

JAPAN PAVILION at HEMISFAIR



JETRO

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A MESSAGE FROM THE PRESIDENT OF JETRO

Although Japan is an island nation geographically remote from Europe and America, we do not feel isolated. In fact, our history has made us unusually conscious of the interdependence of nations. We have been an enthusiastic participant in world fairs ever since 1867, when our country took part in the Paris International Exhibition at the invitation of Napoleon III.

We consider it a privilege to participate in the HemisFair not only because it is the big international event of 1968 but because it has a very particular significance for us.

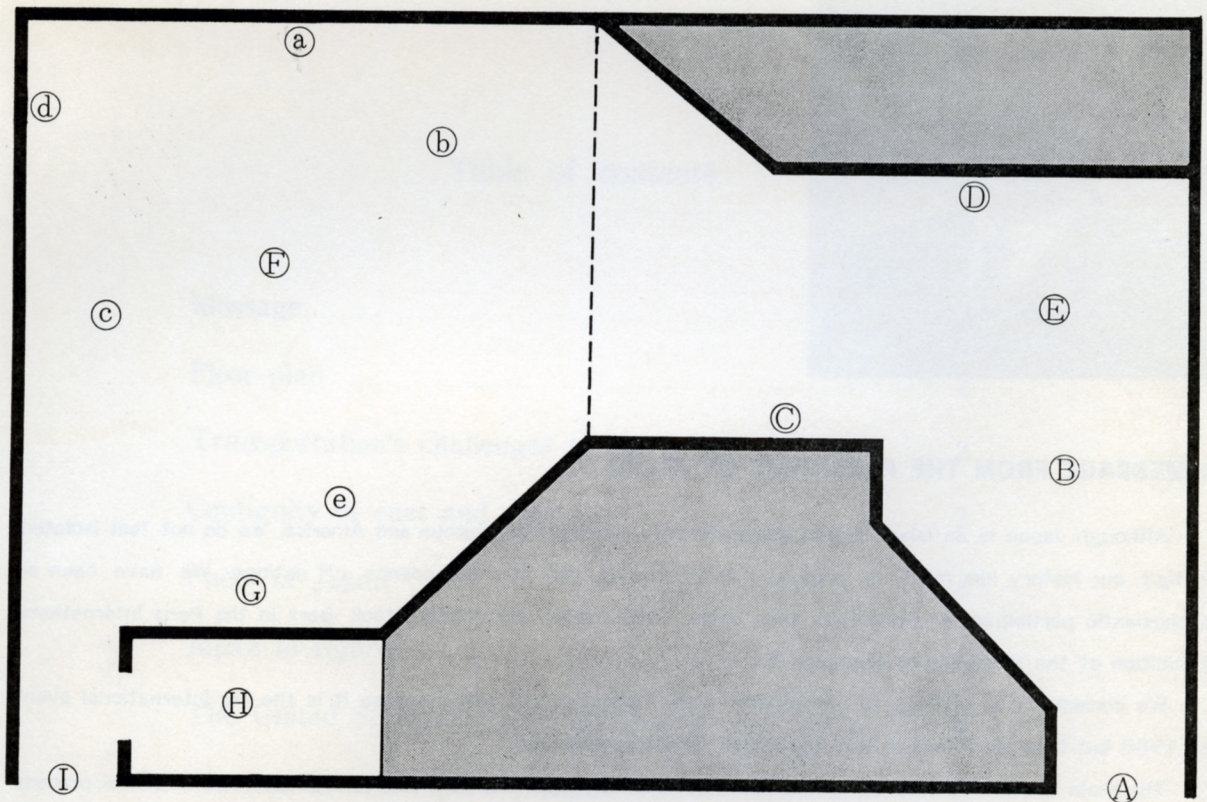
The main theme of HemsFair is the "Confluence of Civilizations," and this is precisely the historical process that has enabled Japan to become an advanced nation. Only one hundred years ago, Japan was still in the feudal stage; but through the fortunate confluence and blending of East and West, our civilization developed at an amazingly rapid pace. Today, thanks to the friendship and cooperation of other countries, Japan has become an industrial and cultural center for Asia.

Through this historical experience, we have learned to esteem international expositions as meeting places for the peoples of the world. Such events help us to broaden our vision of society and the future of mankind, as well as to contribute to human progress.

We are gratified that, at last, Japan is to be host to the family of nations at our own World Exposition... EXPO '70...the central theme of which is "The Progress and Harmony for Mankind." We hope HemisFair will be a resounding success, and will inspire the participants and visitors to be our guests at Osaka in 1970.

Sukemasa Komamura
President
Japan External Trade Organization

A handwritten signature in dark ink, reading "S. Komamura". The signature is written in a cursive, flowing style.



- A Entrance
- B Lantern
- C Animation film
- D Screen
- E Patterns of Japan (slide projection)
- G Information
- H Library
- I Exit
- F Exhibit area
- a New Tokaido Express (panel)
- b Transportation's challenges to the future (model)
- c Sports car and rotary engine (model)
- d Mammoth tanker (model)
- e Expo '70 (model)

TRANSPORTATION'S CHALLENGES TO THE FUTURE

In the exhibition hall of the Japan Pavilion, the theme is the challenge of transportation. Symbolic of

the way in which this challenge is being met is the New Tokaido Super Express. The so-called "Bullet Train" makes the 320-mile trip between Tokyo and Osaka in only three hours. The new line was built parallel to the old one, which is now used for local, sleeping-car and freight services.

