

19th Joint Scandinavian Christmas Party



The social highlight of the year of the Nordic Chambers in Japan, the Scandinavian Christmas Party, was held on Friday, 9 December at the Westin Tokyo Hotel in Ebisu.

310 members from SCCJ (Sweden), DCCJ (Denmark), FCCJ (Finland), ISCCJ (Iceland) and NCCJ (Norway) and their guests enjoyed a fantastic evening together with delicious Nordic Christmas influenced food and wine, and a lot of other drinks.

The party started with greetings from the organizing committee, followed by Christmas songs by a choir from the American School in Japan, a much appreciated performance by the Mexican magician "Riken" after which the real Santa paid a visit, assisting in the lotteries. The evening was ended off with a lot of dancing until midnight to the tunes of Brad and the Hitmen.

Thanks to the 27 companies sponsoring the evening was also filled with lotteries for great prizes, the highlight being pairs of tickets to Europe from our long time supporters, Finnair and SAS.

Other appreciated prize items included a four items from POS, including a Jacob Jensen watch, two 50,000 yen gift vouchers from the cash donations of the Gold sponsors Ericsson Japan and Volvo, and a very valuable hotel voucher from Westin Tokyo.

In addition, 50 prizes were distributed by a pre-event lottery, 33 table gift winners brought home a candleholder. A total of 92 prizes meant that almost one in three guests won something.

For many more photos from the party see page 4.

For more about the party and full photo gallery, go to: <http://www.fcc.or.jp/xmas>



Friday, 18 November- Sweden-Finland Golf Challenge The SCCJ reclaims the Stora Enso Cup!

The 19th Stora Enso Cup, the golf challenge between the Swedish and Finnish Chambers was played on Friday, 18 November at Taiheiyo Club - Narita Course in Chiba Prefecture. Despite some rain in the morning, the competitors enjoyed the friendly game.

30 players participated in the competition (17 from FCCJ, 13 from SCCJ, including seven guests).

The Swedish Chamber came deservedly on top this time, after FCCJ had taken the six previous cups in a row.

SCCJ won by a fairly large margin, 3.3 strokes on average per player, 81.42 versus 84.72 as average for the best 80% in each team. This was the ninth time the SCCJ won, but the FCCJ is still leading with ten victories.



Aoyama View – What a year it has been!



Looking at 2011, it is clear that the Japan 3-11 triple catastrophe did not only shape the business and the economy this year, but the whole society and the way we see our lives long ahead. As we all know, the huge earthquake itself caused limited damage and Japan's preparations to protect people in such calamities worked out rather well. Yet, even if the epicenter was far away from Tokyo, it was an experience that nobody forgets even here and reminder that The Big One predicted to take place in Tokyo, will strike us one day with even bigger force. The giant tsunami, that caused the huge loss of life and property, should have

been as well predicted and prepared for. Especially, the risk should have been better taken into consideration when building the Fukushima No.1 plant, whose damage continues to cause much concern and cost even today 8 months after the event and the worst radiation leaks. Not only in practical work to ensure food safety and to decontaminate the polluted areas so that evacuees can return to their homes, but in public policy regarding nuclear power in Japan.



Almost all of Japan's 54 nuclear reactors are today standing idle as they are prevented from restarting by local political leaders due to public concern of their safety. Soon Japan must show in practice how a big industrial country can successfully manage its life and business without nuclear energy, something that is only a distant topic of long time public debate in most countries. The general prediction is: Japan cannot. Big industries will speed up their departure from Japan and people will grumble they have less and less money to consume after paying their electricity bill if majority nuclear plants will not be restarted soon. Carbon emissions will grow exponentially and Japan will be excluded from any new Kyoto pact as coal, oil and gas will be burned mercilessly to keep homes warm and the remaining factories running. Hopefully, though, reforms long overdue will be also made to deregulate energy market, to build better nationwide grid and to promote spread of alternative energies. New technologies will be developed hopefully, too, to help save energy in factories and homes - especially the latter area is long overdue, too. But the results won't come quick enough to substitute the sudden fall of the nuclear power's 30 pct share. Japan can not rely on imported electricity from neighboring countries like Germany, who can always buy all the nuclear energy it needs from France or from Finland after closing its own plants as it says it will do.

