



U.S. EAST COAST

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AN UNBREAKABLE PARTNERSHIP



Following the devastating economic crash of 2008 and the debilitating COVID-19 pandemic, cities in the Eastern states, such as Pittsburgh, have regained their economic footing by strengthening old partnerships and embracing innovation as the way forward.

Having just weathered the worst of the COVID-19 pandemic and dealing with the effects of the war in Ukraine, the United States and Japan have remained steadfast in building a stronger alliance — a partnership that has generated prosperity and provided stability across the Pacific and the rest of the world over the past 70 years.

Heralding a new phase of cooperation, U.S. President Joe Biden and Japanese Prime Minister Fumio Kishida announced last year the U.S.-Japan Competitiveness and Resilience Partnership (CoRe), an ambitious initiative that will accelerate cooperation in a wide range of fields, such as Japan's Cancer Moonshot program, biotech, artificial intelligence, quantum information science, civil aerospace cooperation, cybersecurity, strategic supply chains and advanced manufacturing.

"It is my utmost priority to promote Japanese interests and safety in this area. Our two peoples are bound not just by our shared commitment to establishing and maintaining a global economic order, but also by our objective of achieving stability amidst rapidly changing geopolitics. Now more than ever, I look forward to stewarding this extraordinary story of cooperation between Japan and the United States," said Ambassador and Consul-General of Japan in New York Mikio Mori.

Given the technical and geographical breadth of CoRe, the states of New Jersey, New York, Pennsylvania and Virginia have become ideal locations to base such collaborations.

"The East Coast is an obvious place to look. When you're sitting on the amount of capital and financial resources that Japan has, New York and its surrounding regions as a market look really attractive. The challenge, of course, is that America is really large. Historically, Japanese companies have always looked to the East Coast, and this region has the

largest and probably the oldest connections to Japan," said Japan Society President and CEO Joshua Walker.

"Some of the biggest drivers of people are businesses because they are the means that bring about economic growth. And investment opportunities are ways through which people of different cultures get to know one another. That's a real opportunity here on the East Coast," he added.

In the field of space research and exploration, Masami Onoda, the director of the Japan Aerospace Exploration Agency's office in Washington, D.C., welcomed the agreement between the Japanese government and NASA to build Lunar Gateway, which will eventually bring astronauts to the moon again.

"You can see that strong bipartisan support for space research activities from both houses of the U.S. Congress is continuing," she said.

Amid very rapid technological innovations that have transformed the business landscape, Japanese imaging giant Ricoh has tapped into its technology and expertise to carve out a niche in the digital world and build an even stronger company.

"Our growth strategy is to make sure that we are finding adjacent services and offerings to our traditional print world. It's all about data. How you take data and unstructured data, how you make it powerful and valuable, and support our customers on that journey. We are taking our growth strategy to the next level," said RICOH North America CEO Carsten Bruhn.



Ambassador and Consul-General of Japan in New York Mikio Mori



JETRO New York President Kenichi Kawamoto

"For example, we are investing in some new ideas. We just got FDA approval for 3D printing for the healthcare sector. So, we are creating an ecosystem where we are working in with the healthcare industry to make 3D prints of say, an implant. But it's much more than 3D prints of a spine. It allows a surgeon to look at patients more quickly, perform surgeries sooner, use less anesthetics, get them home more quickly and recovery faster," Bruhn also said.

Meanwhile, following the demise of traditional manufacturing in the 1980s, the eastern states have seen growth in the life sciences sector.

"Upstate New York has a very impressive nanotechnology complex where the Japanese arm of IBM operates and many young Japanese technology workers are based. Pennsylvania, on the other hand, has the second-largest Japanese population concentration within the consulate's jurisdiction. We also have been traditionally strong in the pharmaceutical, biochemical and automotive industries," Mori said.

In Troy, New York, Rensselaer Polytechnic Institute is again living up to its reputation as a pioneer in technological innovation. Established in 1824, at the height of the Industrial Revolution in the United States, RPI was the first technological research university in the country and the English-speaking world.

"We recently created a center called the Future of Computing Institute to combine activities, such as artificial intelligence, data analysis and computation, to amplify their impact. In addition, we are focused on issues surrounding energy in the built environment, and we have numerous research activities in this area," said RPI President Dr. Martin Schmidt.

"We are also building a growing presence in New York City as a platform in which to experi-

ment with ideas coming from our faculty, particularly in the School of Architecture, in the areas of sustainability, climate change, and decarbonization. We are also leveraging our strong computer science activities on the critical problems facing rapidly expanding urban centers worldwide," Schmidt added.

