

# JAPAN

# BUSINESS REPORT

In commemoration of the 40<sup>th</sup> Anniversary of Japan and ASEAN relations and Singapore's role in the growth of Southeast Asia

## Strengthening Japan - ASEAN Relations

The vision of ASEAN's founding members: the Philippines, Malaysia, Thailand, Indonesia and Singapore, continues to drive growth across the Asian region. Established in 1967, the Association of Southeast Asian Nations (ASEAN) mission is to accelerate economic growth, social progress and cultural development throughout the association's member countries. The geopolitical and economic organization today includes Vietnam, Brunei, Cambodia, Myanmar and Laos and regional economic integration is expected by 2015. ASEAN's combined nominal Gross Domestic Product (GDP) has grown to more than US\$ 2 trillion and as a single entity, ASEAN ranks as the eighth largest economy in the world.

Identifying strong regional economic growth, Japan established relations with ASEAN in 1973 and over the last forty years, strong ties have been established across a variety of areas.

"This year marks the 40th anniversary of ASEAN-Japan Friendship and Cooperation and provides an excellent opportunity to further develop bilateral relations with each ASEAN member state", states a Japan Ministry of Foreign Affairs spokesman. "Based on this recognition, Prime Minister Shinzo Abe visited Vietnam, Thailand and Indonesia in January, immediately after taking office as Prime Minister. He then visited Myanmar, Malaysia, Singapore and the Philippines. Japan will host the ASEAN-Japan Commemorative Summit in Tokyo in December where leaders are expected to discuss a medium-to-long term vision to strengthen ASEAN-Japan relations. Japan hopes that the Summit will lend momentum to strengthen and expand ASEAN-Japan relations".

Today, Japan is ASEAN's second largest trading partner and the regions second largest source of foreign direct

investment (FDI). Japanese investment and collaboration can be found throughout Southeast Asia. In Singapore, over one thousand Japanese companies have been established, with most functioning as regional headquarters.

The Japan-Singapore New Age Economic Partnership Agreement (JSEPA), established in 2002, was Japan's first Free Trade Agreement (FTA) and Singapore's first FTA with a major trading partner.

"Our close partnership is underpinned by mutual respect, common interests and a win-win approach to co-operation in various spheres of interaction", says Chin Siat Yoon, Singapore's Ambassador to Japan. "Our partnership is continuously nurtured by frequent bilateral exchanges at the highest political level. Prime Minister Lee Hsien Loong made an official visit to Japan in May this year and shortly after, Prime Minister Shinzo Abe visited Singapore where he delivered the 33rd Singapore Lecture on Abenomics".

Japan remains one of Singapore's most important economic partners - each country is the other's third largest investor. Japanese investment into Singapore in 2011 reached S\$52 billion while in the same year, Singaporean investment into Japan amounted to S\$15.2 billion.

"We have always been a strong advocate for Japan's robust economic engagement with ASEAN countries", says Chin. "The ASEAN-Japan Comprehensive Economic Partnership (AJCEP) has led to increased trade and investment between Japan and ASEAN. Since the AJCEP was agreed in December 2008, total trade between ASEAN and Japan has risen at a yearly average of eighteen percent between 2008 and 2012. This figure is significantly higher than the yearly average rate of eleven percent for the seven preceding years. We strongly welcome Japan's support of ASEAN's



Chin Siat Yoon, Singapore Ambassador to Japan



Japanese Prime Minister Shinzo Abe and Singapore Prime Minister Lee Hsien Loong



Shomei Yokouchi, Governor of Yamanashi Prefecture



integration and community-building efforts. Since the establishment of the Japan-ASEAN Integration Fund (JAIF) in 2006, more than US\$400 million (about S\$507 million) has been pledged to assist in these efforts".

The future of Japan-ASEAN relations will depend on the next generation. The 'Japan-East Asia Network of Exchange for Students and Youths (JENESYS) 2.0' has supported exchange opportunities between Japan and ASEAN for 10,000 young people.

As a tourist destination, Japan remains a country of beauty and intrigue for visitors from Asia and the rest of the world.

