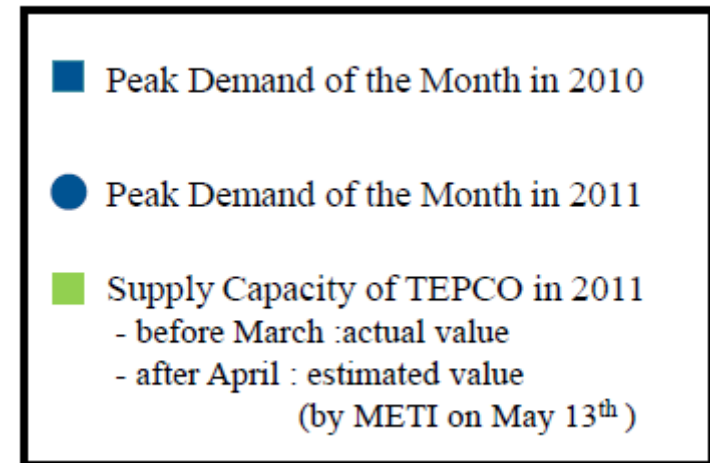
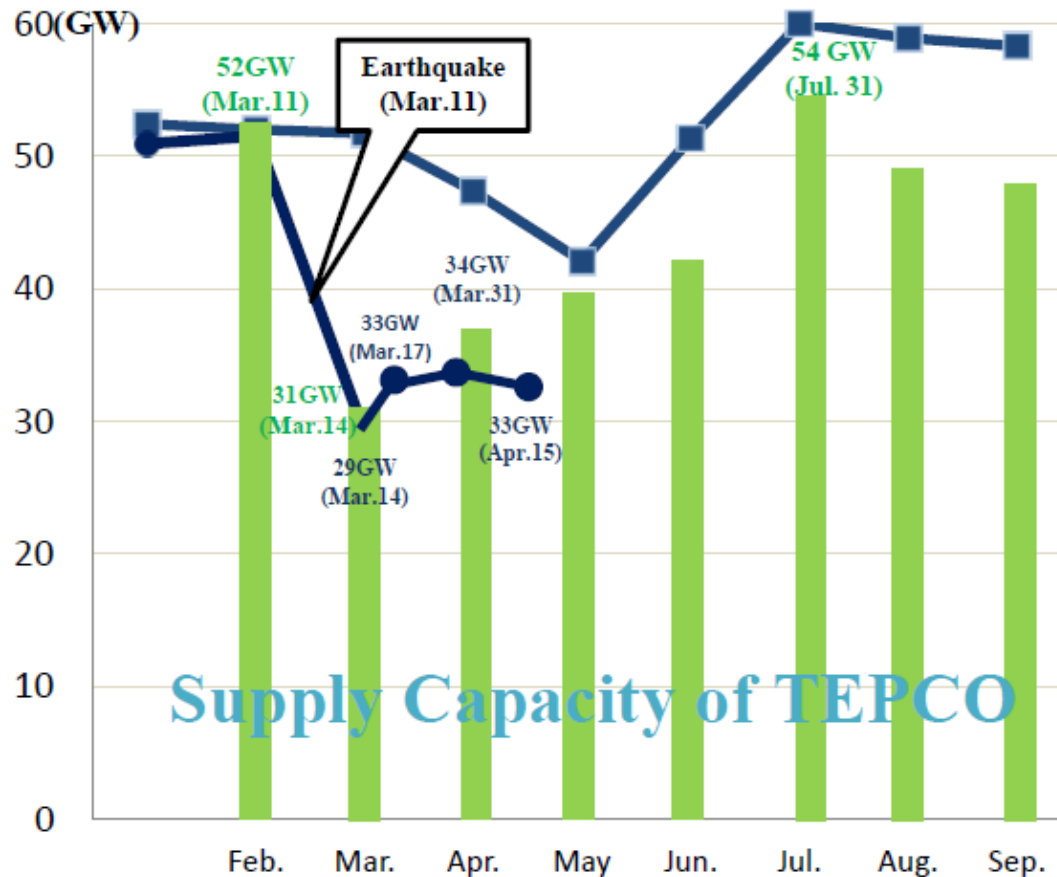


Impact on Energy Supply/Demand in Japan

Tokyo Electric Power Company supplies electricity to an area with 42 million people and 40% of Japan's GDP, but lost 40% of its generation capacity after the earthquake and tsunami.

