no. 2) and Hiroaki Sugawara (no. 3). Behind SCCJ's Eiji Takagi.



The players gather for a photo-shoot before start of play.

Press Stop!

Foreign Chambers Business Confidence Survey

The 21st edition of the Foreign Chambers Business confidence Survey has just been completed and we give you a "sneak peak" into the preliminary results.

This survey shows, as could be seen already in the Fall 2011 survey, that the problems and uncertainties caused by the 3.11 disaster are now to a large extent behind and now 3.11 is more seen as an opportunity than a threat. All indexes, from views on the Japanese economy to the performance of the companies, as well as their forecasts for the future, rose about 15-25% from the Fall 2011 survey. Only the profitability forecast for the next 6 months was same as in the previous survey, but still showed a healthy index of +0.68 on the scale from -2 (strong decline) to +2 (strong improvement).

The Japanese economy for the next 6 months is expected to grow further - the index (on a scale from +2 to -2) was now +0.47 (compared to +0.31 in fall 2011), and looking 12 months ahead, the companies see an even stronger turn for the better and the index was now +0.67, an improvement from the +0.55 in the previous survey.

The strategies of the foreign-affiliated companies in Japan continue to be rather bullish. 73% (68% in the fall 2011 survey) are looking for further growth. 4% are planning to downsize, but only 1% (four companies out of the surveyed 325) are considering withdrawing from Japan.

We will have a full report in the June issue of FCCJ News and the results are available on our web site.



from the boardroom

Greetings from Aoyama,



When writing this column I am sitting only my second day at my new office at Aoyama 1-chome crossing. It has been hectic couple of weeks constructing our new combined Japan head office and showroom.

Finally yesterday we got all the communication lines working and we can say that we are back in business. For your reference please find our new contact information at the bottom of the next page. You will also have a chance to visit us when FCCJ will organize an

evening event at our new premises in coming month's time.

The 13th Annual General Assembly of FCCJ was held on Tuesday, 3 April at the Embassy of Finland. While it was storming and raining outside assembly itself was constituted peacefully. I was honored to be re-elected to my 4th term as the President of FCCJ. Thank you for your confidence in me and looking forward to your continuous support for our chamber.

I also would like congratulate and warmly welcome our new board members and auditors. Your active participation and support for our chamber is highly appreciated.

After the assembly H.E. Ambassador Jari Gustafsson addressed us on the latest developments in relations between Finland and Japan and hosted once again a delicious buffet dinner. I would like to thank Ambassador Gustafsson for his support to our chamber and hope to have even better communication and cooperation during this fiscal year.



Again this year we will offer our members chance to participate various kind of events from traditional luncheon meetings and yakatabune cruises to new events such as excursions and company visits among others. All the latest event information can be found at our home page which is updated on a daily basis.

Dear Members, let's together make this year the best and most active year ever in our chamber's history. Only we need to do is to be active and participate as many FCCJ events as possible. If not able to attend events we all can contribute FCCJ by promoting the trade and culture between Finland and Japan and that way maybe able to attract some new members for our chamber. New members are always needed, both from an activity point of view but also from a financial view as more than 90% the chamber's income is generated from member fees.

Thank you and best greetings from Aoyama 1-chome crossing which will be called **H2 (Honda-Honka) crossing** from now on.

Marko Saarelainen
FCCJ President
President, Honka Japan Inc.

PS.
Maybe I should follow our senior statesman, the papwer salesman on Aoyama dori, and start writing my column "Aoyama 1-chome View"

event reports

Tuesday, 28 February - FCCJ Luncheon Meeting

Dr. Martin Schulz, Senior Economist,
Fujitsu Research Institute



At our February luncheon meeting we had Dr. Martin Schulz, Senior Economist, Fujitsu Research Institute as our guest speaker.

The theme of his presentation was "The World is turning Japanese: Opportunities for Japan in Asia and Europe".

The conclusions Dr. Schulz made in his very interesting speech were that Japan's manufacturers are part of the Asian growth story, which might get a hit in 2012, but continues to depend on Japan's machines and parts. Business in Japan, not least

strategies for cross-border growth as much as "growth" strategies for

The meeting was attended by 32 members and guests.



Tuesday, 10 April - EBC/Joint Chamber Sustainable Development Conference



"The End of Business as We Know it"

The inaugural EBC Sustainable Development Conference, titled "The End of Business as We Know it", was held on Tuesday, 10 April at Hotel Okura attended by about 270 members from 15 chambers of commerce. .

Paul Roberts, author of The End of Oil and The End of Food, Taro Kono, M.P., House of Representatives, LDP, and Hans Dietmar Schweisgut, Ambassador of the EU to Japan, headed a lineup of distinguished speakers who covered many key areas that will determine the outlook for business and people's quality of life in the future.