"We recently launched a partnership with the Icahn School of Medicine at Mount Sinai in New York City that brings the power of engineering to precision medicine. We see many opportunities in research through this partnership which is unique in New York City. Additionally, we are deeply engaged with the region around the university, in Troy and Upstate, NY, to use the Institute's capacity in research, as well as our robust computational ecosystem, to create pathways to innovation for industry to reinvigorate the local economy and create jobs through the manufacture of semiconductors and nanotechnology that leverage the government's game-changing investment in chips," he also said.

If CoRe is to succeed in meeting its ambitious agenda, it will be mostly through the private sector and public-private partnerships. At the heart of these efforts is the Japan External Trade Organization, which launched J-Bridge, a platform that connects Japanese and international companies looking for business opportunities overseas.

"J-Bridge projects are developed all over the world. But in the case of the United States, in 2021, we promoted the field of carbon neutrality. This year, in 2022, we added the digital transformation field. Now, we are gathering information on which American startups would be interested in collaborating with Japanese companies in their digital transformation efforts," said JETRO New York President Kenichi Kawamoto.

RPI: A LONG-TIME PIONEER IN INNOVATION

Established in 1824, Rensselaer Polytechnic Institute is the oldest technological university in the English-speaking world and the Western Hemisphere, founded just as the Industrial Revolution was peaking in the United States.

Nearly two centuries later, the university has secured its reputation as a world-leading research institute, counting among its 7,000-plus graduates several prominent scientists, astronauts, entrepreneurs and Nobel Prize winners.

"We have a strong culture of bringing students into the laboratories. It is in laboratories where students can fully experience what it is like to get involved in research, even as undergraduates and most certainly, at the post-graduate level. A lot of our attention goes into the experience here," said Rensselaer Polytechnic Institute President Martin A. Schmidt.

"In addition, we also make sure that all our students, regardless of ethnic or cultural background, feel welcomed and are made to believe they are very important members of the community," Schmidt added.

From its sprawling campus in upstate New York, RPI is proud of the innovators, entrepreneurs and ideas that were nurtured in its classrooms and laboratories and have had a positive impact on the world.

"We invest a lot in supporting our students when they arrive here and help them form networks of collaboration. I hear the faculty at RPI talk about our students. They love that the students are collaborative and highly motivated to work on hard challenges. We make sure that we provide the needed support," Schmidt said.

"When students fall behind on or encounter challenges with their studies, they know there is always a helping hand around. Sometimes that helping hand is their fellow students. Other times it is our various support offices, which can help identify their challenges and connect them to resources. We're fortunate because we have several resources to support students in their academic journey," Schmidt added.

→ www.rpi.edu



The country's first polytechnical university, Rensselaer Polytechnic Institute continues to excel in the laboratory and in applied technology.

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— Rensselaer Polytechnic Institute President Martin A. Schmidt



BUILDING SUCCESS THROUGH SELF-BELIEF AND DETERMINATION

With loads of ambition and a backpack full of shirts and jeans, Japanese junior high school teacher Saori Kawano immigrated to the United States in 1978 determined to start a business that would last many decades.

With limited English skills, she found work as a waitress in a Japanese restaurant. Learning the operations of a successful restaurant, Kawano saved her tips and later started Korin Inc., an importer of Japanese kitchenware, tableware and kitchen equipment.

"It took a long time to come to this point. Looking back now, it's not just about the business. It is about relationships that I build. I always think to myself: What else can I do? What else can I offer to



Korin Inc. Founder and President Saori Kawano

By believing in themselves, success is assured, she said. ■
→ www.korin.com

American customers? I just kept trying and I didn't really seek investors nor partners when I started my business. I just wanted to do things at my own pace," Kawano said.

"Along the way, I've met many wonderful customers, vendors and friends. Whether Japanese or American, or any nationality, they all helped, encouraged and supported me," she added.

By sharing her story, Kawano wants to inspire more Japanese companies and business owners to take the risk and to promote and celebrate their culture. By believing in themselves, success is assured, she said. ■



Korin's storefront and showroom

NEXCO-WEST USA: A BRIDGE BETWEEN JAPAN AND THE U.S.

Based in Osaka, West Nippon Expressway Co. launched its North American operations in 2011 believing it possessed technology and valuable expertise in operating and maintaining roads and highways across the United States.

NEXCO-West USA President and CEO Masato Matsumoto, a certified professional engineer, points out that, like Japan, the Northeastern states have high-density population centers and experience cold climate. During winter, it is common practice to de-ice roads and bridges using salt, which damages concrete bridges and leads to more maintenance work.

"The U.S. has the longest highways and most extensive interstate networks in the world, some of them built before World War II. Those structures are aging and need a detailed inspection and assessment to strategically

allocate the limited funds for repair and rehabilitation. We have been providing our innovative technologies that make America's bridge and roadway inspection program more efficient and scientific," Matsumoto explained.