"Mount Fuji has recently been made a UNESCO World Heritage site and we want to welcome visitors from Southeast Asia, including Singapore", says Shomei Yokouchi, Governor of Yamanashi Prefecture. "We encourage visitors to experience our community spirit. With the relaxed tourist visa restrictions put in place since 1st July, it is even easier to visit Japan. Yamanashi Prefecture can be easily accessed from Haneda and Narita and international flights have increased dramatically. We want to encourage deeper exchanges between ASEAN countries and Japan in line with the 40th anniversary celebrations this year".

## Investing in the Future of 'Air Travel'

Haneda Airport has aimed to be a benchmark of efficiency and ease of travel for passengers since the company was established in 1953. The airport recently won the World's Best Domestic Airport Award at the 2013 Skytrax World Airport Awards in Geneva, Switzerland. With the airport's close proximity to Tokyo and trade between Japan and ASEAN increasing, Haneda Airport is ready for the future.

"We are celebrating our sixtieth anniversary this year and we have continuously strived to improve the services we provide to our customers," says Isao Takashiro, President, Japan Airport Terminal Co. Ltd. (JAT). "Our ultimate task is to ensure passengers enjoy a memorable experience while at our terminals."

Since most international flights moved to Narita International Airport upon its completion in 1978, Haneda has been recognised for many years as

the center for domestic travel. However, they re-opened their doors to international travellers in 2010. "With over capacity at Narita Airport, the government decided to take on international flights to ease congestion," says Takashiro. "Currently, no regulations for restricting flights are imposed on us, however, we initially started accepting flights within a range of 2,000



Inside view of Haneda Airport Terminal 2

km from Haneda Airport only." Following strategic investments to the airport, the expansion of the international terminal will be completed by early 2014. The expansion is expected to accommodate up to 60,000 daytime flights per year and will position Haneda Airport as the world's third busiest airport.

"We would like to boost our

position as an air hub in terms of both domestic and international flights while working seamlessly together with Narita Airport," says Takashiro. "The advantage of being a hub is the amount of information we have available and we aim to be a communication centre between Japan and the rest of the world in key industries. With our expertise in operational terminal management, our goal is to enhance the value of our airport by handling more flights, increasing passenger traffic as well as improving the transit experience of passenger by increasing the internationalization of shops and restaurants within the airport."

In addition to the increasing number of business travellers to Japan, the government intends to increase the number of tourists by promoting Japan as an attractive tourist destination.

"In light of the fortieth anniversary between Japan and ASEAN, the Japanese govern-



Japan Airport Terminal's President, Isao Takashiro holds the Skytrax award for world's best domestic airport in 2013

ment relaxed the visa application process to encourage travellers from the region," says Takashiro. "Since last year, we have seen at least fifteen percent growth in the number of passengers coming from Southeast Asia. As trade between Japan and ASEAN increases, we would like to welcome passengers from the region and provide them with a truly unique experience at Haneda."

[www.tokyo-airport-bldg.co.jp](http://www.tokyo-airport-bldg.co.jp)

## Singapore plays a key role in driving DIAM's growth

Established in 1999 as a joint venture between Mizuho Financial Group and Dai-ichi Life Insurance Co. Ltd., DIAM has become one of the largest asset management companies in Japan. The company has assets under management of 124 billion USD (as of March 31, 2013) and has developed a wealth of experience in the management of equities, fixed income and currency investments to pensions, institutional and retail

assets in Japan and overseas.

The company's subsidiaries are located in Hong Kong, London, New York and the ASEAN region's financial hub - Singapore.

"We are seeing increased interest from Japanese and regional institutional investors in the growth markets throughout the ASEAN region," says Norio Nakajima, President and Chief Executive Officer of DIAM Co. Ltd. "As a dynamic regional

business hub, Singapore is playing an important role as we expand our business in the ASEAN region."

The company's Singaporean subsidiary, DIAM SINGAPORE PTE. LTD. was established in 2008 to provide sub-advisory services to DIAM's group companies in connection with certain funds and segregated mandates which are comprised of investments in Asian stocks. DIAM SINGAPORE also expands its business by delivering services to Japanese and European investors interested in the burgeoning ASEAN markets.

"The growth being seen in the ASEAN markets is a key focus for the company, we are monitoring developments very closely in line with our global growth strategy. We intend to strengthen our business performance by investing in the region and introducing our tailor-made investment products to institutional investors as well as sovereign wealth funds (SWF)," says Nakajima. "While focusing on managing the assets of institutional investors, there are a growing number of high net-worth investors in the region and we would like to expand our business to retail investors in the near future."