The economic recovery from the collapse of supply chains and private consumption and lack of energy was nothing short of miraculous with 2Q GDP, only 3 months after the tsunami, growing almost 6% on annualized basis. Yet, as often in Japan, after that quick jump up, stagnation has already returned brought by slowdown in export countries and cost of high JPY value. Moreover, global supply chains of carmakers and consumer electronics were hit by another "tsunami" in form of floods in Thailand. They talk about "luck of Irish", but this year Japan has had more than its fair share of bad luck.

A new DPJ government was formed summer time and the new PM who described himself as a fish that likes to lie in the mud, has moved admirably quickly to try catch up with all things his predecessors left undone. Noda has pushed through new EUR 120 billion supplementary budget to rebuild the devastated Tohoku, found the finance for it through tax increases, built better relations with the opposition, as well as ensured Tepco will survive to close the crippled plant, pay for the damages it has caused and continue provide necessary energy until other arrangements are agreed upon. Also, he has promised to raise the sales tax to finance the health and pension system in the future and to bring public finances in balance, subjects his predecessors never dared to touch. Moreover, unlike Kan who abhorred to meet foreign leaders even at home, Noda has travelled all over from Cannes to Hawaii to Bali to assure other countries that Japan will participate in financing Euro zone rescue fund, join the TPP free trade initiative and help ASEAN nations in natural catastrophes, even against the growing power of China. You might say the selection of destinations was admirable, but so were Noda's promises to others, too. What remains is to deliver on those promises.



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**Tuesday, 1 November - FCCJ Luncheon Meeting
Pekka Laitinen & Timo Varhama:
Report from the Vladivostok Tour**

At our October luncheon, which actually was held on Tuesday, 1 November, Pekka Laitinen, FCCJ Board Member (who also acted as our project manager for the tour) and Timo Varhama, FCCJ Board of Trustees members gave us an educating and at times entertaining report from the Fact Finding and Contact Tour to Vladivostok, conducted between the 5th and 8th of October.



In their presentations, Mr. Laitinen and Mr. Varhama started by giving an introduction to the region and the major economic activities, including a huge import of Japanese cars and presented the current projects under way, much related to the coming APEC summit in 2012. They also presented the sites the tour participants, 30 representatives from Tokyo, Helsinki and Moscow, visited and ended their presentation with an overview of what is expected to happen in the area after the APEC summit in November 2012

**Tuesday, 29 November - FCCJ Luncheon Meeting
JP Takala, Nokia Siemens Networks Japan**

At our November luncheon JP Takala, Head of R&D at Nokia Siemens Networks Japan Corp. gave us an insight in NSN business globally and in Japan, especially focusing on its new strategy recently brought up. The theme of Mr. Takala's presentation was "Putting Mobile Broadband and Services at the hearth of our strategies". The three pillars of new strategies are Focus, Innovation and Quality.



NSN is the global leader in mobile broadband, it is currently no. 3 in Japan, and interestingly, Japan is one of the most important markets for NSN.

At the end of his presentation JP also explained about their actions immediately after the 3/11 disaster, when a large number of their base-stations were either damaged or completely been swept away.



new member

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For latest information on our members, please check the members list on our web site.

European Business Council in Japan Elects Duco Delgorge as New Chairman



Mr. Duco Delgorge, Founder and President of MIE PROJECT Co., Ltd. and current Chairman of the Netherlands Chamber of Commerce in Japan, has been elected Chairman of the European Business Council in Japan (EBC). Mr. Delgorge will assume the position on January 1, 2012 from the current Chair, Mr. Tommy Kullberg, who will be leaving the EBC after many years of dedicated service to the EBC, including the last three years as the Chairman.