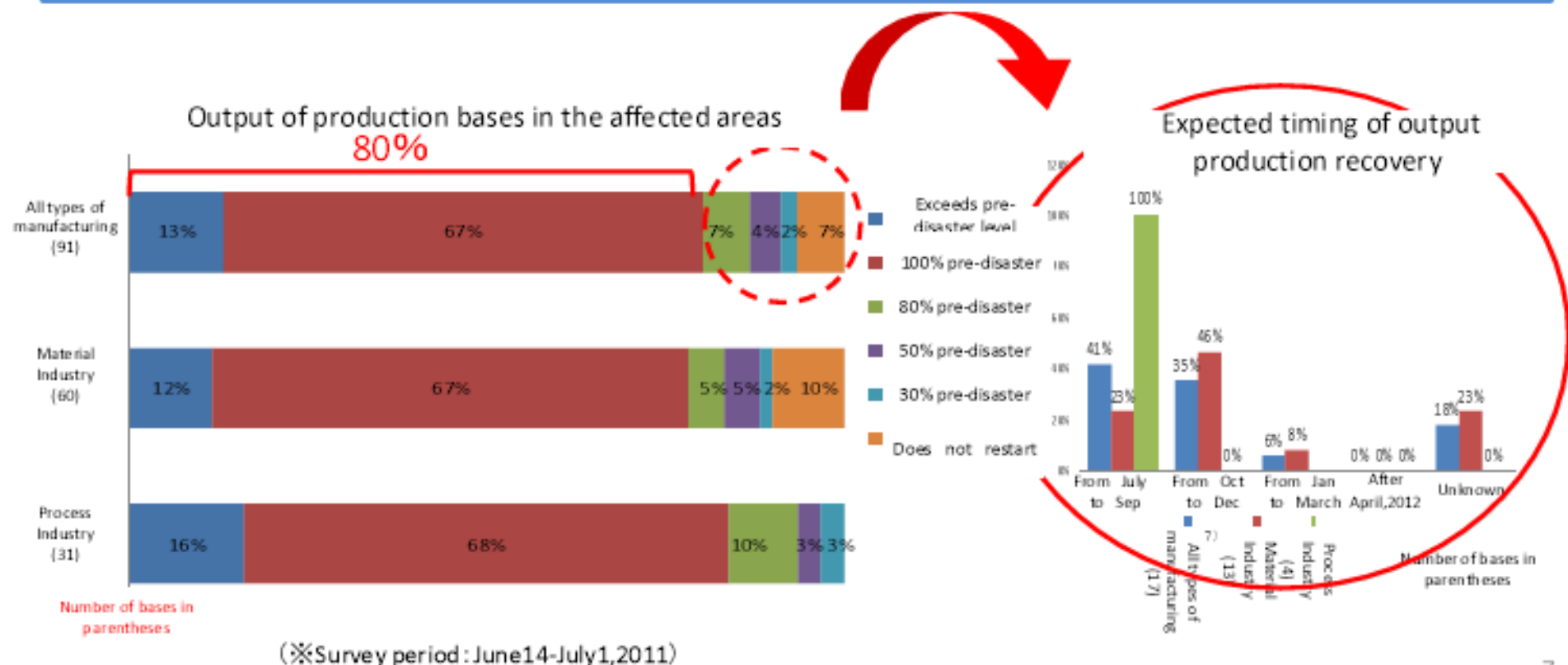
We are making the utmost efforts to match supply and demand during the peak-load summer on both the demand and supply side.



Source: Ministry of Economy, Trade and Industry

Current Status of Supply Chains

- 93% of 91 production bases directly affected by the disaster have already finished restoration.
- 80% of 91 production bases have recovered output of production bases to pre-disaster, or exceeded former levels.
- More than 70% of production bases at which output is less than pre-disaster levels will have recovered their output by the end of 2011.



