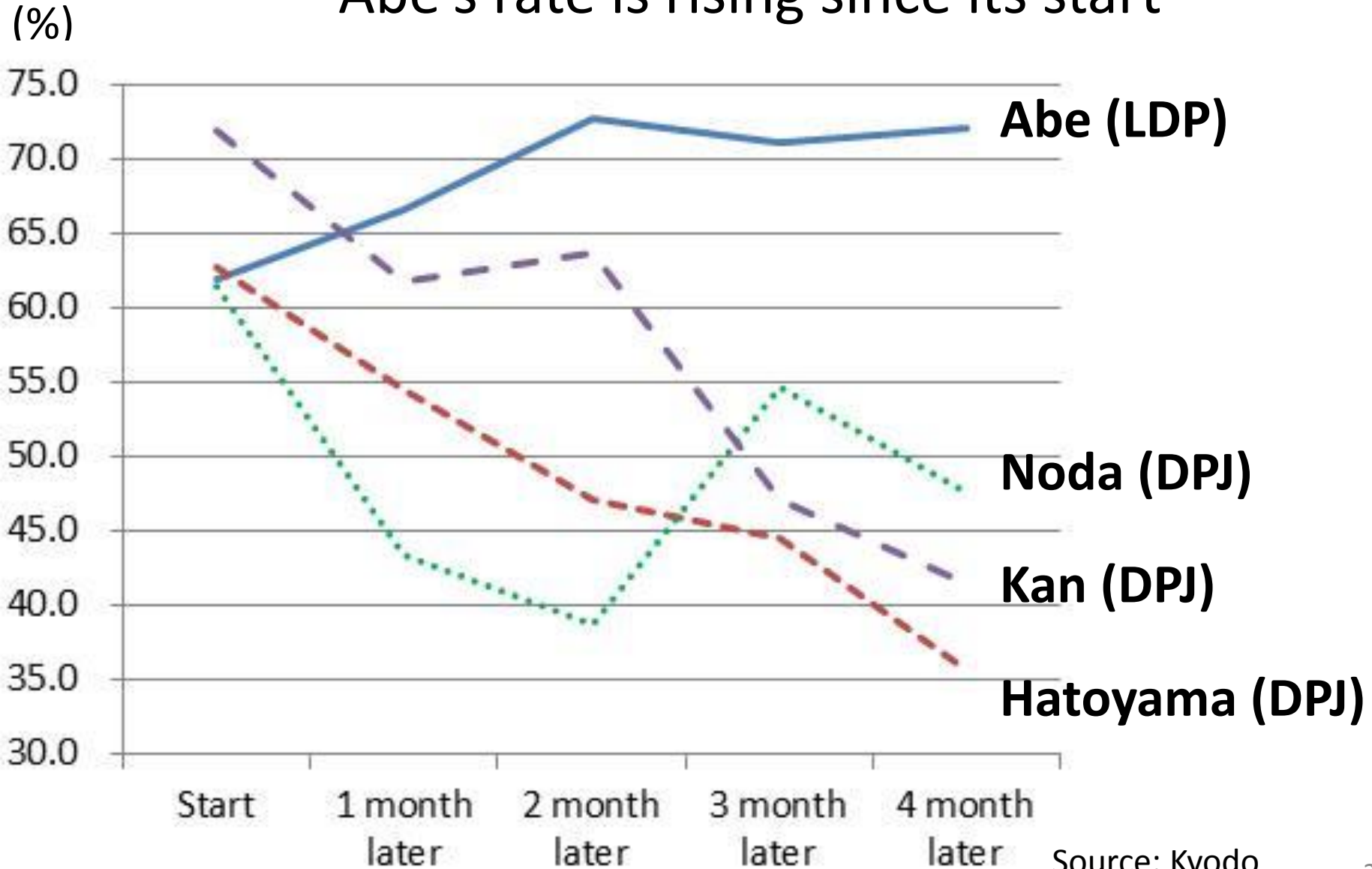


Europe's Reindustrialization? - Views from Japan -

Yukihiro Kawaguchi
Secretary General
Japan Business Council in Europe
(JBCE)