Norio Nakajima, President & CEO, DIAM Co., Ltd.

With a commitment towards increasing their brand recognition in ASEAN, the company is focusing on leveraging their expertise in order to deepen the relationship with clients in the region since the Japanese economy is showing signs of recovery.

Japan is emerging from a period of long-term deflation and as the economy continues to be strengthened by the effects of 'Abenomics', we expect cash flow to start entering the Japanese investment market," says Nakajima. "Our prediction is that the Japanese market will remain robust for the rest of 2013. We will focus on introducing our Japan Equity and other Japan related products to our prospective clients."

As the company continues to develop its business in the growth markets of the region, Nakajima provides his thoughts on strengthening of the ASEAN - Japan relationship. "The consolidation of ASEAN countries' economic and infrastructure systems will drive Japanese economic growth and simultaneously, Japan must engage more with ASEAN financial and capital markets. We understand the wealth of opportunities within the ASEAN region and we intend to make greater inroads into both the public and private sector markets. Through our commitment to the region, DIAM aims to contribute to the future of the ASEAN - Japan relationship," says Nakajima. [www.diam.co.jp/english/](http://www.diam.co.jp/english/)

## A Comprehensive Financing Services Company

In Japan's leasing and financing industries, Century Tokyo Leasing Corporation (TC-Lease) has developed into a leading company. TC-Lease has been active in the Singaporean market for over three decades and is strengthening its position within the industry as a comprehensive financing services company.

pany are automobile financing, equipment financing and vendor lease programs. The company began offering automotive financing in 1997 and this continues to be a key business driver for the company representing eighty-eight percent

and it is provided based on the customer's repayment capabilities. Vendor leasing is structured to support manufacturers, distributors and resellers. By collaborating closely with customers or vendors and providing value added services,



"We are committed to continue growing in partnership with our customers in Singapore and ASEAN."

Shunichi Asada, President & CEO, Century Tokyo Leasing Corporation

"We established operations in Singapore in 1979," says Shunichi Asada, President and Chief Executive Officer of TC-Lease. "We anticipated that our operations in Singapore would become a significant part of our business. Singapore has exceeded our expectations and we anticipate our business to continue developing in the future."

TC-Lease has established a network of offices throughout the Asian region in Thailand, Malaysia, Singapore and Indonesia. The company's local subsidiary in Singapore, Century Tokyo Leasing (Singapore) Pte. Ltd., is the largest of the company's international business entities by balance of assets.

"Singapore is a hub for our ASEAN business and also our control centre," explains Asada. "While Singapore remains our biggest market, Thailand and Indonesia represent huge business opportunities for us to partner with the large number of Japanese corporates with a presence in these markets. The strong demand in these growing economies creates tremendous business opportunities as we move forward."

In Singapore, the main services offered by the com-

pany are automobile financing, equipment financing and vendor lease programs. The company began offering automotive financing in 1997 and this continues to be a key business driver for the company representing eighty-eight percent

and it is provided based on the customer's repayment capabilities. Vendor leasing is structured to support manufacturers, distributors and resellers. By collaborating closely with customers or vendors and providing value added services,

of their total sales today. Both new and used vehicle financing is provided through authorized agents. Century Tokyo Leasing (Singapore) Pte. Ltd. also provides floor stock financing for its network of dealers. Equipment financing and vendor leasing are designed to help customer's businesses grow. The rationale of TC-Lease's equipment financing solutions is that the company facilitates lump purchases and enables customers to make payments by instalment. This scheme makes it possible for customers to avoid huge costs at the time of their initial capital investment

the company has developed a strong competitive edge in Singapore.

"Singapore's economic growth is founded on political stability and Singapore's government actively encourages private sector growth for the good of the country," says Asada. "We are committed to continue growing in partnership with our customers in Singapore and ASEAN. We will contribute to society as a comprehensive financing services company by developing services that transcend the business domains of leasing and financing." [www.ctl.co.jp](http://www.ctl.co.jp)

## Setting its Sights on Future Growth

Singapore is strengthening its reputation as a regional partner for Japanese corporations. Topcon Corporation, a leading Japanese ophthalmic and optometric instruments manufacturer has recently established a collaboration with The Institute for Infocomm Research (I2R), a member of the Agency for Science, Technology and Research's (A\*STAR).



