

JIGGNEWS LETTER

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U.S. and Canadian Local Officials Learn About Japanese Prefecture's "Green New Deal"

CHARLES TAYLOR, 2009 CLAIR FELLOW

ast November, elected city and county officials were among a of twelve group Americans who received a lesson in kokusaika, the Japanese word for "internationalization." The eleven Americans and Canadian one participated in CLAIR's "Local Government Exchange and Cooperation Program," hosted by Japan's Tottori Prefecture.

Kenneth Flatto, mayor of Fairfield, Connecticut, led the group whose members included Linda Budge, council member and former mayor of Rancho Cordova, California, Wilbur Anderson, a Wayne County, North Carolina commissioner, and Curt Paddock, director of Land Use for Will County, Illinois. Upon their return, Anderson and Paddock shared their reflections about the value of global connections with the National Association of Counties' County News.

Wayne County is home to a Japanese based company, Uchiyama America Inc., which manufactures automotive seals. Mr. Anderson stated: "If you do not have good international

The Challenge to Popularize Food and Beverages

as CLAIR Fellow...

relations with other countries, you will not get those industries in your county, if you do [have them] and do not improve relationships, you will have problems and probably not future get businesses."

During an off day in Japan, Mr. Anderson visited Uchiyama

headquarters in Okayama "to show our personal interest in them."

Mr. Paddock said the experience gave him a better understanding of the Japanese "lifestyle, values and culture," making him a more valuable part of Will County's economic development team.

The theme presented by Tottori Prefecture focused upon its environmental policies and programs. During the group's six days in Tottori, they attended lectures, participated in workshops and visited local government offices where they learned about Japanese local government.

Stops on the study tour included Tottori University of Environmental Studies and the Tottori Institute of Public Health and Environmental Science, where prefecture officials explained their "Green New Deal" initiative, a broadbased effort to reduce the prefecture's carbon footprint and promote new environmental industries.

Mr. Paddock was impressed with a display of patented technology



The 2009 CLAIR Fellows

to recycle glass from cathode ray television tubes by removing heavy metals and making glass foam "rocks" that can be used in paving and landscaping. He plans to speak with his county's electronics recycling contractor about end uses for recycled analog televisions and whether they are aware of or interested in Tottori's technology.

An appointed county official, Mr. Paddock found the CLAIR Fellows Program to be valuable and useful. However, he also stressed the importance of elected officials' involvement - especially from localities "that haven't established much in the way of international ties."

"It's hard to get anything new accomplished without getting the elected leadership to see merit or value in it. And the way they see that is through their personal participation," he said.

Localities that are looking to foster international linkages must be proactive, he added.

"You can't wait for the world to come knocking on your door."

JET Programme Alumnus Returns to Japan as CLAIR Fellow

DAVID RUBEL, THE CENTRAL VERMONT AREA BUSINESS ADVISOR FOR THE VERMONT SMALL BUSINESS DEVELOPMENT CENTER

y visit to Japan in November 2009, as part of CLAIR's Local Government Exchange and Cooperation Seminar, provided me a different perspective on CLAIR - and Japan - than I experienced more than a decade ago.

From 1997 to 2001, I lived and worked in Ishikawa Prefecture as an Assistant Language Teacher (ALT) as part of CLAIR's JET Programme. I was fresh out of college with a degree in International Studies, and while there I met my wife, Minori. During that time, I also became a student of the language, taking part in the Nihongo Noryoku Shiken and participating in the Ishikawa Prefecture Japanese speech contest.

After returning to the U.S., I worked for my father's company before securing a position as an Area Business Advisor with the Vermont Small Business Development Center. In May 2009, I was approached by Dana Eidsness, former Director of the Vermont Global Trade Partnership, about representing Vermont as a CLAIR Fellow.

As a CLAIR Fellow, I was part of a group of twelve state, local and provincial officials from the U.S. and Canada. This year's seminar was based in Tottori Prefecture and focused on Japan's environmental policy and Tottori's "Green New Deal."

David with his host family at the Tottori-sakyu Sand Dunes

I'd never been to Tottori, and was not at all familiar with Tokyo. I had not visited Japan since 2004 and my Japanese was rusty, but I had invested a considerable amount of time and energy learning Japanese, so I relished having the opportunity to connect my past with my present.