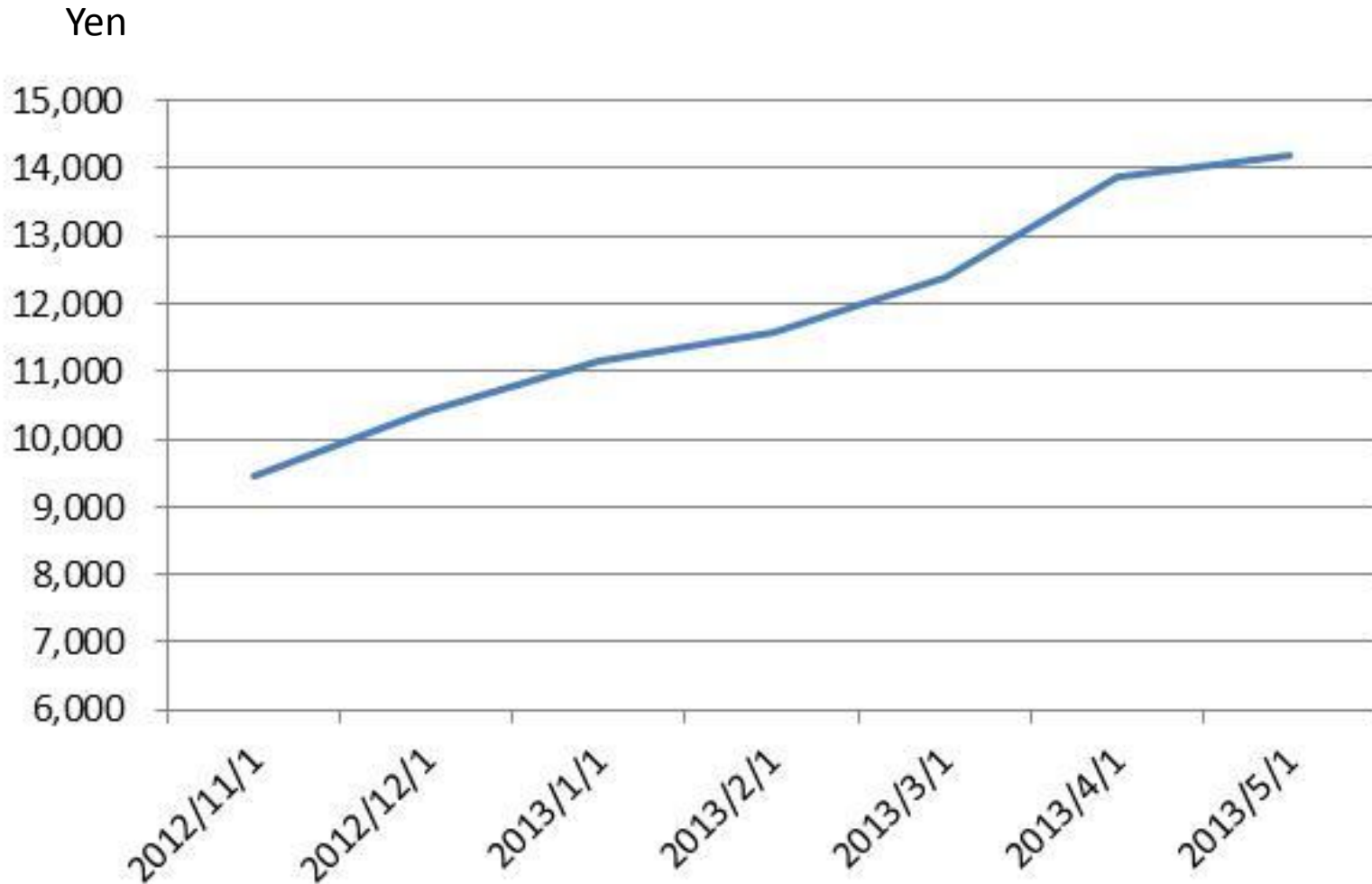
Cabinet approval rate

- Abe's rate is rising since its start -



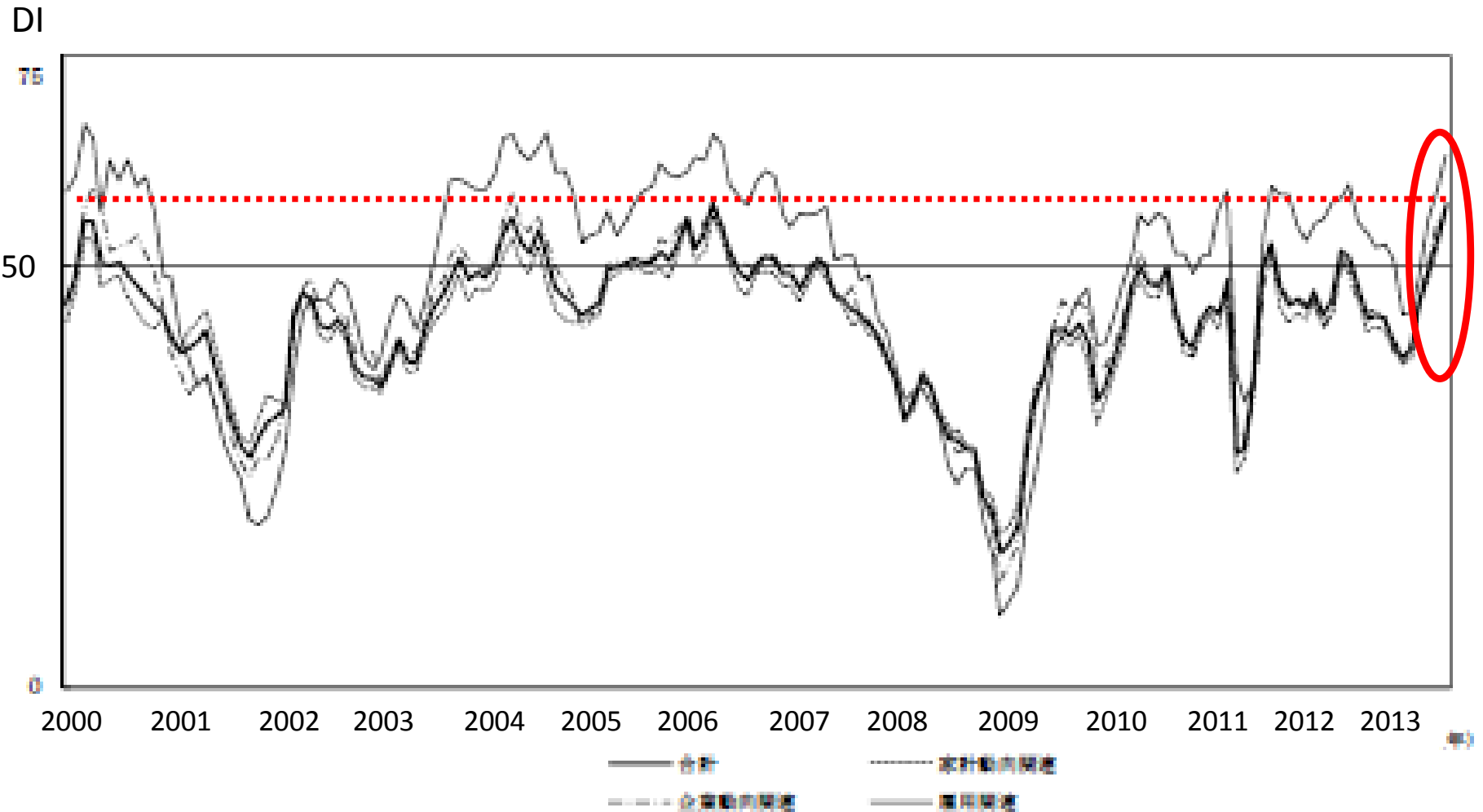
Nikkei Stock Average

- Rise by 50% since last November-



Economy Watcher Survey

- Reached the highest level ever -



Source: Cabinet Office, Government of Japan

Feature of “Abenomics”

◆ **Top priority to the economic recovery**

- Two headquarters on economic Policy :The Council on Economic and Fiscal Policy; the Headquarters for Japan's Economic Revitalization

◆ **Change of philosophy**

- From redistribution of (shrinking) economic “pie” to making economic “pie” itself bigger

◆ **Speedy and decisive action**

- Shooting “Three Arrows” economic policy
- Entry into TPP (Trans-Pacific Partnership) negotiation
- Strong initiative on regulatory reform

