

# Aichi Int'l Business Newsletter

— Business and Economic Close-Up on Aichi and the Greater Nagoya Region —

## Aerospace Vision Outlines Steps to Boost Aichi's Role in the Industry

Already boasting over half of Japan's aerospace manufacturing output, Aichi prefecture is looking to expand its role further. In a strategic plan entitled **Aichi Prefecture Aerospace Industry Development Vision**, the prefecture outlined steps that will put it on a path toward strengthening the industry.

The aerospace strategic outline lays a course for creating an aerospace industry cluster involving government, educational and research institutions, and private industry in a concerted effort to bolster aerospace manufacturing.

The vision plan emphasizes the need to support the region's small and medium-sized manufacturers, strengthening their ability to compete as suppliers. Presently, the region's involvement in the aerospace manufacturing sector is led by very large companies, but the vision plan anticipates a supply system in which smaller manufacturers will play an increasingly active role. Also among the goals described in the plan is for the region to be active in bringing advanced materials from development to deployment. In the vision plan, Aichi Prefecture also pinpoints the need to identify areas of synergy between the automotive industry, which is still by far the strongest sector in Central Japan, and the burgeoning aerospace industry.

## Nagoya University Opens Composite Engineering Research Center

The development of advanced composite materials continues to garner attention and generate cross-sector cooperation in Greater Nagoya. In our last issue, we told you about how materials leader Toray is expanding its presence in Aichi prefecture in an effort to be closer to automotive and aerospace companies, which are anticipated to widely adopt carbon composites in order to take advantage of their strength and light weight. Nagoya

University has now gotten into the act with its **Composite Engineering Research Center**, opened in December.

The facility is located within the Graduate School of Engineering and is staffed by 11 engineers specializing in aerospace, materials and electronic information systems. The center will carry out research on carbon composite reinforced plastics under the direction of the Japan Aerospace Exploration Agency (JAXA).

Carbon composite reinforced plastics are expected to be an integral part of the Mitsubishi Regional Jet (MRJ), the first nationally manufactured commercial aircraft in 40 years, and will contribute to reducing the weight of the wings and body of the fuel-efficient aircraft. In addition to aerospace projects, the research center is expected to make contributions to the region's automotive industry.

Tetsuhiko Ueda, director of the Composite Engineering Research Center, is enthusiastic about the new facility's prospects of contributing to the MRJ project and other vital industries.

"We'll apply ourselves fully to strengthening the aerospace sector as a key industry. We'll then look to broaden our research focus in order to contribute to the region's automotive and other industries," Ueda said.

## Application Period Opens for Nagoya's Biggest Trade Fair

The organizers of **Messe Nagoya 2009** have opened the application period for the trade show and exhibition, which will be held November 11-14 at Port Messe Nagoya. With this year's theme of "Safety, Security and Trust," organizers seek to attract companies that can make contributions to industry, business and society.

Established after the 2005 Aichi World Expo in an effort to sustain and build upon the interest in innovative technologies and ideas that the event garnered, Messe Nagoya is

now in its fourth year and is fast becoming one of the premier exhibitions on Nagoya's business calendar. Last year, over 300 exhibitors took part in the event, which drew 45,000 attendees.



A Messe Nagoya exhibit draws a curious crowd

Messe Nagoya is strongly backed by Central Japan's premier companies as well as governmental organizations, and foreign exhibitors are often surprised by the extent to which the *genchi shugi* ("go and see for yourself") philosophy that has contributed to the unparalleled quality of the region's manufacturing also extends to regional companies' approach to the trade fair. Key decisionmakers and engineers view Messe Nagoya as an opportunity to familiarize themselves with new ideas and build business relationships. Last year, the organizers arranged over 300 face-to-face business meetings for exhibiting and visiting companies. That number is expected to grow in 2009.

The application deadline for this year's event is June 30. More information is available at the Messe Nagoya website ([www.messenagoya.jp](http://www.messenagoya.jp)) or by contacting the Aichi Prefecture Government Office at JETRO San Francisco.

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