"Singapore offers a highly skilled workforce and is an excellent location to do business throughout the region."

Satoshi Hirano, President & CEO, Topcon Corporation

The joint laboratory, ATLANTIA (Advanced Technological Laboratory for A\*STAR and Topcon's Innovative Alliance) has been established to develop advanced technologies to better detect major eye disorders and diseases in the early stages.

"Our collaboration with I2R will support the fight against blindness in Singapore," says Satoshi Hirano, President and Chief Executive Officer of Topcon Corporation. "Our technologies will lead to early detection and diagnosis of eye diseases such as glaucoma, myopia and age-related macular degeneration."

"Early detection of eye diseases such as glaucoma, myopia and age-related macular degeneration can potentially reduce healthcare costs as well as prevent or reduce the patient's pain and suffering. We are very happy to work with Topcon Corporation to develop a wide spectrum of capabilities to help detect these common eye ailments before they deteriorate and cause loss of sight," says Dr. Tan Geok Leng, Executive Director of I2R.

ATLANTIA will make use of Topcon's Swept Source Optical Coherence Tomography (OCT). As a revolutionary imaging technology, OCT enables eye doctors to view cross-sections of the eye and determine the underlying cause of disease.

"We are committed to working with our partners in Singapore and are excited about our collaboration with I2R and the contributions we can make to Singaporean society," says Hirano. "Singapore offers a highly skilled workforce and is an excellent location to do business throughout the region. Our unique technologies will enable us to provide a broad range of solutions to our customers in Singapore and the surround-

ing region."

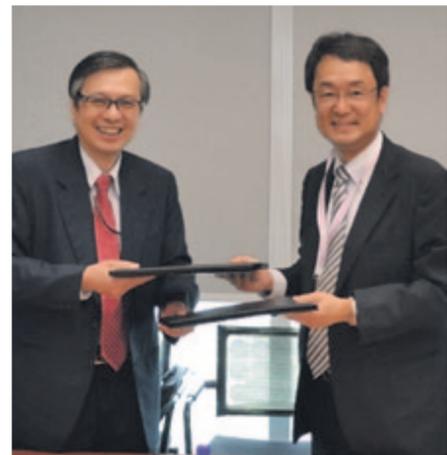
Topcon was the first company to commercialize 3D optical coherence tomography integrating OCT and non-mydratric retinal cameras. While the company's recent developments in Singapore are related to its eye care business, the company's main business unit is Smart Infrastructure through its market leading Robotic Total Stations. Through its Positioning business unit, the company also introduced the Plan Nutrition Sensor CropSpec, the world's first real time solution to enable farm operators to monitor crop conditions and manage fertilizer requirements desirable for crop growth.

"In addition to the growth of our eye care business in Sin-

gapore, we see opportunity to develop our Positioning and Smart Infrastructure business throughout the emerging markets of Southeast Asia," says Hirano.

With fifty offices around the world and international sales accounting for seventy-five percent of the company's total net sales, Hirano is confident about Topcon's long-term international strategy.

"We intend to achieve growth of twenty percent return on equity by 2015 by strengthening our core business, developing and launching new products, capitalizing on our highly skilled global workforce and building long-term international partnerships." [www.topcon.co.jp](http://www.topcon.co.jp)



Dr. Tan Geok Leng, Executive Director, I2R (Left) and Yasufumi Fukuma, President Eye Care Company, Topcon Corporation (Right)

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# The International Approach to Business

PET (Polyethylene terephthalate) bottles and containers are used throughout today's food and beverage and packaging industries. As environmentally friendly products, PET products consist of carbon, oxygen and hydrogen and the plastic resin is lightweight, strong, odourless and can be shaped into almost any modern design requirement.

Established five years after the PET bottle was patented, Nissei ASB Machine Co. Ltd. is a pioneer in injection stretched blow moulding (ISBM) machines used to form PET containers.

The pioneering technologies offered by the company are world renowned for delivering customized moulding solu-

tions. Nissei ASB Machine's range of products is ideally suited to the needs of custom moulding companies and small and medium size 'in-line' filling operators.