While in Tokyo and Tottori, the delegation learned about the Japanese local government system and environmental policy through seminars conducted by CLAIR and the Tottori Prefectural Government. During our time in Tottori we were given an audience with Tottori's Governor, Shinji Hirai, and stayed with a local family. I discovered that Tottori's top industries include tourism, agricultural products, fish and marine products, LCD's, micro-motors, and controlled freezing technology.

I also learned that, in 2000, contacts between Vermont and Tottori began through initiatives of the Japan Local Government Center and the Japan-America Society of Vermont (JASV). These contacts led to numerous cultural and educational exchanges between the two regions, culminating with Governor Jim Douglas of Vermont and Governor Shinji Hirai of Tottori Prefecture signing an International Friendship Agreement in 2008.

It's no wonder that this

relationship has worked well: so Vermont and Tottori Prefecture share many similarities. With 619,000 residents, Tottori is Japan's least populous prefecture; Vermont's population is 621,270. Both regions' economies depend on robust tourism and agriculture sectors, yet both are laser-focused



Presenting gifts from Vermont to Tottori's Governor Shinii Hirai

on encouraging the development of innovative "green" companies.

To further strengthen our international relationship, a group of Tottori high school students will visit Vermont in March, 2010. They will participate in a home-stay, visit a number of local attractions and businesses, and meet with Vermont local government officials. Plans are in place for Vermont high school students to visit Tottori in the future as well.

Another step is being taken to expand Vermont and Tottori's ties to trade and economic development. At the end of March, Bruce Hyde, Vermont's Commissioner of Tourism and Marketing, will lead a delegation of hospitality businesses to Japan, and schedule permitting, Tottori. Thus, my visit to Japan served as another potential link that will result in increased opportunities for local businesses in Vermont and Tottori to develop new relationships, increase exports, and share commercially viable technology.

I feel extremely fortunate to have been given two opportunities through CLAIR that have broadened both my cultural and professional horizons.



Dave Rubel is the Central Vermont Area Business Advisor for the Vermont Small Business Development Center (VtSBDC).

Prime Minister Hatoyama's Vision for Japan

SETH BENJAMIN, SENIOR RESEARCHER JLGC

By now, most Americans are aware of the historic change of government that occurred in Japan last August. For almost the entire time since World War II, the Liberal Democratic Party (LDP) has held the reins of power. That all changed on Sunday, 30th August, 2009. The Democratic Party of Japan (DPJ) won control of the lower house of the national legislature (known as the National Diet).

In an article, published in the New York Times on 27th August 2009, then candidate Yukio Hatoyama gave to the American reader a glimpse of what his government considered the most important issues facing Japan today. This article was a condensed version of what he had already told his Japanese audience in a 'policy paper' published in the Japanese Magazine, Voice. So what was it he said? Actually, it may be more pertinent to ask what has he done since August as prime minister?

Prime Minister Hatoyama's vision may be divided into two parts: One dealing with foreign policy and the other with domestic. First, foreign policy. In August, based on his argument that 'globalisation' has brought to the World untold harm, he discussed the need for Japan to go 'local' in its foreign affairs. He envisions an East Asian community (much like the European Union). The reason for this approach, he believes, is the eventual decline in the American influence in the Far East. As he said, at that time, "how can Japan, caught between an America struggling to remain a hegemon and a China wanting to be and planning to be a hegemon, maintain its political and economic autonomy and defend its national interests? The international environment in which Japan will be from now on is straightforward". So he would like to an integrated regional community, though he recognises that such an endeavour would take a long time.

All of this thinking seems to owe its origin to a Count Richard Coudenhove-Kalergi, a half-Japanese Austro-Hungarian, whose Totalitarian State Against Man, Hatoyama's grandfather Ichiro had read and translated while in political exile. The Count was an early advocate of Pan-Europeanism, which in fact is the subject of his 1923 magnum opus, Pan-Europa. At the end of his New York Times article, he quoted the Count to express the concept of his regional community within the marketplace, "all great historical ideas started as a utopian dream and ended with reality. Whether a particular idea remains as a utopian dream or becomes a reality depends on the number of people who believe in the ideal and their ability to act upon it". This is Hatoyama as 'Hatobama', as Ian Bremmer and Nouriel Roubini want him to be in their Wall Street Journal article of 31st December 2009.