“Three Arrows” of economic policy

◆ **Bold monetary policy (Flow of money into the market)**

- Bank of Japan-Government Joint Statement on 2% inflation target (Jan. 2013)
- “[A] new phase of monetary easing both in terms of quantity and quality” (Apr. 2013)

◆ **Agile fiscal management (Trigger to distribute money into growth field)**

- 10 trillion yen (\approx 77 billion euro*) supplementary budgeted
- Boost real GDP growth by 2%
- Creating 600 thousand jobs

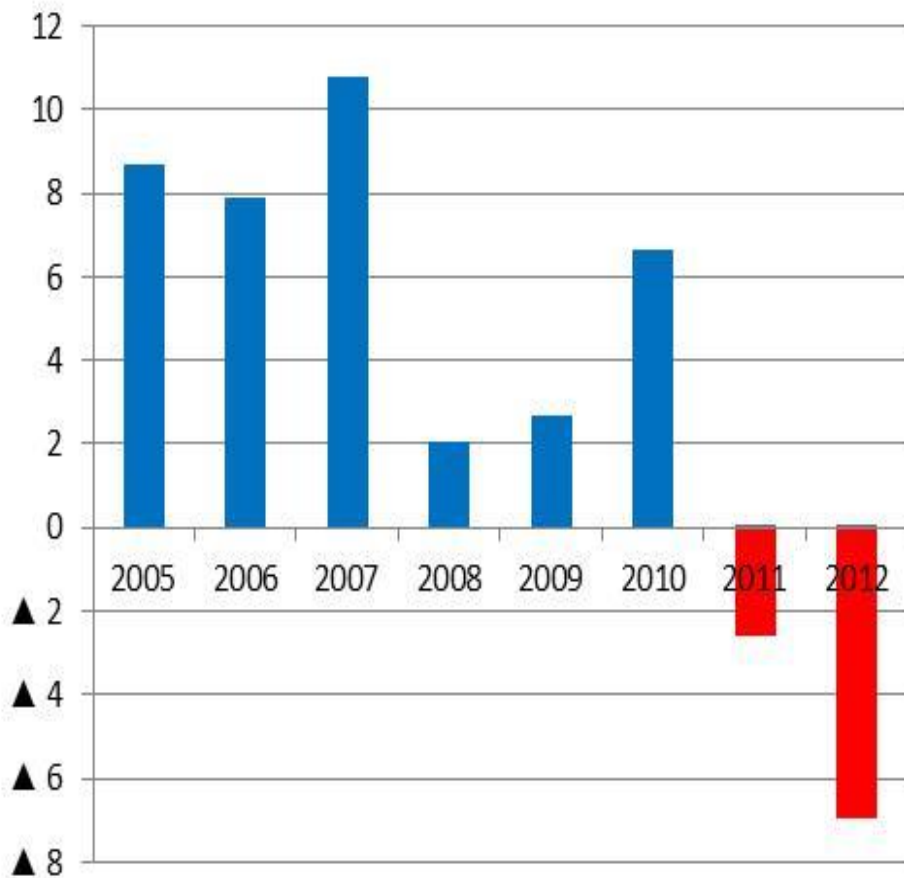
◆ **Growth strategy**

* 1 Euro = 130 Yen

Growth strategy

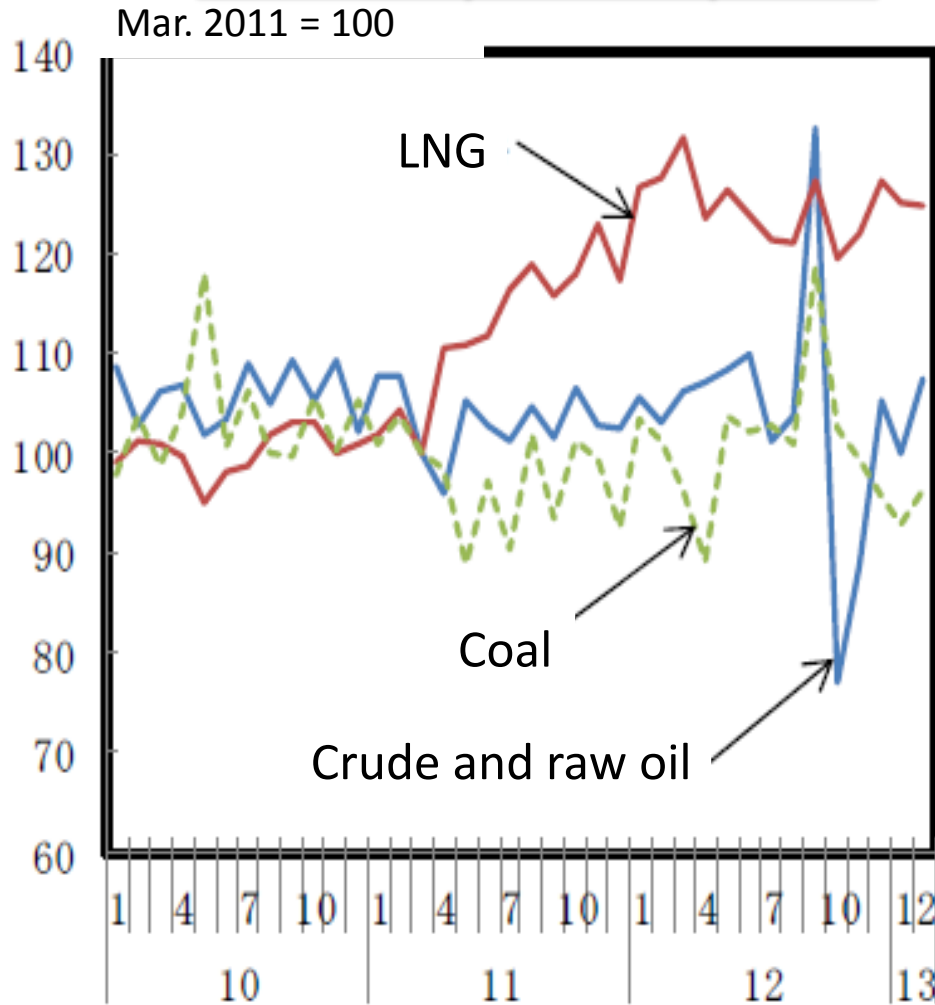
- Turn challenge into opportunity -

Trade balance of Japan



Source: Japanese Ministry of Finance

Fuel import of Japan



Source: Bank of Japan

Energy Policy

◆ Directive by Prime Minister Abe on 25th January, 2013

“The Minister of Economy, Trade and Industry is to conduct a zero-based review of the energy and environment strategy of the former government and to forge a responsible energy policy taking account of the needs for stable energy supplies as well as the reduction of energy costs.”

◆ The key elements of energy policy

(From the remarks by Moteji, Minister of Economy, Trade and Industry, at Brookings Institution on 3rd May, 2013)

- Diversification of fuel supplies
- Enhancement of efficiency of thermal power generation
- Utilization of nuclear use

Electric Vehicle

- EV Target: 20% in maximum of new vehicle sales in 2020 -

supplementary budget of FY2014, FY2015

◆ Improvement of driving range

➤ Post-lithium-ion battery R&D: 6 billion yen (\approx 46M euro*)

◆ Cost reduction of EV

➤ Subsidy for the purchase of EV: 30 billion yen (\approx 230M euro*)