The New Tokaido Line has given a fresh meaning to public transportation in this fast-developing nation. It had been argued that railway would be eventually replaced by highways and air transportation. But since the Bullet Train went into service in 1964 it has become a key element in the Pacific industrial zone comprising six of Japan's seven largest cities. This megalopolis accounts for 70 per cent of the nation's economic activity and is the industrial, cultural and political hub of Japan.

Dominating the exhibit in the main hall is a photo mural of the New Tokaido Express. There are models of a 276,000 ton tanker, Japanese aircraft and the revolutionary rotary-piston automobile engine as well as other Japanese achievements in man's battle to conquer space and unite mankind.

CONTIGUITY OF EAST AND WEST

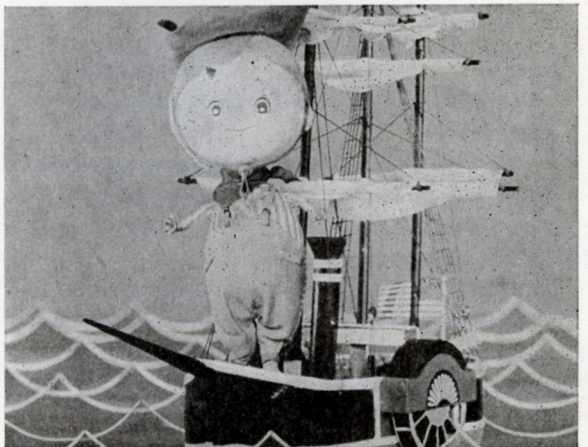
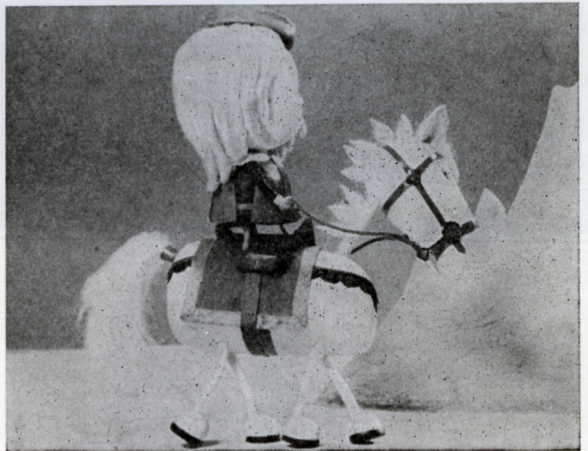
"Jipang is an island country, 1,500 miles east of China. The inhabitants have white skin. The island produces abundant gold. The palace of the King of Jipang is roofed with gold plates. The sea is rich with pearls..." This description of Japan in the thirteenth century, given by Marco Polo, reflects the inaccuracy of knowledge about the Orient in those days. The East was known to the West only through the tales of traveling merchants, who repeated hearsay. Actually, Marco Polo never saw Japan.

With the invention of the printing press in Europe (movable type had been used in Asia even before Gutenberg) the dissemination of knowledge was accelerated, but even so, information about the East was scarce. Columbus sailed boldly westward hoping to find a passage to Asia, but from his maps he was unaware that the "New World," the Americas, existed. When he discovered it, he thought he had found the "Indies" of the Far East. Little did he know that on this vast and fertile continent, the meeting and mingling of people from all over the world would produce a great new civilization combining the talents and achievements of Europeans, Asians, Africans and indigenous peoples.

Japan had undergone a similar process centuries before. In the distant past, people had migrated from Mongolia, China, and southern Asia to mix with the native Ainu and establish the Japanese nation. Later, the cultures of China, Korea and India had a profound influence on the Japanese. But while the New World was being colonized, from the 1600's onward, Japan's doors were shut tightly against foreign people and influences. Thus, until a century ago, Japan's culture was virtually as it had been a thousand years before, an anachronism in a fast-changing world.

To catch up, Japan had to deliberately import all the knowledge, institutions, products, machines, processes and concepts needed for modernization. But having done so, and having absorbed and adapted these influences well, Japan entered a new era in which her people could make their own contributions to world progress and improvement.

The film shown in this exhibit tells in animated pictures the story of Japan's historical experience in becoming a part of the family of nations.