Turning to the domestic, Hatovama has focused on mediating of vicissitudes 'Market Fundamentalism', particularly what he 'American-style free-market economics'. In his article, he says, "In these times, we must return to the idea of fraternity - as in the French slogan 'liberté, égalité, fraternité' - as a force for moderating the danger inherent within freedom". No longer can we concentrate on economic growth at the expense of the Japanese people's quality of life, such trade-off being one of the reasons for the founding of the DPJ. Hatoyama sees the role of the government as protecting the economic well-being of the Japanese people.

Part of that responsibility involves the respect for the government that administers programmes for the benefit of the ordinary citizen. One of Hatoyama's laments is the loss of trust in government.

He believes that
the economic
'lost decade', as it
is called, has
eroded the
Japanese public's



confidence in their elected officials and public servants. What he saw was government after government, through its institutions, struggling to restart the economy; he saw public services becoming less responsive to the people, and sometimes even disappearing; pensions vanishing in a morass of inefficiency, and these just to mention a few of the ills. The election in August was for him a sign that the public had given up on the only government it had known for years. It had finally stated that it no longer trusted the status quo but, nonetheless, was not willing to give up on government totally. So, DPJ was to be given a chance to restore its

As a result, Hatoyama sees administrative reform as the primary way in which to regain the respect of the Japanese people. Government must be seen to spend the people's money wisely and transparently. So, his solution? Decentralisation. In his speech to the new ordinary session of the Diet, in January 2010, he emphasised 'protecting life' as the main domestic policy goal, though it was unclear exactly how that was to be achieved. Part of that goal, however, was administrative reform. On that he was clearer. What he wants to see is an equal relationship between the central and local governments. Moreover, he described this year as being 'year zero' for what he called the 'regional sovereignty revolution'.

One could argue that prime minister Hatoyama represents for the Japanese, at least in 2009, the hope and change that the Americans expressed in their own elections of 2008.

JETAA Toronto - A Canadian Perspective

GLEN MORALES, CO-CHAIR, JETAA TORONTO

Introduction

Since its founding in the fall of 1991, the Japan Exchange and Teaching Alumni Association (JETAA) Toronto has seen dynamic growth in its number of members as well as types of events coordinated each year. Built on the unique experiences and fond memories of each former participant, JETAA Toronto has been able to successfully create a large network within its Alumni, support the efforts of the Consulate General of Japan, and liaise with other Japan-related organizations in the community. This could not have been done without the 1100+ members and the active volunteer executive officers that make up the organization making it one of the biggest and most energetic chapters in Canada.

Cultural Events

JETAA Toronto has always prided itself on the type of events created for our network of members. To kick off the year's activities, the annual Hanami Picnic, set in the lovely scenery of High Park, gives people the chance to enjoy the beautiful cherry blossoms in bloom while sharing cherished memories of this special time in Japan.



Cooking Class for Departing JETs

As well, the JETAA Cooking Class gives participants the opportunity to whet their palettes on things to come as volunteer Alumni teach departing JETs how to prepare some of their favorite dishes - and of course, eat them too! Also included in our cultural events are the informative Japanese lessons, historic Toronto Walking Tour, and the sun-filled Fruit Picking expedition.

Professional Events

In tune with promoting and fostering the growth and success of the JET Programme, JETAA Toronto and the Consulate General of Japan in Toronto hosts the annual Pre-Departure Orientation (PDOT) and Re-Entry Seminar. Heavy recruiting drives have led to us seeing off the largest number of departing JETs across Canada each year. Thanks to the array of information and experience our skilled Alumni bring to each presentation and workshop, it is no wonder the PDOT has been so successful in helping to prepare newly appointed JETs for their lives overseas in Japan. One of the more recent additions to this has been the JET Teachers of English to Speakers of Other Languages (TESOL) Seminar, which focuses on providing practical teaching tools relevant to assistant teachers in the classroom.

Additionally, the Re-Entry Seminar is focused on helping freshly returned JETs by having various Alumni and professionals present workshops - which range from goal-setting and career training to reintegration to Canadian society. JETAA Toronto has also introduced the annual ShigoTO Career & Networking Event, a highly-regarded formal evening aimed at helping to connect potential employers to our career-focused Alumni membership.



