

Updates on Japanese Business and Economy

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1. Keidanren SDG Mission visits Washington D.C. and New York City

Keidanren strongly promotes the achievement of the Sustainable Development Goals (SDGs) through the realization of Society 5.0 as policy strategies. As part of its efforts, Keidanren has dispatched an SDG mission every year in conjunction with the UN High-level Political Forum on Sustainable Development (HLPF).

On July 10-17, the delegation led by Mr. Masaya Futamiya, Chair of Keidanren's Committee on Responsible Business Conduct & SDGs Promotion, visited Washington D.C. and New York City, aiming to gather information on the latest SDG related trends and relevant undertakings by global corporations as well as seeking further collaboration with key players in the drive to achieve the SDGs. The delegation consisted of 30 member-company executives and officers.



Meeting with World Bank Group

During this mission, Chairman Futamiya gave a speech about Keidanren's recent efforts to achieve the SDGs at the Chief Sustainability Officers for SDGs event, as a side event of the HLPF, co-hosted by World Business Council for Sustainable Development (WBCSD) and UN Department of Economic and Social Affairs.

In addition, the delegation held meetings with the World Bank Group and United Nations Children's Fund (UNICEF), exchanging specific views and opinions on the development of several SDG-related innovation projects.

Keidanren also held a symposium co-hosted with the United Nations Development Program (UNDP) based on the memorandum signed last November.

The delegation also met with executives from Pfizer and Microsoft who are actively promoting the SDGs. There was a lively exchange of opinions on participation in global initiatives and active employee participation in order to achieve the SDGs.

The delegation also held meetings with the Brookings Institution, the National Foundation Council, the United States Agency for International Development (USAID), and the Fourth Sector Group.

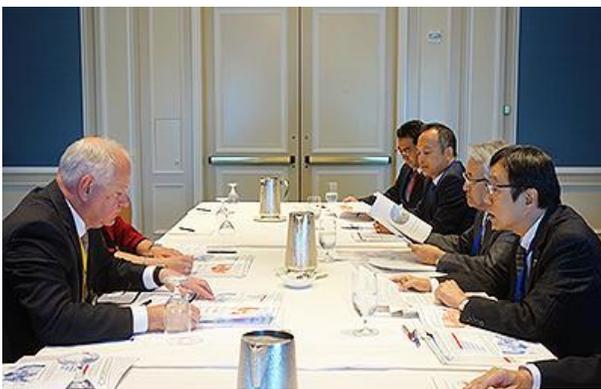


Mr. Achim Steiner, Administrator of UNDP (Center) and Mr. Futamiya (Left)

Through this mission, the delegation was able to hold specific discussions on how to accelerate the Japanese private sector's engagement in implementation of the SDGs with various organizations. Keidanren will continue to take active action toward the achievement of the SDGs through the realization of Society 5.0.

2. Keidanren's Participation in the 2019 NGA Summer Meeting in Salt Lake City

The Keidanren delegation led by Mr. Shigeru Hayakawa, Vice Chair of Keidanren and Chair of Keidanren's Committee on U.S. Affairs, and Mr. Tsuyoshi Nagano, Chair of the Committee on U.S. Affairs, participated in the 2019 NGA (National Governors Association) Summer Meeting in Salt Lake City from July 24-26.



Minnesota Governor Tim Walz

The Keidanren delegation, which consisted of 14 executives from 5 member companies, engaged in close dialogues with the Governors at NGA.

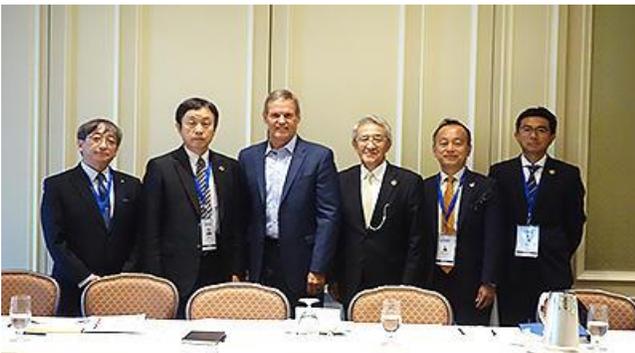
In each meeting, Keidanren emphasized (1) Japanese companies' economic and social contributions to each state and nationwide, and (2) the importance of the rules-based free trade and investment framework to the prosperity and growth of both countries.

Also, Mr. Hayakawa participated as a panelist in an infrastructure panel session held as part of an initiative from the new NGA chairman, Maryland Governor Larry Hogan. At the session, Mr. Hayakawa emphasized the importance of infrastructure in making investments and introduced examples of contributions to infrastructure projects in the U.S. which utilize cutting-edge technologies of Japanese companies.



Infrastructure Panel Session

Keidanren will continue to closely interact with state governments, and will work to strengthen Japan-US relations at the local level.



Tennessee Governor Bill Lee (Third from left),
Mr. Hayakawa (Second from left), Mr. Nagano (Forth from left)

<List of Meetings with Governors>

- Gov. Tim Walz (D) – Minnesota
- Gov. Laura Kelly (D) – Kansas
- Gov. Larry Hogan (R) – Maryland
- Gov. Doug Ducey (R) – Arizona
- Gov. Kristi Noem (R) – South Dakota
- Gov. Bill Lee (R) – Tennessee
- Gov. Gretchen Whitmer (D) – Michigan
- Gov. Gary R. Herbert (R) – Utah

3. Dialogues in Japan-Brazil Business Council Plenary Meeting

On July 29-30, the XXIIInd Japan-Brazil Business Council Plenary Meeting took place in Sao Paulo, Brazil.

The Japanese delegation, led by Mr. Masami Iijima, Chair of Keidanren’s Japan-Brazil Economic Committee, consisted of about 130 business leaders. The Brazilian delegation, led by Mr. Eduardo de Salles Bartolomeo, Chairman of Brazil Japan Business Council, Brazil Section, consisted of about 300 business leaders.

The parties discussed the economic situation in Japan and Brazil, and the expectations for human interaction and logistics connecting both regions.



Mr. Bartolomeo (Left) and
Mr. Iijima (Right)

Above all, the parties shared strong views that there is huge potential for further economic and industrial cooperation between the two countries. Liberalizing trade in goods/services along with establishing new legal frameworks would catalyze economic potential and build mutually beneficial economic ties between Japan and Brazil and even further with the Mercosur economies, which will surely contribute to economic prosperity in both regions.



Chief Cabinet Secretary Suga (Right) and Mr. Iijima (Left)

To this end, the Japanese and Brazilian business leaders reached a consensus that a high level and comprehensive Japan-Mercosur EPA (Economic Partnership Agreement) is crucially needed.

Based on this recognition, the parties adopted a Joint Statement, which was proposed to the Brazilian government. After the joint committee meeting, the statement was also presented to the Paraguayan government on the occasion of Keidanren visit.

On August 22, Mr. Iijima presented the statement to Chief Cabinet Secretary Minister Yoshihide Suga.

<Keidanren-CNI Joint Statement on EPA>

<http://www.keidanren.or.jp/en/policy/2019/061.html>

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For more information on Keidanren's recent activities, please visit [here](#) and our weekly journal [Keidanren Times](#).

Editor: Keidanren USA

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