◆ Building infrastructure

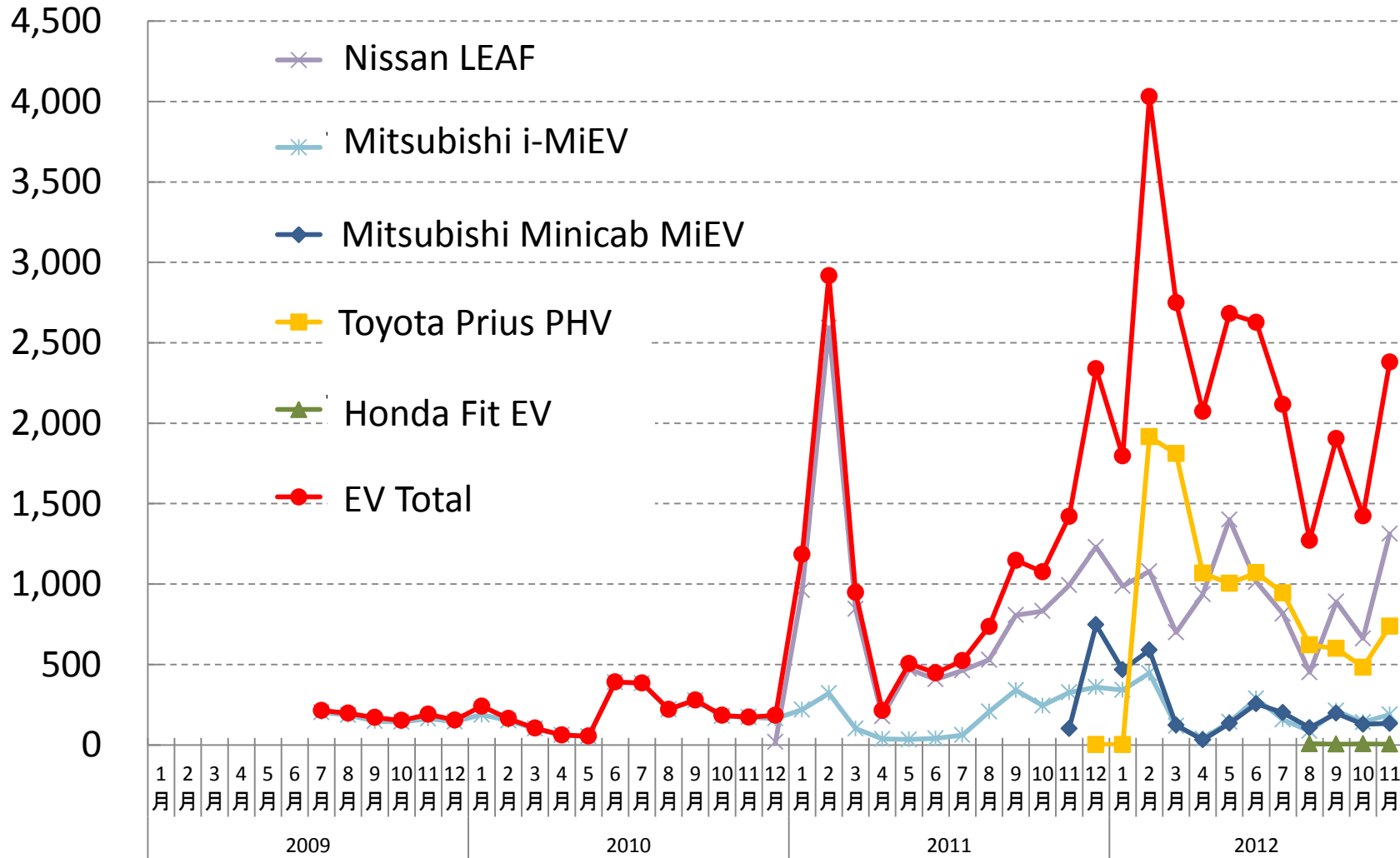
➤ Subsidy for the deployment of EV infrastructure: 105 billion yen (\approx 808M euro*)

◆ Intensive and systematic deployment of infrastructure and creation of business model