ShigoTO Career & Networking Event

Social Events

To complement our hard work, JETAA Toronto's social events are aimed at drawing out the variety of Alumni in our membership. An annual Stella Borealis Boat Cruise, Raptors Basketball, AGM/Shinnenkai Night, and Harbourfront Centre Skating are but a few of the type of events available for all to attend. One of the bigger events, the Natsukashii Art Exhibit held at the upbeat Gladstone Art Bar, showcased the beautiful and exquisite Japan-inspired works created by talented JETAA Toronto artists.



Natsukashii Art Exhibit

As well, JETAA Toronto coordinates a number of intense sporting events each year. Seasonal events JET Alumni participate in are the Gold-winning "Fighting Carps" Dragon Boating Team, the fund-raising Toronto Heatwave Beach Volleyball Tournament, and the endurance-testing All-Sports

(dodgeball / volleyball / basketball / ultimate Frisbee) Tournament.



JETAA All-Sports Team

With the highly-active membership, dedicated volunteer executive officers, and collaboration with the Consulate General of Japan and other Japan-related organizations, JETAA Toronto has become an integral part in helping to strengthen ties and build bonds overseas in Japan and locally in our vibrant and energetic City of Toronto. Domo Arigatou Gozaimashita!

Getting Personal with the JET Programme and JETAA

CHIZUKO KAWAMURA, ASSISTANT DIRECTOR, JAPAN LOCAL GOVERNMENT CENTER

nglish was my favorite subject when I was a student. I often dreamed of becoming a diplomat or perhaps working at the United Nations so I knew that it was important for me to become as proficient as possible in the English language. I began English classes in junior high school and eagerly listened to the NHK (Japan Broadcasting Corporation) Radio English Course.

I benefited greatly, however from the extremely proficient and hard working Japanese English teachers. Homework and practice lessons were abundant and I even spent my vacation time honing my English language skills. It was quite a burden, but the hard work paid off!

I also received assistance from a native English speaker from England who taught my class weekly during my first year of high school. Unfortunately, I did not receive this assistance during my second and third years. Nevertheless, I made it a point to visit the English teacher who worked with me on my reading and conversation skills.

I believe that this native English speaker was invited by Monbusho

(Education Ministry) as part of a programme that served as a precursor to what is now widely known as the Japan Exchange and Teaching Programme (JET).

My introduction to the JET Programme came in 1990-92 while working for the Hiroshima City Board of Education. Our newsletter introduced annually the new JET participants called Assistant Language Teachers (ALT's). The Japanese English teachers worked hard to care for the needs of the JET's.

Afterward, when transferred to the International Relations Division in April 1993, I was placed in charge of the JET Programme. Now it was my turn to care for our JET participants. Although most of my experiences were good, some were stressful and on occasion downright difficult. Once, after his assignment had finished, a CIR left a mess where he had lived. There was garbage everywhere and I needed to enlist some of my colleagues to help me clean up. It took all day and it was in the midst of a summer hot streak. Although this event occurred more than fifteen years ago, I still remember clearly how awful it was!

I departed the International Relations Division in 1995 and for quite awhile had no contact with the JET Programme until one day I learned that I was assigned to work at the Japan Local Government Center in New York City. Here I would be responsible for handling the affairs of the JET Alumni Association (JETAA) in North America. Since I came to JLGC directly from Hiroshima city government in April 2009, I did not have the benefit of a year's preparation at CLAIR headquarters in Tokyo that my colleagues working at JLGC had. I knew very little about JETAA. I would have to learn on the job!

After one year of working with members of various JETAA chapters and my past experiences with the JET Programme in Japan, I have attained a better understanding of JETAA. As I become accustomed to the mission of JETAA, I believe firmly that there is great potential for strengthening the relationship between JETAA chapters and Japanese local governments. JETAA has the potential to serve as a bridge of friendship between the people and culture of Japan and foreign peoples and cultures.

JETAA Technology Regional Conference in Portland, OR

he JETAA Portland chapter hosted the first ever JETAA Technology Regional Conference from January 29 to 31. In spite of being a small-scale "regional conference", eleven chapters from as far away as New York ended up participating. The participating chapters included eight US chapters (Heartland, Texoma, Rocky Mountain, Pacific Northwest, Portland, New York, North Carolina, and South Carolina) and three Canadian chapters (Northern Alberta, British Columbia and Yukon, and Southern Alberta).