The conference was organized by the European Business Council in Japan (EBC) in collaboration with other foreign chambers of commerce in Japan



Paul Roberts



Taro Kono

new members

G\jUjg\]@uk CZUWg

Address: Quartier Blanc GINZA 3F
1-4-3 Ginza
Chuo-ku, TOKYO 104-0061
Phone: 03-3564-8511
Fax: 03-3564-8513
Contact: Mr. Katsumi Kitamura, Attorney-at-law
Email: kitamura@shiraishi-law.com

DfcUY. K Y dfcj XY Y[U gYfj JWg a U]b'm'rc U k XY variety of companies including Finnish companies. We handle almost all kinds of issues and cases, and our specialties are M&A issues, corporate governance issues, and internal and international business transactions. Our policy is to establish personal relationships with trust with our clients and to value their wishes as highly as possible. Please feel free to consult with us.



~~~~ S# z## S' S' z&

#&Z&() ' z+( S' ~  
~ #&Z&() ' z+( S& ~

^gT heT3f [ \eTf [ \z\_Tj ] ! Vb ~

@ 4

### WBO Corporation

Address: Executive Tower Azabudai #801  
1-4-3, Azabudai  
Minato-ku, TOKYO 106-0041  
Phone: 03-6229-6222  
Fax: 050-3737-8528  
Contact: Mr. Guy Kaplinsky, President  
Email: guy.kaplinsky@wbo.co.jp

DfcUY. K 6C 7ccdYfUjcb Jg U UdUbYgy GcZk UFY Development company with HQ & R&D center in Tokyo & R&D in Israel. As a result of WBO owners involvement in the defense IT business, WBO Cooperation has been established to provide software development for the Japanese & other international customers, & IQ Platforms to provide software development solutions for Armed Forces.

Web site: <http://wbo.co.jp>



~~~~ S#) z## S' ~

#&Z&)%% z) %%% ~
~ # (#Z& &Z+(% ~

guy.kaplinsky@wbo.co.jp

[ggc- " j Ub! Vb!] c ~

Western Associates Inc.

Address: ATT New Tower 8F
2-11-7, Akasaka, Minato-ku, Tokyo 107-0052
Phone: 03-6229-6222
Fax: 03-6234-0290
Contacts: Mr. Tomoichi Onishi, President
Mr. Nobuyuki Henmi, Executive Director
Email: onishi@wai.co.jp, henmi@wai.co.jp

DfcUY. K Ygnfb 5ggcVUjgZ bWk Ug Zi bXYX]b % , %Ug airlines General Sales & Services Agency (GSSA) company, which is an outsourcing company to sell and manage airline's product. In the past over three decades, we have gained a strong reputation as a major GSSA company in UdUbYgy a Uf_YhgYfj]b [UbUjcbk XY cZUW bYk cf_g Zca Northern area (Sapporo) to Southern area (Fukuoka).