➤ Selection of 8 “EV Towns” and compilation of best practices

EV Sales

- reached over 2000 monthly -



Monthly sales

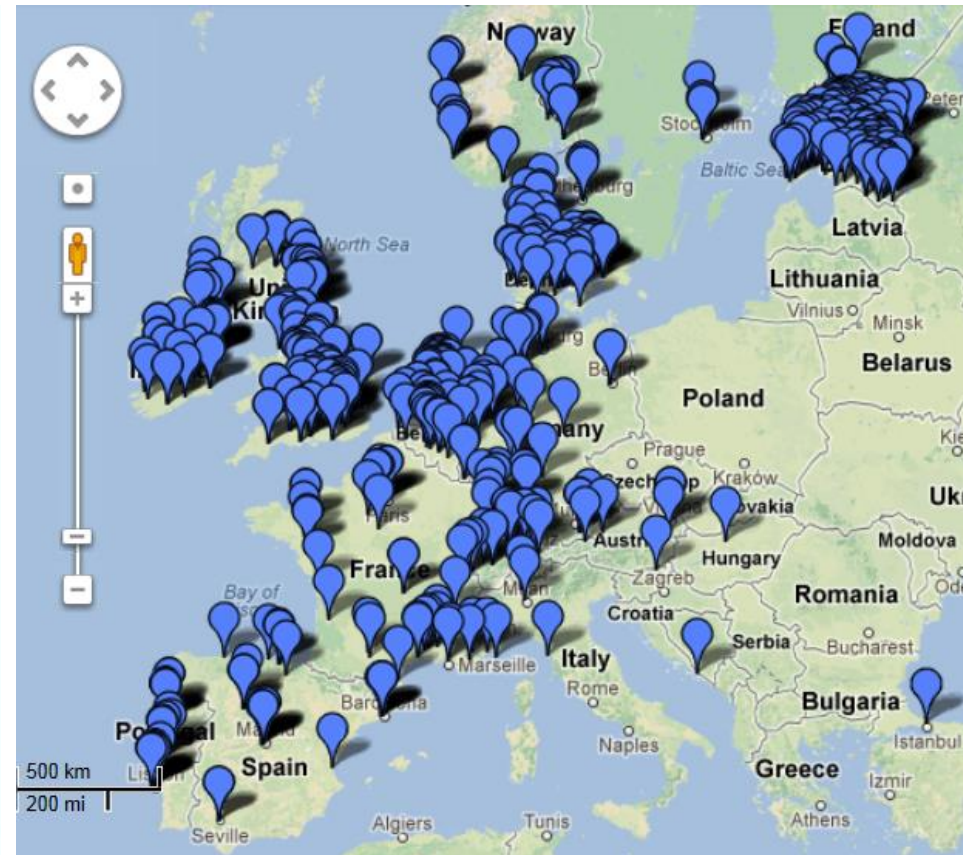
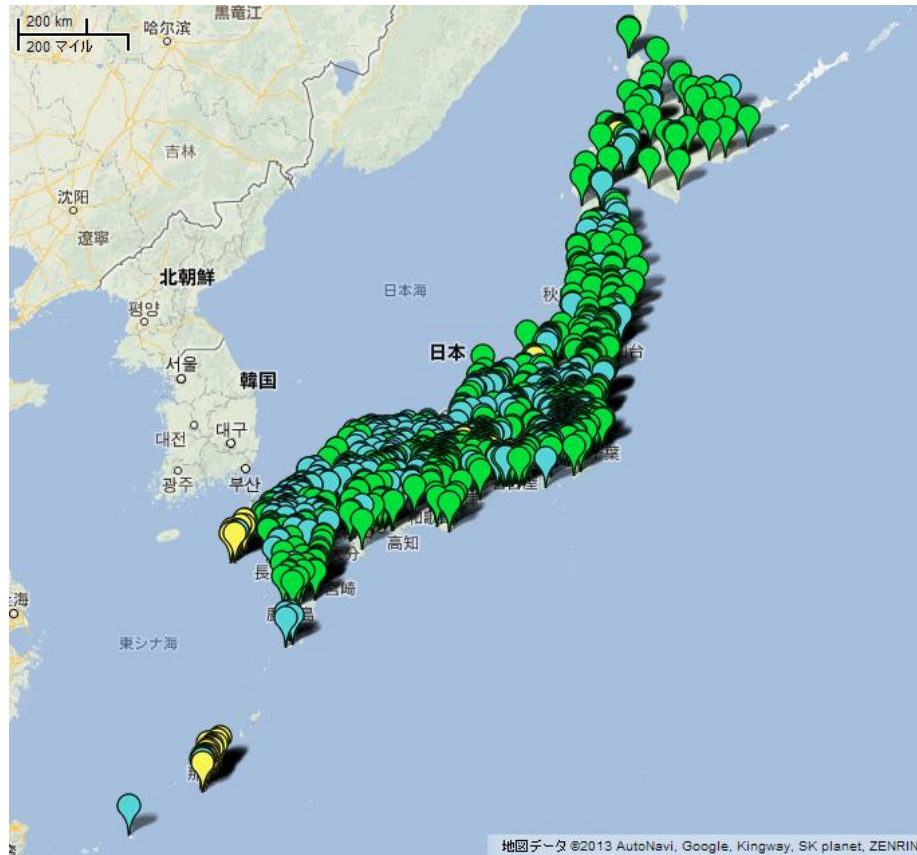
Fast Charger Deployment