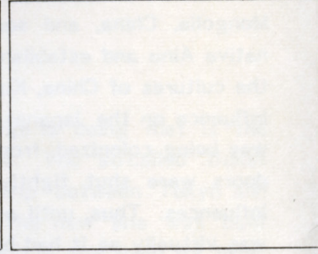
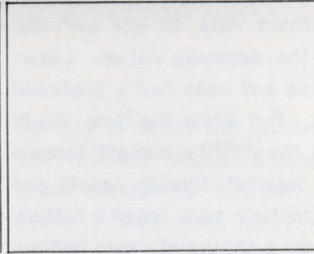
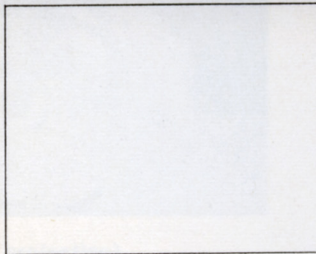
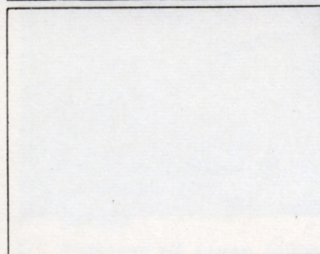
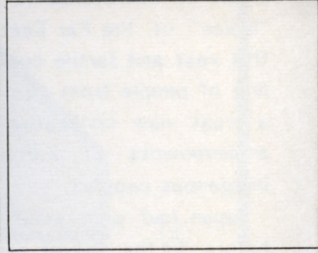
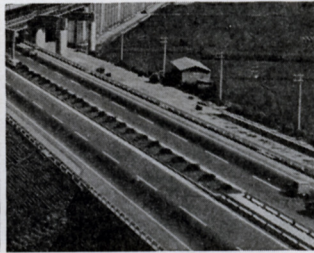
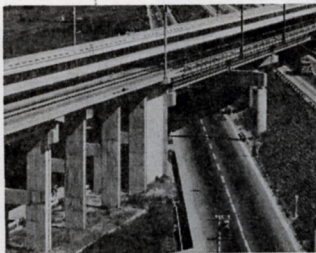
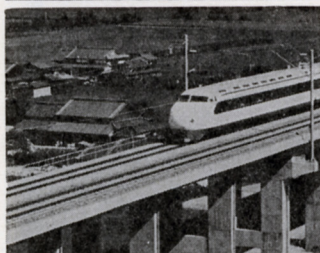
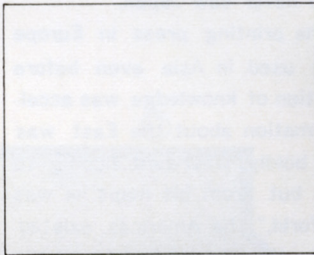


FACES OF JAPAN---Old and New

Through the impressionistic medium of the screen, some 300 color transparencies and brief motion picture films bring Japan to life.

A variety of scenes from present-day Japan, in full color, testify to the fruitful mingling of East and West, while examples of traditional painting and drawing establish a background of artistic achievement. Old

castles, shrines and temples still standing in many parts of Japan tell the story of a time-honored culture. Kabuki, the Noh play and Bunraku puppet theatre had their origins in the distant past but are popular even today. The Japanese martial arts--Judo and Karate especially--have become familiar the world over, and are vital parts of the Japanese sports pro-



Area

142,736 sq. miles--16.3 % cultivated

Population

100 million--annual increase 8 per 1,000--density
694 per sq. mile

Rice production

12,409,000 tons

Industrial production index

(1960 : 100) all industries--195, mining and manu-
facturing--195.4, public utilities--182.3

Total energy supply

270 million tons of coal equivalent

Crude steel production

60 million tons

Automobile production

3 million, car registration--10 million

Share in world's shipbuilding

47%

Annual color TV sales

800,000

Length of railways

17,400 miles

Export commodities

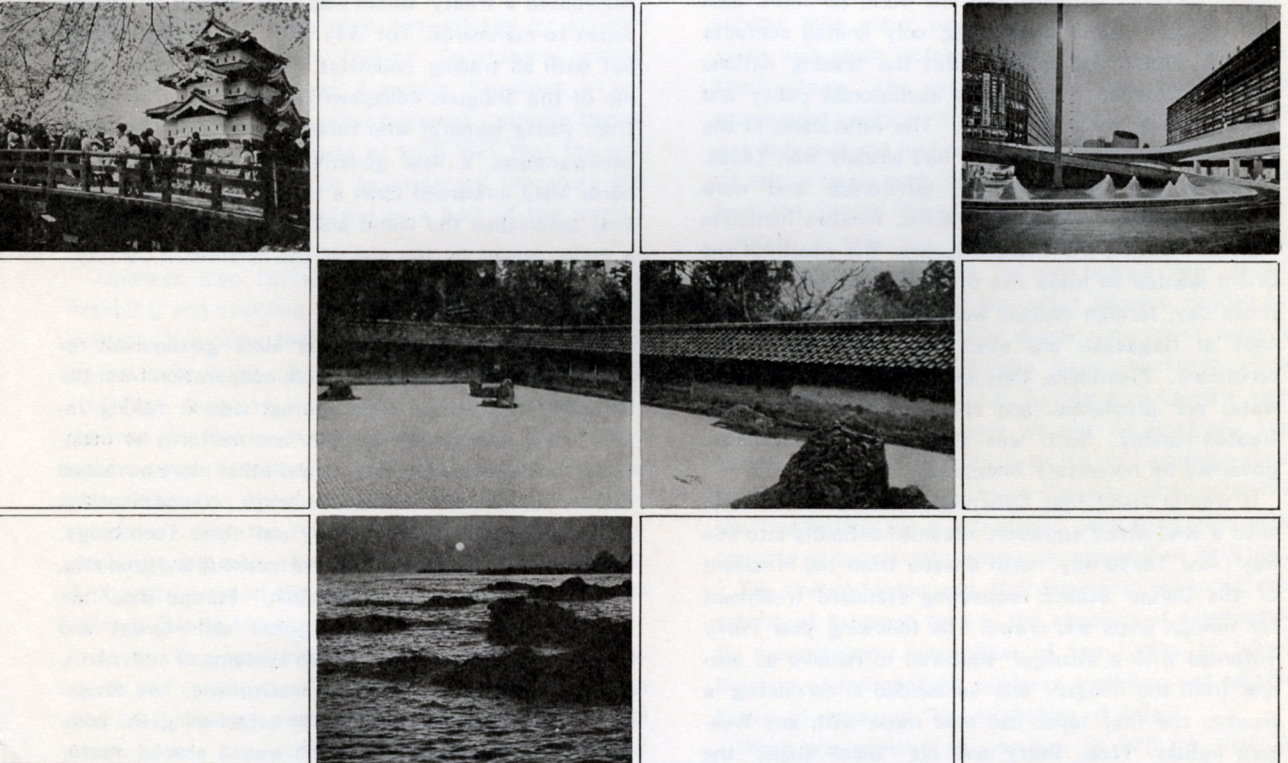
1 iron & eteel, 2 vessels, 3 moter vehicles, 4 me-
tal products, 5 clothes

gram.