For NEXCO-West, the benefits of its business go both ways. "We work as a bridge between Japan and the U.S. Exchanging technologies and innovations will greatly benefit both our countries. We are trying to bring new Japanese technology into the American market, while also introducing innovative American products to our Japanese highway systems," Matsumoto said. ■
→ www.w-nexco-usa.com



VIRGINIA'S ROANOKE REGION REVS UP ITS GROWTH ENGINES

Centrally located on the East Coast among the beautiful Blue Ridge Mountains, the Roanoke Region in Virginia is among the most dynamic economies in the United States, attracting a diverse range of industries from banking, health care, life sciences and technology to transportation and logistics and manufacturing. Its share of employment in manufacturing exceeds the national average. Coupled with a large talent pool, the region is primed for business.

"We have a strong engine for talent. There are 25 colleges, universities and higher education institutions," said Roanoke Regional Partnership Executive Director John Hull. "We have training programs that support our industry diversity, and businesses regularly partner with nearby institutions to support workforce needs. We have the

assets to support a diverse base of industry and employment."

As its unique competitive advantage, the Roanoke Region promotes the mechatronics program, developed by Virginia Western Community College, to build a workforce with industry-specific skills in automated manufacturing, electrical equipment and industrial controls. This tremendous asset has supported the likes of Mack Trucks, Dynax America and Yokohama Tire, all of which are companies in the automotive manufacturing field.

Visit www.roanoke.org to learn more about doing business in the Roanoke Region of Virginia. ■



DRIVE TECHNOLOGY FORWARD

Innovation is born of research and education — the same foundation that our 145+ academic programs are built upon. Rensselaer Polytechnic Institute is shaping the minds that will drive tech forward, drive the Capital Region and the world forward.



518-276-6000 | research.rpi.edu

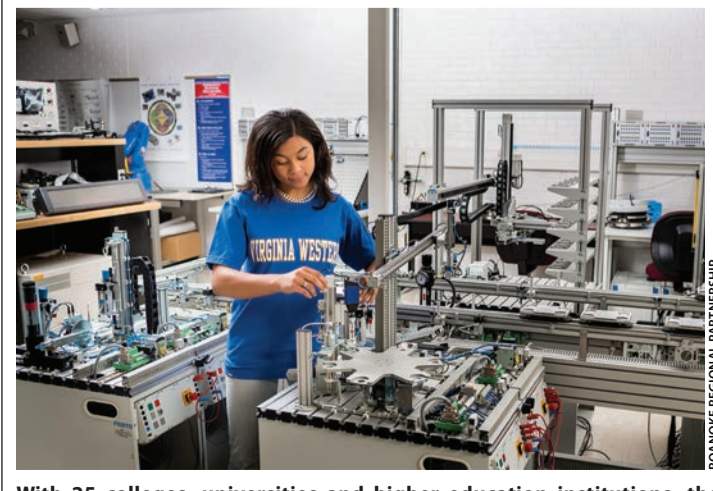
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West Nippon Expressway's thermography technology allows engineers to determine the true condition of roads in need of maintenance.



With 25 colleges, universities and higher education institutions, the Roanoke region in Virginia is confident of its capability to become an important growth center in the United States.

THE FUTURE MADE PERFECT IN PITTSBURGH

As far as innovation goes, Pittsburgh has many lessons to teach the world. Once the center of the American steel industry, the second-largest city in Pennsylvania has transformed its economy and emerged as a hotbed of innovation, particularly in high-value manufacturing, climate tech and technology, including robotics and artificial intelligence.

Coordinating the economic development of a 10-county region, the **Pittsburgh Regional Alliance** works closely with existing businesses and potential investors worldwide looking for new markets; provides introductions to tax incentives, programs and credits in support of economic and community development; identifies real estate options for establishing or growing a business; and helps to maintain a robust pipeline of talent to support every aspect of businesses' operations.

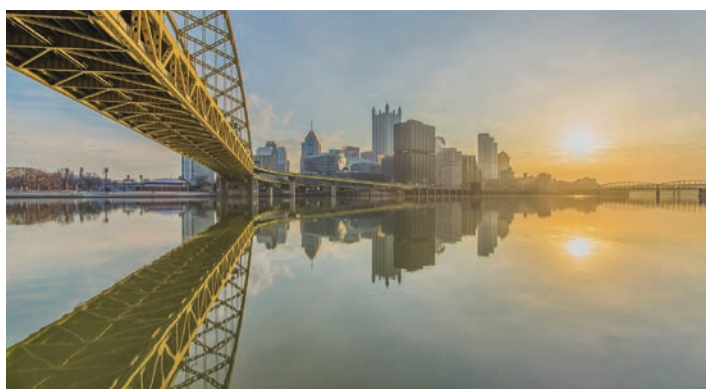
Home to some of the best colleges, universities and research facilities in the United States,

including tier-one research universities like Carnegie Mellon and the University of Pittsburgh, the region has built a solid reputation in computer science, as well as the life sciences and health care, in addition to its leadership in robotics.