As indicated by the title, the conference focused on how the alumni chapters can utilize new information management and website construction resources such as WordPress and Joomla, and social networking sites like Facebook and Twitter. Thanks to everybody's hard work building on the great initiative and contributions of Mr. Bob Schnyder, the webmaster of JETAA Portland, with the support and encouragement of the Country Representative, Mr. Ryan Hart, the meeting concluded with the adoption of

a detailed action plan and teams assigned to complete several specific tasks.

JLGC believes this conference was a great success and will eventually help chapters to make much better use of available technology. Also, it was a great



Portland Webmaster Bob Schnyder (center standing), Country Representative Ryan Hart (seated right) with JLGC staff and members of JETAA Portland and Pacific Northwes: JETAA chapters at the Jan. 30th Technology Regional Conference reception.

opportunity for chapter members from the US and Canada to join together in a cooperative endeavor and strengthen the bonds between two of the largest and most active alumni groups in the world, JETAA Canada and JETAA USA. We extend our gratitude to JETAA Portland, as well as Pacific Northwest JETAA, which sent several chapter members as volunteers, and the Consulate General of Japan in Portland. This conference would not have been possible without everyone's commitment and generous support.

Introducing Japanese Overseas Branch Offices in U.S.A.

KANAGAWA Prefecture



Yokohama Minato Mirai 21

Kanagawa Prefecture with a population of about 9 million is located south of the Tokyo metropolitan area. Its largest city, Yokohama is a mere thirty minutes from Tokyo.



Great Buddha of Kamakura

Besides Yokohama, there are other highly developed cities in the prefecture; such as Kawasaki City. Kanagawa has much to offer tourist; such as Kamakura, where the first Shogunate government was established over 800 years ago, and Hakone famous for their onsen ("hot spring") resorts. As an official sister prefecture/state of

Maryland, the Kanagawa Office conducts its operations alongside the State Secretary's office.

Our staff facilitates bilateral trade and investment, as well as provides support services to foreign companies who want to establish a presence in Kanagawa. We also assist Kanagawa companies who are looking to expand into the U.S. market.

Finally, we promote international

exchange activities between Kanagawa and Maryland.



The view of Mt. Fuji from Hakone

With its strong and supportive business environment, Kanagawa prefecture is the ideal place for your business.

Please visit our website and feel free to contact us for any additional information or assistance.

E-mail: knpt@jetro.go.jp www.investkanagawa.com

by Akira Imai

ISHIKAWA Prefecture



Karasaki Pine Trees in Kenroku Garden - Rope supports protect these ancient trees from heavy snow

To avoid the eyes of the government in Edo (modern-day Tokyo) ever-watchful for signs of growing military presence in the provinces, Ishikawa's prominent Maeda family encouraged local artisans to produce cultural exports like Nou drama, Wajima lacquerware and Kaga Textiles; and culinary delicacies such as sake and ishiri sauce. With these less-conspicuous products, the Maedas spurred regional economic growth and started a tradition of artisanal excellence that continues today, 400 years later.



The coast at Amagozen-misaki

Located near the center of Japan's main island, Ishikawa is surrounded on three sides by the Sea of Japan. The region is blessed with richly varied terrain and abundant natural bounty. The Noto Peninsula in the north provides fresh seafood, while inland, high quality rice and unique native vegetables are grown and prepared according to the seasons. Ishikawa's celebrated produce and seafood, combined with generations of local culinary tradition have given birth to one of the most delicious regional cuisines in all of Japan.

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by Koji Yamade

AICHI Prefecture



Nagoya's rapidly expanding downtown

Nicknamed the "Car Kingdom," Aichi Prefecture is best known as the home of Toyota Motors. Aichi has become home to Japan's burgeoning aerospace industry with a strong presence by Mitsubishi, Kawasaki, and Fuji Heavy Industries.