Japanese gardens and traditional festivals are most appealing to visitors from abroad, and are depicted on the screen. But today's Japan has other more dramatic facets. From Japanese shipyards, mighty vessels are launched to roam the seven seas and bring cargoes to all the world's ports. In every branch of

modern industry, Japan keeps pace with the West and, in some branches, excels all others.

The purpose of the screen projection is not to explain Japan but to recreate the feeling of being there, if only for a few moments.



Import commodities

1 crude oil, 2 wood, 3 iron ore 4 non-ferrous metals, 5 non-ferrous ore

Export partners

1 U.S.A., 2 Korea, 3 Liberia, 4 Philippines, 5 Australia

Import partners

1 U.S.A., 2 Australia, 3 Canada, 4 Iran, 5 U.S.S.R.

Gross national products

\$ 97,045 million

Per capita national income

\$ 819

Private consumption expenditure

\$ 53,479 million

Domestic capital formation

\$ 2,218 million

Government expenditure

\$ 1,998 million

Labor force

48,910,000, employed **agriculture** 11,140,000

non-agriculture 37,300,000

Consumer durable diffusion per household

TV receiver 96.2 %, color TV 1.6 %, washing machine 79.8%, refrigerator-69.7 % camera-57.3 %, passenger car 16.2%

THE UNITED STATES IN JAPANESE HISTORY

Although Japan's ancient culture developed through contacts with the Asian mainland, later Japanese civilization is a product of a mingling of East and West. The first such influences were those of Spain, Portugal and Holland, but during the century since the Meiji Restoration, when Japan's modern era began, the most profound occidental influence has been that of the United States.

Before the middle of the last century, Japan had been voluntarily secluded from the world for more than two hundred years, maintaining only limited contacts with the Dutch and Chinese. But the trading nations were dissatisfied with Japan's exclusionist policy and were pressing for an entrance. The Americans, in the spirit of "Manifest Destiny", had already won Texas, California and the Northwest territories, and were probing Westward across the Pacific. Whalers hunted in Japanese waters and traders seeking the wealth of the Orient wanted to make use of Japanese ports. But in those day, foreign vessels were forbidden to call except at Nagasaki, and even then under humiliating conditions. Elsewhere, they could not obtain shelter, water nor provisions, and shipwrecked seamen were treated harshly. Such was the law of feudal Japan, governed by hereditary Shoguns.

It was in 1853 that Commodore Matthew C. Perry, with a well-armed squadron, steamed defiantly into Edo Bay (now Tokyo Bay) with a letter from the President of the United States, requesting standard treatment for foreign ships and crews. The following year Perry returned with a stronger squadron to receive an answer from the Shogun, and succeeded in concluding a treaty, the first Japan had ever made with any Western nation. Thus, Perry and his "Black Ships," the first steamships ever seen in these waters, are credited with opening Japan and probably saving the nation

from eventual aggression.

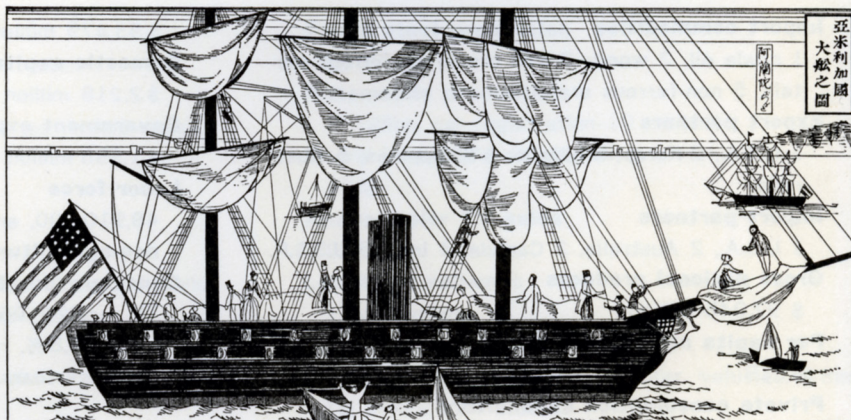
Perry wisely brought with him, as presents for the Japanese rulers, many practical machines and appliances...a small railway train, a telegraph set, agricultural implements and modern arms...which stimulated the interest of the people in products of the industrial revolution and their application to Japanese life.

Soon afterward, Townsend Harris came as the U.S. diplomatic representative; by tact and persistence he negotiated a treaty which was instrumental in opening Japan to commerce, not only with the United States but with all trading countries. When the feudal regime of the Shoguns collapsed in 1868, under pressure from young samurai who recognized Japan's technical backwardness, a new government headed by the Emperor Meiji embarked upon a course of modernization that astonished the world and transformed Japan into a major power by the end of the nineteenth century.