"Our company was established thirty five years ago, shortly after the PET bottle was patented," says Kota Aoki, the son of the founder and current President and Chief Executive Officer of Nissei ASB Machine. "We started our business in the U.S. before developing our local customer base which gave us a unique approach and as a result, our reputation as an innovative company developed rapidly."

Today, the Japanese market accounts for approximately fifteen percent of the company's business while overseas markets make up the major-



"We are now interested in establishing another facility in Southeast Asia due to the growth and stability throughout the region."

Kota Aoki, President & CEO, Nissei ASB Machine Co. Ltd.

ity of the company's business activities. Nissei ASB Machines are exported around the world from the company's facilities in Nagano, Japan and Mumbai, India.

"We invested in India in 1997 and have continuously expanded our manufacturing capabilities in the country," says Aoki. "We are now interested in establishing another facility in Southeast Asia due to the growth and stability throughout the region and the affinity countries have towards Japan."

Acting as a regional hub, the company's Singapore subsidiary is responsible for sales in Thailand, Indonesia, India, Bangladesh and South Africa.

"As a company with an international focus, I would like

to continuously increase our foreign employees here in Japan," says Aoki. "I feel Singaporeans would be a great addition to our team and I am impressed with the country's role as a financial hub and



the high level of talent found in Singapore. Many Japanese companies are interested in ASEAN countries but we must continue to improve the way we communicate and adapt to local cultures. By utilizing our individual strengths, we can benefit from working together." [www.nisseiasb.co.jp](http://www.nisseiasb.co.jp)



Nissei ASB Machine Co. Ltd. - Facility in India

A 2-page special feature produced by Synergy Media Specialists

Check out the report on your **ST** and **BT** iPad apps and download it

# Taking an Active Role in International Markets

Established in 1885, Fujikura delivers solutions to the telecommunications, energy, electronics, automotive and other industries. As one of Japan's largest producers of electric wires, cables, optical fiber and related products, Fujikura's extensive product range and dedicated solutions have enabled the company to successfully expand throughout Asia.

In the 1980's, vital infrastructure projects were commissioned throughout Asia to drive the region's development. Seeing an opportunity to grow its business, Fujikura established a regional headquarters in Singapore in 1987 to offer high



Noboru Sugiyama, Chairman, Fujikura Asia Ltd.

quality products with a customer focused service.

"We are proud that Singapore was one of our first overseas manufacturing facilities," says Yasuyuki Oda, Executive Officer and General Manager of Fujikura. "Though we stopped manufacturing in Singapore



when the knowledge-based economy overtook the manufacturing industry, Singapore has been our key regional office for over twenty five years and remains a very important market for us."

Fujikura has been responsible for several large-scale telecommunication and oil & gas projects in the region and has successfully partnered with large local companies. Today Fujikura remains the world's number one brand in optical fiber fusion splicers and continues to supply optical fibers all over the world.

"Our focus is on foreign markets, particularly in Asia because of the growth being seen in the region," says Oda. "Large scale infrastructure projects require power cables and systems, and telecommu-

nications and there are many being undertaken in emerging markets such as Indonesia, Vietnam and Myanmar."

Fujikura has sixty-two overseas subsidiaries and international business represents forty six percent of the company's total business. "As part of our 2015 Mid-Term Business Plan, we want to increase our overseas business," says Oda. "We are strategically focusing on the development of our telecommunications and energy-

two companies in Indonesia and Brazil."

With renewed efforts to strengthen their global reach, Fujikura is relying on superior products, innovative technology and high standards of customer service to drive international growth.

"We provide customers around the world with highly reliable products and quality services, which are major components of our core values," says Oda. "Particularly in ASE-



Fujikura's Production site in Penang, Malaysia

related businesses in China, South America, India and of course Southeast Asia. We want to contribute to the 'nation-building' in those emerging countries by growing the local joint venture companies together with local partners. This year we have established

AN region, Noboru Sugiyama, Chairman of Fujikura Asia Ltd. in Singapore intends to contribute and play a key role in the growth of the ASEAN region through our commitment to world-leading infrastructure development projects." [www.fujikura.com](http://www.fujikura.com)

# Nishimura & Asahi - A Leading Law Firm

Countries throughout Southeast Asia are becoming increasingly important consumer markets for Japanese companies. As Southeast Asia continues to show signs of robust growth, Singapore is continuing to attract Japanese companies, and regional investors are keen to invest in Japanese companies with an international presence.

