

Updates on Japanese Business and Economy

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1. Chairman Tokura Meets with U.S. Ambassador Rahm Emanuel

On February 15, Keidanren Chairman Masakazu Tokura met with U.S. Ambassador to Japan Rahm Emanuel, who arrived in Japan in late January.

They reaffirmed the importance of the U.S.-Japan partnership based on shared values and exchanged their views on ways to further deepen the economic ties between the two countries and realize sustainable and inclusive growth.



2. Updated: Resource on Japanese Business Contributions to U.S. Economy

Keidanren has consistently promoted the Japanese business community's solid economic partnerships with the U.S. Our annual brochure "[Toward a Stronger and More Resilient U.S.-Japan Relationship](#)" has provided information on Japanese companies' contributions, such as investment and jobs. We have updated the brochure for 2022 with the latest information, which continues to show the enhancement of economic ties between the two countries even under an unprecedented pandemic.



3. Tell Us, Hello Kitty!!—Collaborative Video for Achieving Gender Equality

Keidanren has been accelerating its efforts to promote diversity and inclusion. In particular, for fostering the empowerment of women, who account for half of the population, Keidanren has set a concrete goal of increasing the percentage of female executives to 30% or more by 2030 (see also [#HereWeGo203030](#)).



To promote its ideas and activities to a wide range of people and to foster a social movement, Keidanren collaborated with Hello Kitty to release a video promoting SDGs (Sustainable Development Goals) on Hello Kitty's YouTube channel, [HELLO KITTY CHANNEL](#).



In the video, Yasuyoshi Karasawa, Chair of Keidanren's Committee on Diversity & Inclusion (Director, Chairman of the Board, MS&AD Insurance Group Holdings, Inc.), asks Hello Kitty for advice on how to expand the circle of activities to create a comfortable working environment for all people.

4. Chairman Tokura’s Speech on Economic and Social Revitalization

On November 29, 2021, Masakazu Tokura, Chairman of Keidanren, delivered a speech on “Revitalizing Economic and Social Activity while Living with/after COVID-19” at the Yomiuri International Economic Society (YIES) in Tokyo.



[Video recording
\(English interpretation\)](#)



[Full text and material
\(in Japanese\)](#)

Regarding COVID-19, Keidanren released four policy proposals in six months since Chairman Tokura took office, calling on the Japanese government to accelerate the spread of the vaccine, strengthen the medical system, and open the border based on science. The Chairman stated that we need scientific and logical policies to balance both disease control and economic and social revitalization as we have to live in a “with-COVID” world for the time being.

As we aim for economic revitalization, he emphasized that the time had come for us to rethink the course of capitalism. Though capitalism and the market economy — free and vigorous competition, efficient resource allocation, and innovation — are obviously the foundation of our socio-economic activities, excessive capitalism has resulted in severe disparities as well as the collapse of ecosystems through such issues as climate change and emerging infectious diseases. The “social common capital” has been damaged. He insisted that Japan has to enhance it, which means improving the country’s crisis management capacity, promoting digital transformation (DX), and fostering green transformation (GX). As addressing these issues may go beyond the scope of the market economy, government and its industrial policy may have a role here as well.

Keidanren has placed the concept of “sustainable capitalism” at the center of its “[The NEW Growth Strategy](#)” released in November 2020, pursuing sustainability-based, multi-stakeholder capitalism. The Chairman concluded the speech by saying he would like to take into consideration various perspectives like sociality, fairness, and justice to establish sustainable capitalism.

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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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