- Japan and Europe have so far the same type of fast charger in place-



In Japan: 1,677

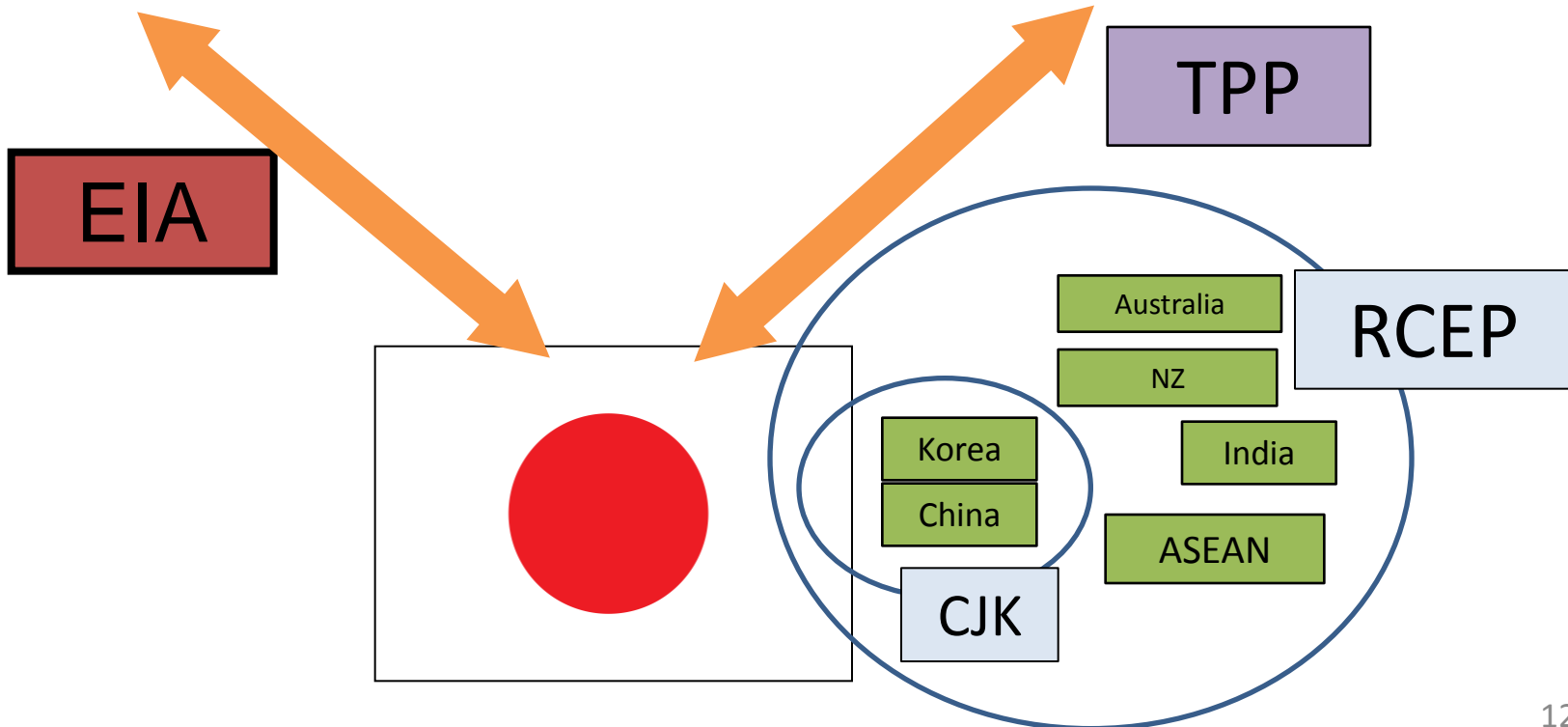
In Europe: 696



(As of April 15, 2013)
Source: ChadeMo

Trade Policy

- Trilateral FTAs -



Japan Business Council in Europe

E-mail : info@jbce.org
Website: <http://www.jbce.org>
TEL: +32 2 286 53 30