The Meiji Restoration

From the very beginning, the Meiji government received generous and constructive cooperation from the United States, whose main interest was in making Japan strong enough economically and militarily to maintain its independence. The U.S. and other more advanced nations supplied steamships, railways, communications equipment, industrial machinery and other technology, and introduced better agricultural methods and products.

In this period of "westernization," Europe and America followed policies of enlightened self-interest and helped Japan to build up modern systems of commerce, finance, diplomacy and political institutions. The Americans were particularly helpful in establishing the compulsory education system which was a crucial factor in Japan's economic and cultural progress. The names of American missionary-educators such as J.C. Hepburn



and William S. Clark, who made their contributions in the Meiji period, are still familiar to every Japanese school child. Christian missionaries, Catholic and Protestant, helped in the establishment of schools, universities, hospitals and publishing enterprises, and brought not only practical knowledge but a message of human brotherhood.

Other Americans made memorable contributions to the appreciation, preservation and dissemination of Japanese culture at a time when it was little known outside Japan and threatened domestically by a veritable typhoon of westernization. Outstanding among them were Prof. Ernest Francisco Fenollosa, an art connoisseur, and the novelist-folklorist Lafcadio Hearn. It was through the efforts of such men that the unique and elusive beauty of Japanese art, literature and folkways became recognized as a part of the world's cultural heritage.

Japanese also learned about the western world by traveling and studying abroad. Formerly, the Shogun's subjects had been forbidden on pain of death or perpetual exile from going to foreign lands. But in 1860, the first Japanese diplomatic mission to the West crossed the Pacific in the Japanese vessel Kanrin Maru and created a sensation in the U.S., while observing the civilization they were later to emulate. Other missions visited the U.S. and Europe to study occidental ways, and many students enrolled in foreign schools. Emigrants crossed the Pacific to settle in the U.S. and later in South America.

As the Japanese economy became stronger and products for export were developed, trade between Japan and West became more active. At first, the typical pattern was to exchange raw silk for cotton, then silk fabrics for fibers to feed the nation's fast-growing textile mills. In the earlier decades of the 20th

century Japan became a world center of light manufacturing and a major exporting nation.

The War and Its Aftermath

As a nation dependent upon imports of raw materials and exports of manufactured goods, overpopulated Japan faced severe economic problems and attempted to solve them as Western nations had done, giving stiff competition in foreign markets and later by expanding into other parts of Asia by force of arms. Japan was again isolated from the West, to her great disadvantage. The excesses of a militaristic regime aggravated political frictions and led to war. Japan was defeated and lost not only her newly-won territories but a large part of her resources and emerged from the Second World War almost destitute.

Again, it was the United States that stepped in, firmly but with restraint, to help build a new Japan. Under the occupation of the Allied Powers headed by General Douglas MacArthur, drastic reforms of Japan's political and economic system were undertaken while the nation was rehabilitated. Rather than seeking vengeance, the Allied Powers sought to eliminate the causes of conflict, and MacArthur's civil administration cooperated with the Japanese Government to establish the foundations for a democratic, peaceful nation with equality of opportunity and encouragement of initiative.

The United States was instrumental in achieving the reform of farmland tenure, the adoption of a democratic Constitution, recognition of the rights of labor, breakup of monopolistic business combines and rehabilitation of Japan as "the workshop of Asia."

What ensued was an upsurge of activity that is widely regarded as an economic miracle. In only fifteen years, Japan established an industrial base that enabled her to emerge as the world's leading shipbuilder, second largest maker of automobiles and third largest steel producer. Today, Japan's gross national product is exceeded only by the United States and the USSR, and in the course of this amazing development, Japan's standard of living has shown corresponding improvement.

Japan's success in overcoming obstacles has placed her in a position to join the advanced nations in promoting the development of emerging nations in Asia, who are also benefiting from her experience. Thus, Japan today stands ready to fill the vacuum created by the withdrawal of the colonial powers from Asia, through commerce and cooperation with the developing nations.



AMERICA IN CONTEMPORARY JAPAN

Japan, geographically, racially and culturally, is a part of Asia. But for the reasons mentioned before, there is no other nation in this vast and heavily populated region that is so closely bound to the West. Other countries in Asia, Africa and Latin America have been under similar influences, but the culture and temperament of the Japanese enabled them to absorb these influences more fully than most other peoples. The relative proximity of the United States, especially in circumstances ensuing from the Pacific War, expanded American influence in the last two decades, and it may be said that Japan, while retaining the best of her ancient traditions, has become Americanized to a remarkable degree.

Such a development was made possible by the democratization of education, mass communications, social life and the economy. Given a choice, the Japanese tended to choose many American innovations in favor of more cumbersome and obsolete ways. Traditionally obedient to established authority, the Japanese have learned...again from the Americans...the spirit of independence, the value of the individual and the right to dissent or to be "different". The postwar Japanese educated in a democratic society is becoming the dominant force in the new Japan.

American Pragmatism in Japan

Every year, some 2,300 Japanese go abroad to study, the majority to the United States. At the same time, about 2,000 foreign students, scholars and teachers come to Japan annually for study or research. Many of them in both cases, are supported by scholarships or fellowships granted by governments or private

organizations. Educational exchange with the United States accounts for the greater share of such activity, and its effect on Japan has been tremendous.