To better serve Japanese and non-Japanese clients, law firm Nishimura & Asahi, has been actively expanding its international presence in recent years. The firm provides



Masaki Hosaka, Managing Partner & Attorney-at-Law, Nishimura & Asahi

a full range of legal services relating to business activities and has grown into the largest law firm in Japan. "We regard Singapore as a very important destination," says Masaki Hosaka, Managing Partner and Attorney-at-Law of Nishimura & Asahi. "Considering its role as a regional hub, we made the decision to open our office in Singapore in early 2012."

In addition to their office in Singapore, the firm has strengthened their inter-regional network by opening offices in Beijing, Ho Chi Minh City, Hanoi, Bangkok and Yangon to provide local support to clients. "We regard ASEAN as

a single market and our strategy is to establish a presence in each country and integrate ourselves within the region," says Hosaka.

While the Association of South East Asian Nations (ASEAN) intends to become



an integrated community by 2015, each country's judicial system currently varies greatly. Companies with investments in multiple markets across the region require legal services that provide seamless integration

and knowledge of cross border cases involving both Japanese and non-Japanese law.

"As a law firm representing market leading clients in their respective industries, we understand the legal landscape of each country and aim to be experts in the intricacies of each culture," explains Hosaka. "We have increased our presence in the region and by maintaining good relationships with respected local law firms, we are now in a position to offer our clients a 'one-stop' system of integrated services."

Another emerging market with significant Japanese investment is India, which

Nishimura & Asahi covers from its Singapore Office.

"We provide our clients across the Asian region with efficient, highly valued legal services," says Hosaka. "Through the combined expertise of our Tokyo headquarters, foreign branches and regional network, we will build on our reputation as a leading law firm within the region."

Nishimura & Asahi is also the only Japanese member law firm of Lex Mundi, the world's leading network of law firms covering over one hundred countries and legal jurisdictions. [www.jurists.co.jp](http://www.jurists.co.jp)



Asia University attracts international students from all over the world

# A Pioneer within Japan's Education Sector

The integration of the ASEAN region by 2015 will lead to the emergence of a united Asian community. Article one of Asia University's regulation stands as a testament to the university's vision to play a future role within the region:

"The mission of this institution is to nurture minds capable of achieving an integrated Asia, with priority being placed on conducting research and taking constructive action relating to Asian culture and society."

"We have always been driven to internationalize the university since its founding in 1941," says Dr. Masahiro Ikejima, President of Asia Uni-

versity. "A significant number of Chinese students studied with us over sixty years ago and we continue to build on our successful partnerships throughout the international academic community in a range of subjects."

The universities faculties include Business, Economics, Law and International Relations. The Graduate School offers Asian and International Business Strategy, Economics and Law. Asia University was the first university in Japan to offer students the opportunity to study abroad for five months and still be able to graduate within four years. "Our competitive edge as a university is the emphasis we place on international education," says Ikejima. "The



"Our competitive edge as a university is the emphasis we place on international education."

Dr. Masahiro Ikejima, President, Asia University

# Delivering Quality Solutions for Sixty Years

Singapore is reinforcing its status as a regional maritime hub. The city-state's port is the world's second-busiest in terms of total shipping tonnage and demand for maritime related services continues to grow. With increasing numbers of vessels arriving in Singapore, Fuji Trading is committed to delivering supporting services, maintenance and supplies to its growing customer base.

"Our mission is to ensure our customer's vessels are sufficiently equipped, fully maintained and well supplied while in port before continuing their journeys," says Masaharu Ono, President of Fuji Trading. "We work with some of the world's leading ship-owners and international agents and our commitment to our customers is based on our ability to ensure their safety and enable them to focus on their core business."

Fuji Trading is celebrating its sixtieth anniversary this year. The Yokohama based global

marine supplier has developed its highly regarded reputation by offering customers a diversified portfolio of maritime industry services and products. The company's solutions include marine equipment supplies and the delivery of consum-



Fuji Trading Facility in Singapore

ables to engineering works.

The company is present in all major maritime centres around the world and its Singapore subsidiary, Fuji Trading Singapore (FTS) is an essential part of its global network.