Mr. Kullberg is Chairman of Kullberg & Partners, and during \Jg' & ' nYUfg']b' :JdUbZ'a UbU[YX' cbY' cZ hAY' UF[Ygh; fYbUY' X' investments in Japan's history as founding CEO of IKEA Japan, and also served as a Director of H&M Japan. His tangible contributions to both the EBC and to furthering relations between the EU and Japan, bringing the two economies closer to achieving a balanced trade agreement, is deeply appreciated by all.

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At FCCJ, member companies all persevered their business through the troubled year. Staff at most companies stayed at their desks in Tokyo to serve customers as soon as energy was secured and trains were running again. Normal chamber activity with luncheon meetings etc was also resumed quickly and extra activity to try help the devastated Tohoku was launched. Many members donated money and goods to rebuilding, some even went over to work at the sites personally. The FCCJ charity event collected funds big enough to organize the one and only Moomin to visit centers to delight children there late summer. Closer to Christmas, Finnair organized its original Joulupukki from Finland, who comes here every year, to visit Tohoku children, too. Travelling took place also out of Japan when the business delegation organized by the Finnish ambassadors in Japan and Russia visited Vladivostok to study how the infrastructure revival ongoing in this great old city would help to bring it from Soviet era military outpost into one of the Far East trade centers on par with Tokyo, Seoul and Shanghai, as it used to be 100 years ago.



Looking into next year, there seem to be two different views where Japan economy is going. On one side, it looks clear that the global stagnation speeded up Vm' hAY' 9i' f' c' n' c' b' Y' U' b' U' b' W' U' W']g']g' Z' k']' ' g' c' k' ' X' c' k' b' :Jd' U' b' Y' i' d' c' f' r' g' Z']b' X' i' g' r' f']U' ' d' f' c' X' i' W']c' b' U' b' X' V' e' f' d' c' f' U' A' Y' ' V' Y']b[]b' [Y' b' Y' U' ' ' c' e' k' Y' f' d' f' c' U' r' g' k']' ' g' \]h']b' r' c']b' j' Y' g' r' a' Y' b' r' g' z' d' f' j' U' H']b' V' e' t' a' Y' ' U' b' X' V' e' b' g' i' a' Y' f' V' e' b' U' X' Y' b' W' ' < [\ ' n' r' b' j' U' i' Y' z']Z' V' e' b']b' i' Y' X' i' b' W' U' b' [Y' X' Z' k']' ' U' X' X' Z' f' h' Y' f' h' c']h']g' X' Y' W']b' Y' U' b' X' d' i' g' \ ' a' c' f' Y' V' e' t' a' d' U' b']Y' g' ' c' W' U' H' ' h' Y']f' d' f' c' X' i' W']c' b' ' c' j' Y' f' g' Y' U' g' ' C' b' ' c' h' Y' f' g']X' Y' z' f' Y' V' i']X']b[' c' Z' h' Y' X' U' a' U']Y' X' H' e' ' c' _' j' ' g' \ c' i' ' X' U' b' U' m' g' r' U' f' h' k' \ Y' b' ' g' b' c' k' g' a' Y' h' h' Y' f' Y' Z' U' b' X' h']g' g' d' Y' b' X']b[' k']' ' d' f' c' j']X' Y' Y' i' H' U' V' c' c' g' h' Z' c' f' ; 8D' U' i' f' Y' g' U' b' X' V' e' b' g' r' f' i' W']c' b']b' X' i' g' r' f' m']b' g' d' Y' V' U' ' ' < c' d' Y' Z' ' n' a' h' Y' Y' b' Y' f' [m' X'] Y' a' U' k']' ' U' b' X' U' h' Y' U' g' h' U' H' Y' a' d' c' f' U' f' r' i' n' g' c' i' ' h' c' b' k' \]Y' U' b' U' ' c' b' [' h' Y' f' a' ' d' c'] W' Y' g' k']' ' continue to be debated.

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Timo Varhama
FCCJ Board of Trustees Member
President, UPM-Kymmene Japan KK