TOWARDS RECOVERY



Koinobori, "carp streamer" in Yamada-machi, Iwate
Copy right: Kyodo



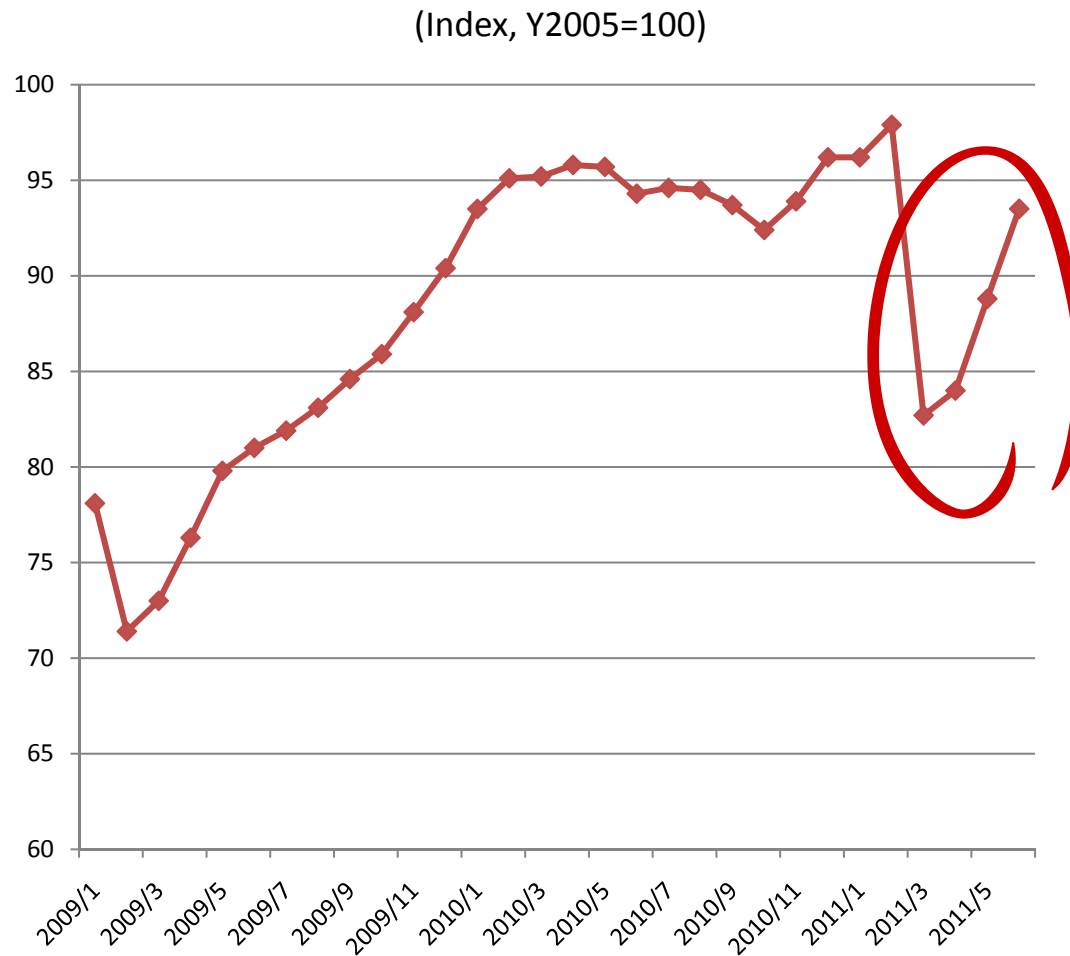
Construction of temporary housing
Copy right: AFP/Jiji



Resuming of Tohoku Shinkansen
Copy right: Sankei Shimbun

Speedy recovery of supply chain beyond expectation

Production Index of mining and manufacturing industry



- Month-over-month growth rate of mining and manufacturing industry production was 5.7% in May 2011
 - the largest ever since recorded
- Automobile industry has lead the growth
 - Has realized supply chain recovery at a speed faster than expected
 - Related industries have also achieved high growth rate.
 - Metal
 - Chemical products
 - Transport equipment

Note: Data of 2011/6 is estimated based on production growth prospects 5.3% as of July 2011
Source: METI(Ministry of Economy, Trade and Industry) "Japan's Challenges Towards Recovery" (METI, July,2011),

Basic Guidelines for Reconstruction in response to the Great East Japan Earthquake (decided on July 29, 2011)

“Basic Guidelines for Reconstruction in response to the Great East Japan Earthquake” was decided by the Reconstruction Headquarters in response to the Great East Japan Earthquake on July 29, 2011. The Guidelines constitute a blueprint for the Government and other actors to tackle numerous challenges in the reconstruction process.

BASIC CONCEPT

- Main administrative actors are municipalities.
- The central government will present guidelines for reconstruction and provide support on finance, human resources, know-how and other aspects.
- Reinforce bonds (*kizuna*) with the international community; “reconstruction open to the world”

TIMEFRAME

- 10 years for the reconstruction period (the first 5 years for the “concentrated reconstruction period”)

RESPONSE ACTIONS TO BE IMPLEMENTED

- Measures for the recovery and reconstruction of the disaster-afflicted areas and for the restoration of lives of affected people
- Measures to be taken in areas closely connected with disaster-afflicted areas;
- Measures for nationwide disaster prevention and reduction.