"Our office in Singapore

celebrated thirty years of operations in 2012," says Ono. "With the increasing amount of maritime related business taking place in Singapore, we consider our Singapore business unit to be a vital part of our global business activities."

In order to provide customers with a comprehensive range of maritime related services, FTS has established dedicated subsidiaries to handle specific activities. Fuji OPL Services, delivers solutions to ship operators without vessels having to enter a port. Customised engineering, maintenance and repair services are carried out through Fuji Horiguchi Engineering.

The majority of FTS' business in Singapore is related to the company's marine logistics business but they are also developing their import and sales side of the business. As part of this import and sales business, FTS trades in wine and various products from the world.



"We consider our Singapore business unit to be a vital part of our global business activities."

Masaharu Ono, President, Fuji Trading

"The growth taking place in the region has driven us to make strategic investments in Singapore and we have increased our storage capacity and logistics capabilities," says Ono. The company is in the process of expanding its warehouse facilities in Singapore with a state-of-the-art cold-room, wine cellar and additional modern storage facilities.

"We strictly adhere to safety and environmental requirements and as a Japanese service provider, we are proud of our business growth and the high level of responsiveness we offer customers," says Ono. "From North and South America to Europe and Asia, we are committed to continually delivering quality solutions to our international customers." [www.fujitrading.co.jp](http://www.fujitrading.co.jp)

# The Soy Renaissance

Fuji Oil is revolutionizing the soy milk market. The company's 'Soy Renaissance' is based on the company's 'Ultra Soy Separation' (USS) manufacturing method which creates 'low-fat soy milk' and 'soy milk cream'. USS separates the raw ingredient

soy, using a similar process to that used to separate raw milk and this patented soy-separating and fractionating technology is driving Fuji Oil's international growth.

"The USS process enables us to eliminate the distinct fla-

avour of soy creating more varied possibilities in cuisine from 'low-fat soy milk' and 'soy milk cream' products," explains Hiroshi Shimizu, Fuji Oil President and Chief Executive Officer. "The process also involves the addition of an 'Umami' which acts as an enhancing property in order to create a more functional and varied, high quality end product."



"Umami" is a Japanese word to describe a specific savoury taste and is considered one of the five basic tastes which include sweet, salty, sour and bitter.

"We want to educate consumers about our innovative and safety driven production methods and technologies as they have a direct impact on the food consumers are

purchasing," says Shimizu. "Although we are a business to business company, when we develop our technology, we always have the well-being of consumers in mind."

The company's two business units are soy proteins and oils and fats, with the latter focusing on the downstream production of margarines, chocolates, whipped cream and other products. With about fifty percent of Fuji Oil's business driven by the Japanese market, the company recognises the importance of strengthening its overseas sales channels.

"We are focused on the management of our technology, the company's global strategy and our drive for sustainability," says Shimizu. "Global growth is very important for us and our future strategy as we want to optimize our operations and



Tomoyuki Yoshida, Managing Director, Fuji Oil Asia Pte. Ltd. (left) and Hiroshi Shimizu, President & CEO, Fuji Oil Co. Ltd. (right)

develop our business within the growing Asian market."

The company established Fuji Oil Asia in Singapore last year to manage the company's growing global business. The office now covers activities in many countries from South Korea and New Zealand to North and South African markets.

"Through our regional office in Singapore, we aim to work more closely with our inter-

national clients and reach out to new customers to develop our business," says Tomoyuki Yoshida, Managing Director of Fuji Oil Asia.

Shimizu concludes, "As we continue to deliver our proven technology to our international customers, we remain committed to providing innovative solutions and customer focused support." [www.fujioil.co.jp](http://www.fujioil.co.jp)

has strong relations with the private sector on which it is continuing to build for the future.

"Our intention is to increase our partnerships with industry leaders and provide students with training and employment opportunities," says Ikejima. "Our duty is to provide support throughout the entire admissions procedure, offer a great education and provide employment opportunities upon graduation. We want to be a leading internationally focused Japanese university and develop dynamic professionals. We are proud of our achievements and we look forward to forging new partnerships with institutions particularly in Southeast Asia, businesses and students in the future." [www.asia-u.ac.jp/english](http://www.asia-u.ac.jp/english)

"Our competitive edge as a university is the emphasis we place on international education," says Ikejima. "The

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