Many of Japan's key figures in education, science, technology, business, industry and civic affairs are former students at American universities. Education of Japanese students in the United States, especially in science, technology and business administration, has helped Japan to attain her present front-rank position among the industrial powers of the world.

Influence on Popular Culture

Much of the Americanization of Japan has occurred informally, by exposure to U.S. cultural and entertainment media, products, and visitors. Most Japanese drink American beverages, wear American style clothing, sing or listen to American music and read translations of American books and magazine articles.

The great majority of foreign films seen by Japanese are of American origin, and U.S. television has influenced Japan profoundly. American movie and TV stars are as familiar here in Japan as they are in their own country. Currently, Japan is watching "I Love Lucy," "The Andy William Show," "Sunset Strip 77," "Napoleon Solo," and Sammy Davis Jr. As in the U.S., such staple features as "Tarzan," "Bewitched," "Lost in Space" and "The Man from U.N.C.L.E." enjoy lasting popularity.

Young people are prompt to adopt American fashions in music and dance--jazz, rock'n roll, the twist and the monkey--and have become ardent disciples of folk singing. In Tokyo there is even a Japanese variety of the "Hippies."



Economic Relations

Behind the modernization of Japan in the past fifteen years are American technology, management skills and capital, all supplied on a business basis and profitable to both sides. Many big Japanese industrial firms are jointly capitalized and managed, employ U.S. processes and make products similar or identical to those of the U.S. Some are sold under U.S. brand names, and include household electrical appliances, gasoline, food products, beverages, cosmetics, pharmaceuticals, chemicals, clothing, fabrics, footwear, and office machines. Most of Japan's up-to-date industrial products include some parts made under technical license from U.S. manufacturers, and each year Japan pays about \$120 million for the privilege, in addition to substantial profits and interest on invested capital and loans from the U.S.

It is a familiar fact that the United States is Japan's best customer for exports and bought \$3,000 million worth of Japanese goods last year. However, it is not so well known that Japan is the best overseas customer for American exports, mostly raw materials and foods. As a matter of fact, Japan is America's top market for agricultural and forest products (cotton, grains, hides, tallow, lumber, wood pulp, tobacco etc), with purchases of such items alone amounting to more than \$1 billion a year.

Without being aware of it, every Japanese uses American products every day: the fibers and leather in his clothing, the wheat, rice, soy products and edible oils on his table, the tallow in his soap, the coal, iron ore and scrap in his steel products, the barley in his

beer, the precision equipment and advanced machinery in his factory or the business machines in his office ...the list could be extended indefinitely.

Fortunately, each country needs what the other produces, so that exports and imports are very nearly balanced at around \$3 billion each way. Thus, U.S.-Japan economic relations provide a fine example of the international division of labor, as well as a firm foundation for peace and friendship.



JAPAN IN THE UNITED STATES TODAY

Japanese immigrants settled in Hawaii as early as 1868, and in California and the Northwest not long thereafter, so they may reasonably be included among the American pioneers. Their diligence and reliability as workers and farmers in Hawaii and on the mainland gave them an excellent reputation. Today, there are almost 500,000 Japanese or descendants of Japanese living permanently in the United States, and while they form a small minority of the population they are favorably recognized for their energy, thrift, good citizenship and contributions to American society.

They have achieved a relatively high standard of living and have an exceptionally low crime rate. The loyalty of Japanese-Americans to the United States and its institutions was demonstrated during World War II; for although the U. S. was at war with Japan, there was no subversive or hostile activity among the so-called Nisei. And even though they were subjected to severe restrictions, including confinement in relocation camps and confiscation of their property, there was remarkably little rancor among them and after VJ Day they were rapidly reintegrated into American life as first-class citizens.

Japan in American Arts

The Japanese and Nisei have made notable contributions to American arts, science and scholarship. Among famed Japanese-American artists were the late Yasuo Kuniyoshi, whose mural may be seen in Radio City Music Hall, and Isamu Noguchi, a progenitor of modern sculpture.

Other well known painters are Genichiro Inokuma and Genzo Okada; Minoru Yamasaki is famed as an architect, and Seiji Ozawa has conducted some of the

major U. S. orchestras and was recently appointed conductor of the San Francisco Symphony. Japanese popular singers and composers have been conspicuous in American entertainment, and Japanese motion picture directors and actors (notably Akira Kurosawa and Toshiro Mifune) are well known in the U. S. Such Japanese art films as "Rashomon," "Ugetsu" and the "Gate of Hell" have had a profound influence on American cinematic art, and the picture "Seven Samurai" became a great international hit.

A Japanese sect of Buddhism---Zen---forms the basis of a widespread movement, and one of its practitioners, the late Daisetsu Suzuki, established himself as one of the leading philosophical thinkers in the United States. The tea ceremony, which originated in Zen, is now practiced or appreciated by many Americans, and the same may be said of ikebana (flower arrangement) through which the concepts of shibui---quiet elegance in the Japanese tradition---has permeated American art and design.

It need hardly be mentioned that the Japanese martial arts, especially Karate and Judo, have won enormous popularity, not only as sports but as means of practical self-defense, and are taught to American military men.

Contributions to Science and Technology

Many Japanese scientists, technologists and engineers contribute to research in American universities and laboratories. About 600 Japanese engineering and management specialists are working in American institutions of higher learning. Some of Japan's finest mathematicians are or have been engaged in such institutions as Yale, MIT, Stanford and the Princeton School for Advanced Studies. At least 25 of them now have full professorships in American universities.



