

GRIPS-Mansfield Foundation Joint Seminar

Date: Monday, November 09, 2009

Time: 12:00-13:30

Venue: The National Graduate Institute for Policy Studies (GRIPS)
1st Floor, Room 1A

“U.S. Government Trade Promotion Assistance for Small & Medium Sized Companies”

Speaker : **Mr. Douglas Jacobson** (Mansfield Fellow)
International Trade Specialist
U.S. Commercial Service,
U.S. Department of Commerce

Moderator: **Mr. Hideki Makihara**
Former member of the House of Representative in the Diet (LDP)
Affiliated Fellow, the National Graduate Institute for Policy Studies (GRIPS)

Description: For a small or medium sized American company, exporting their product or service to Japan may seem like a daunting task. Sophisticated Japanese consumers demand the highest quality and most technologically advanced products and services. The resources required for that company to establish long term relationships and brand recognition in Japan may also be challenging. On the other hand, Japan’s changing demographics and political landscape may create a market of opportunity for U.S. companies that have the right product or service, strategy, and knowledge of Japan’s business environment.

Douglas Jacobson, Mansfield Fellow, will discuss these and other opportunities and challenges for U.S. small and medium sized companies seeking to do business in Japan; how the U.S. Department of Commerce helps U.S. companies position themselves for potential success; and the importance of trade promotion to Japan and the United States.

Hideki Makihara, former LDP Diet Member and affiliated fellow of GRIPS, will serve as a moderator/commentator for the event. He was chosen as a young global honoree in 2008. He has had a versatile and successful career as an attorney, a government official, and a lawmaker in Japan, US, and Europe. As an attorney, he specializes in governmental regulations and international trade. At the MITI, he worked at the Multilateral Trade System Department of the Trade Policy Bureau. In the Diet, he was a member of the Committee on Economy and Industry.

Language: English

***Admission Free.**

***Please bring your own lunch.**

**For registration and Inquiries please
contact: nminowa@grips.ac.jp or
03-6439-6035 (Ms. Minowa)**

For Access to the GRIPS campus:
7-22-1 Roppongi, Minato-ku, Tokyo 106-8677
<http://www.grips.ac.jp/about/access.html>

The National Graduate Institute for Policy Studies

GRIPS was established in October 1997, superseding the Graduate School of Policy Science (GSPS) at Saitama University, which was the first graduate school for Policy Studies in Japan. GRIPS is a government-sponsored graduate school and research institute which has been restructured into an entirely new and unique entity. GRIPS aims to be an international center of excellence for the education of future leaders in the policy arena, for the advancement of policy research, and for the systematic collection and dissemination of policy-related information. In order to accomplish these aims, a Graduate School, a Policy Research Center and a Policy Information Center have been established. GRIPS is the first graduate school without facilities for undergraduates in Japan in the wider disciplines of social science. GRIPS is located in Roppongi, Tokyo, with easy access to the political and business headquarters of Japan.

The degree programs are designed to attract outstanding students and thoroughly prepare them for distinguished careers in policy setting. After a period of thorough preparation since its foundation in 1997, GRIPS welcomed its first domestic students in April 2000, followed six months later by the first international students. More than half of the student-intake of GRIPS consist of international students coming from nearly forty countries in Asia, Africa and Eastern Europe. Our students normally have three to five years experience working for governments, central banks, custom offices or other relevant organizations. The International Programs at GRIPS are conducted solely in English, while Domestic Programs are taught in Japanese.

GRIPS aims to be the center of a consortium, consisting of industry, government and academia, for the exchange of information, ideas and personnel among graduate schools, government-related institutes and private research institutes in Japan. In addition, through its international faculty, student body and alumni, and by promoting international exchange of policy research and information, GRIPS aims to establish an international network among academics and government officials in the field of policy studies, contributing to the promotion of a better understanding among peoples around the world in an age of globalization.

The Maureen and Mike Mansfield Foundation

The Maureen and Mike Mansfield Foundation was created in 1983 to advance Maureen and Mike Mansfield's life-long efforts to promote understanding and cooperation among nations and peoples of Asia and the United States. The Foundation sponsors exchanges, dialogues and publications that create networks among U.S. and Asian leaders, explore the underlying issues influencing public policies, and increase awareness about the nations and peoples of Asia. The Mansfield Foundation's geographic focus is Northeast Asia and India as it relates to that region. The Foundation receives support from individuals, corporations and philanthropic organizations. It also provides support to [The Maureen and Mike Mansfield Center at the University of Montana](#).

The Mansfield Fellowship Program - named after Mike Mansfield, former U.S. Ambassador to Japan, Senate Majority Leader, U.S. Senator and U.S. Congressman from Montana - is a first-of-its-kind, government-to-government exchange for both United States and Japan. The U.S. Congress created the Mansfield Fellowships in 1994 in order to build a corps of U.S. federal government employees with proficiency in the Japanese language and practical, firsthand knowledge about Japan and its government. During the two-year Fellowships, U.S. Federal government employees develop an in-depth understanding of Japan, learn how its government works, and establish relationships with their counterparts in the government of Japan as well as in the business, professional and academic communities. The Mansfield Fellowships are administered by the Maureen and Mike Mansfield Foundation, with the United States Department of State, Bureau of Educational and Cultural Affairs, as grantor.

The Foundation has offices in Washington, D.C., Tokyo, Japan, and Missoula, Montana.