We have been appointed as Cargo General Sales & Services Agency in 2010 by Finnair and provide cargo sales activity on behalf of Finnair.



~~~~ S#\* z## (% %SSz\* ~

4GG +  
~ #&Z&)%&: z#%(\* ~  
~ #&Z&)%&: z#% # ~

## member news

### Honka Japan Inc.

<cb\_U UdUb \Ug cdYbYX U bYk cZUW UbX showroom at Aoyama 1-chome crossing in Tokyo. Their new contact information from 23 April 2012:

Honka Japan Inc.  
Kozuki Capital East 4F  
1-2-7, Kita-Aoyama, Minato-ku, Tokyo 107-0061  
Tel. 03-3479-4169 Fax. 03-3479-4168

In our next issue we will have some images from H Y cZUW#g\ck fcca UbX H YfY Jg Ugc U : 77> event in the planning at the showroom.



S#\* z## S' ~

9

#&Z&\* , z' S) , ~ ~

#&Z&\* , z' S) +

## ...more about the Annual General Assembly

The thirteenth Annual General Assembly handled matters according to our Articles of Association. The reports from 2011 and activity plans and budget for 2012 were approved. The membership fees remain unchanged; 150,000 yen for corporate members, 75,000 yen for associate corporate and 20,000 yen for individual members.

Four board members (Masaaki Fujita, Coil Center Fujita Co., Ltd., Sakari Romu, Finnair, Veli Solehmainen, Vaisala K.K. and Hiroaki Sugawara, Finn Corporation) whose term ended where re-elected for another two years. Yasuyuki Oda, Kone Japan, Marko Salonen, Finpro/Finland Trade Center and JP Takala, Nokia Siemens Networks Japan Corp. were elected new board member.

Board of Trustees member Taiji Watanabe who was up for re-election was elected for another 5 year term. Yasuyuki Amakusa of Marubeni Corporation replaces Yukichi Nakamura who has moved to Indonesia.

Auditors in 2012 are Katsuro Ohata, Wartsila Japan and Kauko Laitinen, The Finnish Institute in Japan

After the General Assembly the new Board of Directors \UX` Jhg Ufgh a YHb[ `UbX` fY!YVMX` A UF\_c` GUUFY UJbYb` as the President of FCCJ and Hirokuni Yoshida as Vice President.

The meeting was concluded by a presentation of the Finnish School in Tokyo by Jorma Kotkajärvi.

After the assembly proceedings, Ambassador Jari Gustafsson welcomed the members and made some remarks regarding the opportunities in Finland-Japan trade relations created by the nuclear projects in Finland. He also introduced Kou Hattori as the Embassy's contact to FCCJ members.

Ambassador Gustafsson hosted the buffet dinner for the 34 members participating in the event. We had 44 registered participants, but due to the spring storm, there were a number of late cancellations and no-shows.



Quite many empty seats at the start of the meeting because of the storm.



New Board of Trustees member Yasuyuki Amakusa of Marubeni (left) with Yoshinori Sano, Kazumi Kitamura and Timo Varhama.



Auditor for 2012, Katsuro Ohata of Wartsila Japan.



New member Jun Yada of WBO Corporation talking with new Board member JP Takala. In the background Kimio Hashida.



Ambassador Jari Gustafsson makes some remarks regarding the opportunities in Finland-Japan trade relations created by the nuclear projects in Finland.



Seated from left: Yoshinori Sano, Marko Saarelainen and Yasuyuki Oda (new). Standing from left: Veli Solehmainen, Pekka Laitinen, Shigeyoshi Noto, Marko Salonen (new), JP Takala (new) Masaaki Fujita and Hiroaki Sugawara. Missing: Tuomo Kuuppo, Sakari Romu and Hirokuni Yoshida.

## SISU Magazine revived

The "SISU" Magazine was published annually from 2000 to 2005 with the aim of appealing Finnish Business to Japanese Society. According to the requests from many people, it is going to be revived in 2012.

"SISU" is a cooperative project by the Embassy of Finland, Finpro, FCCJ and Silver Stone JP. It covers various aspects of Finland, such as History, Culture, Education, Welfare, Politics, Economy, Industry, and Tourism. By introducing the background of Finland, it aims at elevate the Image of Finnish Companies in Japan.

The completed magazine will not only be sold in the major bookstores nationwide, but also distributed for free to Japanese Prime Minister, Ministers, Local Governors, and Japan Business Federation. According to the topics, it's also to be distributed to the organizations specialized on each "X".

We believe it will be a useful promotion tool of Finland to Japan, at the same time your kind support is strongly appreciated.

For more information, contact Ms. Wei Liang at Silver Stone, email liang.wei@silver-stone.co.jp



## event calendar

### Wednesday, 16 May

**Giving Back to Japan 2: Community Leaders Report**  
Joint Chamber Event Organized by the Dutch Chamber and Tohoku Planning Forum

Time: 17:30 - 20:30 (doors open 17:00)

Venue: Hitotsubashi Memorial Hall, 2F  
2-1-2, Hitotsubashi, Chiyoda-ku, Tokyo

Cost: free (contributions to reconstruction-focused charities welcome)

### Wednesday, 23 May

**Joint Nordic Networking meeting at St. Lukes**  
Organized by the Swedish Chamber

Time: 19:00 - 21:00

Venue: Restaurant Luke, St. Luke's Garden 47F  
8-1, Akashicho, Chuo-ku, Tokyo MAP

Cost: 5,000 yen

For latest event information, visit our web site.

## the chamber

### Office:

Finnish Chamber of Commerce in Japan  
Forest View Meguro 101  
5-11-17, Shimomeguro  
Meguro-ku, TOKYO 153-0064  
Tel. 03-5725-9596, Fax. 03-5725-9597  
Executive Director: Clas G. Bystedt  
Assistant: Yoko Marukawa  
E-mail: [fccj@gol.com](mailto:fccj@gol.com)

### President:

Marko Saarelainen, tel. 0555-62-6062

### Vice President:

Hirokuni Yoshida, tel. 03-5449-8311

### Other Board Members:

Masaaki Fujita, tel. 043-259-0151  
Tuomo Kuuppo, tel. 03-3239-5271  
Pekka Laitinen, tel. 080-5172-5984  
Shigeyoshi Noto, tel. 03-5531-5080  
Yasuyuko Oda, 03-5456-5191  
Sakari Romu, tel. 03-3222-1691  
Marko Salonen, tel. 03-6859-6810  
Yoshinori Sano, tel. 03-6420-3031  
Veli Solehmainen, tel. 03-3266-9610  
Hiroaki Sugawara, tel. 03-3456-3933  
JP Takala, tel. 03-5474-6400

### FCCJ Web Site address:

<http://www.fcc.or.jp/>

## fccj news

Published bimonthly by the  
**Finnish Chamber of Commerce in Japan**  
Edited and printed in-house.  
Editors: Clas G. Bystedt and Yoko Marukawa