BUDGET SCALE (estimation, national and local governments)

- ¥ 23 trillion in the next 10 years (¥ 19 trillion in the first 5 years)

SUPPORT FOR RECONSTRUCTION

- Create “system of Special Zone for Reconstruction”
- Establish “easy-to-use” grant for implementation of reconstruction plans formulated by local governments
- Work towards reconstruction with the vitality of private sector

POLICIES AND MEASURES

Building Disaster Resilient Regions

- Build regions which respond to challenges of aging society and population decline and mobilize measures on the concept of “disaster reduction”
- Realize swift reorganization of land use

Revival of Local Economic Activities

- Mobilize public and private funds for affected business enterprises, reduce corporate effective tax rate
- Assure quick recovery of logistic infrastructure, promote the use of renewable energy and improve energy efficiency
- Promote foreign investment to Japan and acceptance of foreign nationals with skill and knowledge.

Nation-building incorporating lessons from the Earthquake

- Promote international cooperation to share lessons learnt as global knowledge asset
- Verify measures to be taken in case of future earthquakes and strengthen response capacity to disasters
- Conduct in-depth study on the Great Earthquake including international joint study to contribute to disaster prevention

Reconstruction from Nuclear Accident

- Implement emergency, recovery and reconstruction measures and solve the nuclear accident as soon as possible.
- Monitor and provide information on radiation dose and develop system to assist inspection to assure food safety.

Reconstruction open to the world

Reconstruction open to the world

Based on the compassion shown by the international community, Japan must move forward strongly and quickly on reconstruction efforts, becoming an even more attractive country.

The disaster brought great damage on international supply chains, and once again raised awareness among people within and outside Japan of the deep linkage between Japan and the world. In light of this, Japan must strengthen kizuna with the international community, and aim for reconstruction not inward-looking but open to the international community.

- **"Toward Reconstruction ~ Hope beyond the Disaster" (Reconstruction Design Council)**

Promoting understanding of Japan's revival within and outside Japan

Economic revitalization open to the world

- Prevent the spread of reputational damages through the dissemination of accurate information
- Restore faith in the "Japan Brand" by putting out a call to people all over the world
 - Appealing safety, High quality of products, advanced scientific technology etc.
- Maintain and develop the links established through the crisis among people around the world
 - Promote exchanges between the affected areas and other countries
- Promote foreign direct investment
 - encourage global companies to establish research bases and Asian headquarters functions in Japan
- Develop an environment to employ and accommodate foreign nationals who possess exceptional technical skills and knowledge
 - A points-based incentive immigration system¹ etc.

1. A system that awards points for career and research achievements, and grants incentive measures to foreign nationals who have acquired the requisite number of points, such as allowing them to prolong their period of residency in Japan

Source: "Toward reconstruction ~Hope beyond the Disaster" (Report to the Prime Minister of the Reconstruction Design Council in response to the Great East Japan Earthquake)

Policy Speech by Prime Minister NODA on September 13



Dutch Tourism Expo 2012 (Vakantiebeurs)



the Utrecht Jaarbeurs
from 11 to 15 January, 2012

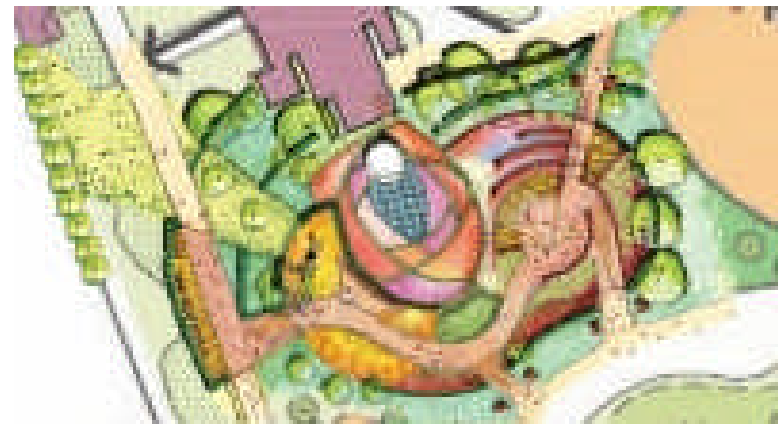


Floriade 2012

World Horticultural Expo

World Horticultural Expo, Venlo - The Netherlands

5 April to 7 October 2012



Copy right: Floriade 2012

Nihon buyo

By Nihon Buyo Foundation
March 2012



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Fin

Dank u wel