Nagoya Castle

The capital city of Nagoya is a prosperous urban area and the heartland of central Japan. Nagoya has seen an explosion of growth and new skyscrapers such as Midland Square, Spiral Towers, and the JR Central Towers adding a modernist look and offering conveniences to the downtown area. In 2005, Aichi hosted the World Expo, welcoming visitors from around the world. In 2010 other significant Aichi events will include: a biological diversity conference "COP10 Aichi-



Nagoya", an international art festival "Aichi Triennale", and Nagoya's 400th Anniversary.

E-mail: aichisf@jetro.go.jp www.pref.aichi.jp/global/en/index.html by Yasunobu Sugimoto

SHIGA Prefecture



Shiga Fair at Novi Civic Center 200

Michigan and Shiga have been Sister States since 1968. I am stationed in Lansing, the state capital and working to further the relationship between the state of Michigan and Shiga prefecture. In addition to the various student exchange programs, I promote cultural and economic exchanges.



Yaki-Onigiri made of Omi rice from Shiga

I am currently focusing on introducing Japanese cuisine to Michigan residents. This past October, I was fortunate to organize, coordinate and promote "The Shiga Fair", which introduced many local Japanese foods and traditional crafts. Presently, I plan to create a "Japanese confectionery event" in May 2010.

I believe these events will provide people in Michigan with the opportunity to expand their knowledge and appreciation of Japanese culture,



increase their understanding and interest in Shiga, Japan, and promote lasting Japan-US friendship.

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by Saeko Miyamura

FUKUOKA Prefecture

Invest Fukuoka North America provides free expansion and relocation assistance and partner matching services to companies throughout North America interested in taking advantage of the market opportunities in Western Japan. Invest Fukuoka is a division of the Government of Fukuoka

Prefecture, Japan, and our services are completely FREE.



A waterfront business district in Fukuoka

We can arrange partnerships, help you initiate business transactions, while introducing your products or services to Fukuoka-based companies. We can also assist you with locating suitable office space, personnel, and professional services needed to expand your business in western Japan. Financial incentives are also available to



qualifying companies.
For additional information about Invest Fukuoka and Fukuoka Prefecture, please visit

www.investfk.com

by Kenjiro Takenami

City of OSAKA

Osaka has a long and distinguished history as a former capital of Japan and as a gateway of exchange with the world.



Osaka Castle and cherry blossom



Tenjin Festival and Fireworks

In more recent times, Osaka has become a prosperous commercial and financial center, with rich academia, culture and arts.

Since 1958, our office has been located in Chicago and involved in a variety of areas like business and cultural



Tecchiri (blowfish hot po

exchange and tourism promotion as the sole representative office of the City of Osaka in North America.

Osaka has cherished its sister city relationships with San Francisco (1957) and Chicago (1973), and participated



in a wide range of exchanges including grass roots exchange. Please contact us with any Osaka related questions.

E-mail: info@osakacity.org www.osakacity.org

by Takayuki Toriyama

The Challenge to Popularize Japanese Food and Beverages

JUNJI IMADA, ASSISTANT DIRECTOR, JLGC

urrently, Japanese local governments are actively promoting human and cultural exhibitions. A recent example is the International Restaurant & Foodservice Show of New York 2010, held at the Jacob Javits Convention Center, where eight Japanese local governments took part in showcasing their culinary specialties.

The Japan Local Government Center recruited the Japanese local governments and assisted with coordinating and arranging their participation in the show. Also, JLGC facilitated networking opportunities among Japanese participants, US distributors, buyers and restaurant owners.

Future plans call for JLGC to assist with the marketing and promotion of similar international trade shows featuring Japanese culture. If you are aware of a particular event in your country or city, please contact us at jlgc@jlgc.org



Introducing JLGC's New Director

Shigeki Sonoda, Director, JLGC



In the middle of my first winter in New York City, I have experienced the cold weather recalling the hot news that featured a controversial mayoral election and a base ball World Series

victory for the New York Yankees. Japan Local Government Center, (CLAIR New York) covers the U.S. and Canada, and the staff often travels throughout North America on business. Whenever I travel, I meet people living passionately and decisively, which warms my heart and gives me courage. Americans are early risers and I often observe commuters hurrying to catch a train or bus before dawn. Financial institutions and motor vehicle offices start their business day at eight o'clock in the morning. Americans and especially New Yorkers economize their time giving more value to their lives. I'm happy to learn these useful tips to live wisely every day.

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