Courtesy of Ikebana Art Center of Ikenobo and Jerome Mackey's Judo Inc.

Not long ago the Westinghouse Corporation compiled material for a time capsule, which someone called "the Rosetta Stone of our age," and in it were included several articles by Japan's leading nuclear physicist Hideki Yukawa, winner of the Nobel Prize, and an original paper on space research by Hideo Itokawa. In electronics, Reona Esaki, inventor of the diode that bears his name, has been of great assistance to U.S. manufacturers.

Important research is being conducted by Japanese and American scientists jointly under auspices of the National Science Foundation in Washington, members of which expressed "amazement at the scope of work and progress of the Japanese scientists." They declared "the United States has as much to gain as the Japanese in a cooperative venture of this type." In the private sector, large U.S. companies such as RCA are conducting extensive research in fundamental science in Japan but for the benefit of U.S. business.

Education and International Understanding

Under the Fulbright Act of 1946, some 4,000 Japanese students and scholars have attended American universities, and more than 600 Americans came to Japan for the same purposes as Fulbright scholars. Thus, Americans and Japanese were able to learn from each other and make their contributions to universal knowledge while raising educational levels in both countries.

This reciprocity in education was instrumental in sparking the "Japan Boom" in the U.S. which began in the early 1960's and still continues. Such recognition of things Japanese was due in part to Japan's economic achievements and the widespread diffusion of Japanese products in the United States. Also promoting it was the fact that so many Americans,

particularly those of the armed forces, served in Japan, learned the nation's way of life and thought, and returned to the U.S. where they introduced Japanese customs, characteristic dress, cooking, popular arts, music and architecture.

Business Builds Friendship

Japanese companies send many of their staff to the U.S. either as students or commercial representatives. Among the latter are buyers of cotton, grain, metals, coal, chemicals and machinery, and sellers of home appliances, automobiles, home furnishings and machinery as well as textiles, clothing, steel, ceramics and sundry goods. Many Americans come to Japan for similar purposes, and thus interchange of business knowhow proceeds rapidly. Japanese purchasing is a vital element in the U.S. economy, in fact Japan is the second largest purchaser of U.S. commodities, mainly foodstuffs, raw materials and machinery. Affiliates of the big Japanese trading companies buy billions of dollars worth of American products yearly, not only for Japan but for third countries too.

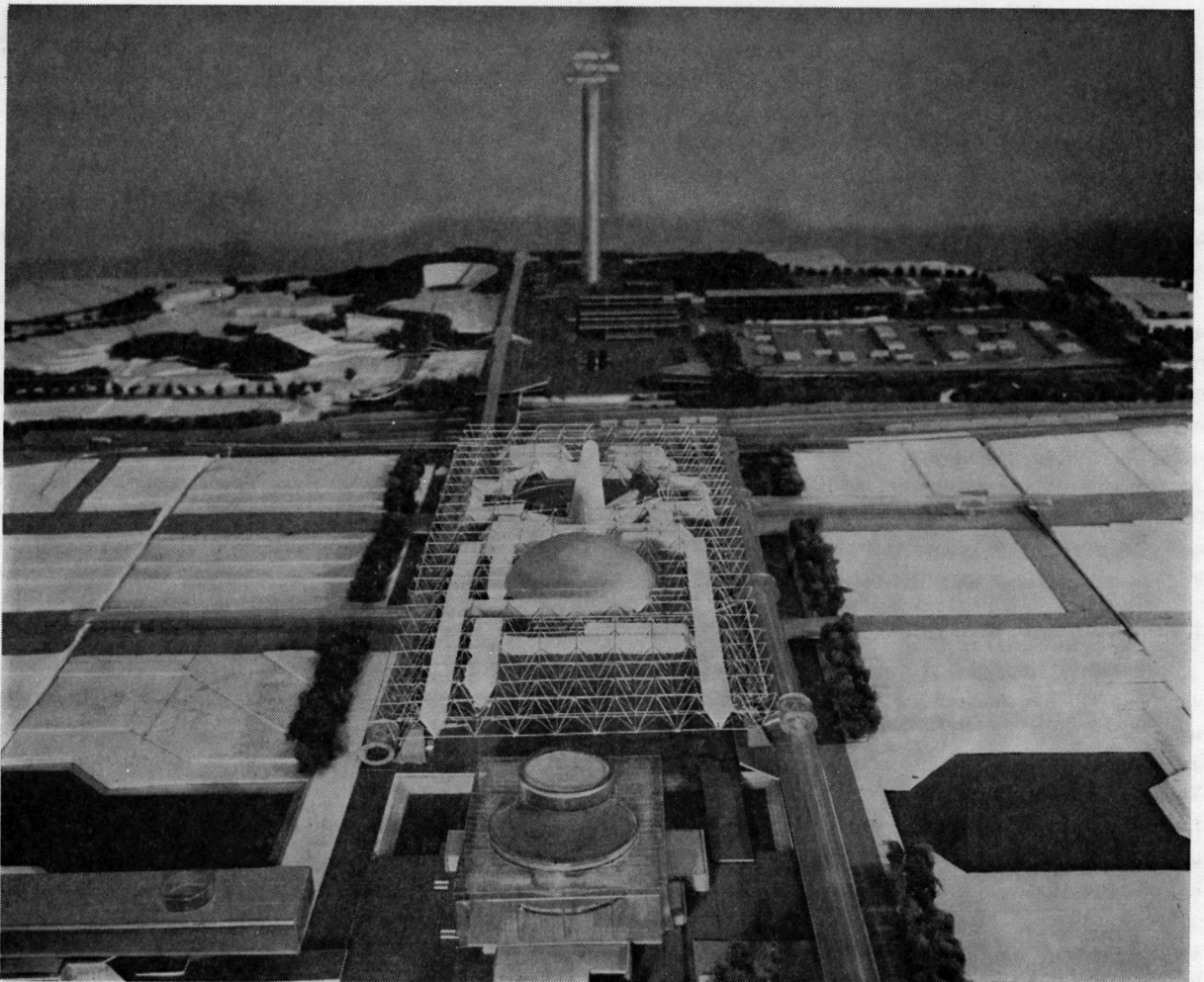
Businessmen of Japan are also helping to some extent in the development of U.S. resources, especially in Alaska, and have invested considerable amounts there as well as in Hawaii and parts of the mainland. One of the biggest Japanese ventures overseas is the Alaska Pulp Company, and other firms are active in the exploration and development of minerals, timber and petroleum in the 49th State.

In addition, Japanese and U.S. businessmen have joined hands to develop other areas, particularly in Southeast Asia and Australia. In the latter country, Japanese and American interests, with local investors, are developing vast deposits of iron ore, coal and other minerals. Such activities form a solid basis for Asia-Pacific economic cooperation which will stabilize the economy of the entire region as time passes.

Now that Japan's economy has come of age and is the most powerful and fast-growing in Asia, the relationship between the two countries has become one of equal partnership in the economic buildup of the developing countries. Thus, Japan and the United States, sharing similar ideals and goals, are jointly tackling one of the world's most serious problems and are gradually narrowing the gap between the "have" and "have not" regions.



INVITATION TO EXPO'70



This has been a great decade for world fairs---Seattle, New York, Montreal, San Antonio---and the next decade will open with Japan's World Exposition in Osaka, in 1970. This international fair, on the theme of "Progress and Harmony for Mankind," will be the first of its kind ever held in an Asian country.

Japan's World Exposition, now better known as EXPO '70, will recapitulate the achievements of many peoples in many lands. By careful selection and juxtaposition the fair will present strikingly the complex world we live in, with all its wonders, colors and contrasts. More than that, it will prepare the visitors for the shape of things to come; and it is aptly said EXPO '70 is a stepping stone toward the future.

In the center of the fair site, overlooking a lagoon, will be the symbol zone. A plaza will be provided for festivals. In addition to many national pavilions there will be a Theme Pavilion, Art Gallery, Theater, Outdoor

Exhibition Hall, Shopping Center for the world's wares, and restaurants offering a great variety of dishes from all parts of the world.

The Festival Plaza will combine some aspects of Japanese Matsuri grounds with the architecture of a Greek forum. It will be used for assemblies, audience participation events, pageants, theatricals, dance and music performances in addition to traditional festivals of Japan and other participating countries. The General Exhibition Area for overseas and domestic participants will be built around a pond laid out in the shape of "V". At the southern and northern boundaries of the fair site, in the Senri Hills near Osaka, there will be recreation zones for various kinds of sports, games and leisure activities.

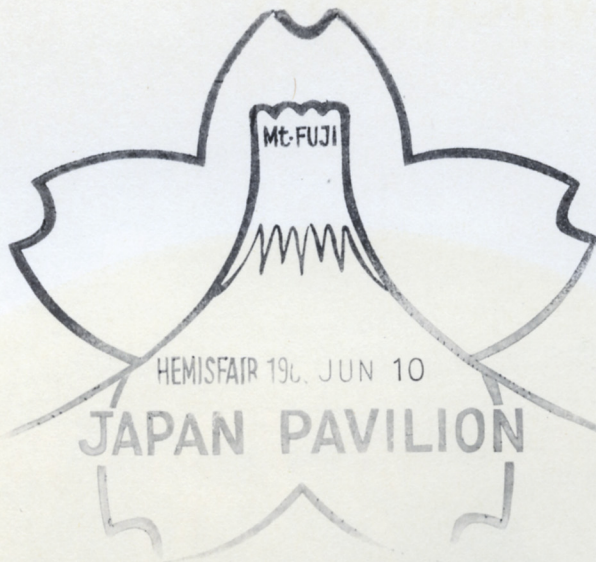
San Antonio's HemisFair has been not only an inspiration for Japan but an example which we believe will contribute to the success of EXPO '70.

JETRO

JETRO is the popular designation for the Japan External Trade Organization, a semi-governmental non-profit agency established in 1951 to promote trade and understanding between Japan and other nations of the world. Its sponsors are the Japanese Government, local governments of Japan, and various industrial interests concerned. JETRO has its headquarters in Tokyo, with 22 branch offices throughout Japan and overseas facilities in more than 60 major cities of the world.

SERVICES OF JETRO

- Information on Japanese products and where to obtain them.
- Assistance in establishing contacts with Japanese manufacturers and their representatives.
- Displays of latest Japanese products.
- Market research to help Japanese manufacturers to better meet the needs of overseas markets, and to assure orderly distribution.
- Facts and figures on Japanese trade and industry through literature, films and other media.
- Special services for business visitors to Japan.



JETRO

JAPAN EXTERNAL TRADE ORGANIZATION