Among its development initiatives is Robotics Row, a three-mile stretch that extends from near the city center through the historic Strip District, once a center for manufacturing and warehousing. Today, Robotics Row is an integral part of the regional robotics ecosystem that is some 100 companies strong.

Included in the area are leading players such as Astrobotic, Aurora, Caterpillar, Carnegie Robotics, Seegrid and Smith+Nephew. The PRA believes that Pittsburgh's comparative advantage in deep technology, particularly robotics and artificial intelligence, will attract attention and draw investment from Japan.

"In our understanding of Japanese culture surrounding



Pittsburgh has reinvented itself to be a hub of innovation for companies focused on what's next in their industries, including robotics, manufacturing, life sciences and energy.



region," said PRA President Mark Anthony Thomas. ■
→ <https://pittsburghregion.org>

LINCOLN UNIVERSITY: LIVING UP TO ILLUSTRIOUS IDEALS

Tracing its history back to 1854, nearly a decade before the emancipation of enslaved African-Americans, **Lincoln University** in Pennsylvania, the nation's first degree-granting historically Black college, was offering higher education to males of African descent. It opened its enrollment to males of "every clime and complexion" in 1866 and began to accept women in 1953.

Today, 168 years later, Lincoln University, once known as "The Black Princeton," continues its legacy of offering a high-quality liberal arts education.

"We are proud of our history and our founder, who believed that being Black should not be an impediment to getting and benefiting from a rigorous liberal arts education," said **Lincoln University President Brenda Allen**.

"In our university, we are not so much

focused on whether you are a math major or a music major. Regardless of one's major, our goal is to make sure that you are intellectually strong by the end of your journey. Here, our students can fully explore their passions and use opportunities that will develop and hone essential skills," Allen added.

Although founded as a historically Black college, Lincoln University has a diverse student body that includes international students from as near as Central and South America and as far as Asia.

"We no longer make race distinctions. I think that for all our students, especially those who are not originally from here, one of the most important things is to feel they are welcome and believe they have found their place here," Allen said. ■

→ <https://www.lincoln.edu>



The country's first degree-granting historically Black college, Lincoln University has maintained its reputation as a leading liberal arts school.

TEMPLE UNIVERSITY: FROM THE U.S. AND JAPAN TO THE REST OF THE WORLD

The largest university in Philadelphia and second-largest in the state of Pennsylvania, **Temple University** offers 600 academic programs and is home to more than 37,000 students, many of them from around the world.

Around 4.4% of Temple University's students are based in Japan, where it has two campuses (in Tokyo and Osaka). Temple University was the first American university to establish a campus in Japan, in 1982.

Aware that collaboration between businesses and educational institutions has grown stronger over the years, Temple University is developing more partnerships with the private sector across the country and the rest of the world.

"In order for our students to get the

most from their Temple experience, they must be able to connect with our alumni, including those who are CEOs of organizations. We must create an ecosystem wherein all parties related to our university are connected," said **Temple University President Jason Wingard**.

"We have to deepen those relationships because that's going to contribute to better instruction, better theory, better practice, better placement on the career side, and better ambassadorship. Colleges and universities can no longer only exist in a single place, deliver what they think is best, and expect that people will just take it in and be prepared for life," Wingard added. ■

→ <https://www.temple.edu>



Temple University President Jason Wingard



KEISEN ASSOCIATES: BRIDGING BUSINESSES AND CULTURES

Specializing in intellectual property, the Tokyo-based **Keisen Associates** provides Japanese and other international companies with services aimed at ensuring their trouble-free entry into the large U.S. market. Because of cultural differences, regulatory divergences and complex issues surrounding IP, it is common that legal advice and government rules get lost in translation.

"We call it a need-oriented approach. I go to a local company and listen to its needs and demands that come from Japan. There are very many advanced industries in Japan, like food technology or medical device technology, and we hear very specific needs from the U.S. I then go to Japan to acquire the technology there," explained **Keisen Associates Principal and Founder Taro Yaguchi**.

"That is our approach. But of course, there are still barriers, like language and culture. We help fill those gaps. So, our role goes beyond the legal services," he added.

A few years ago, Yaguchi put



Keisen Associates Principal and Founder Taro Yaguchi

greater focus on the cultural aspect of Japanese business. While Japan leads the world in technology, the country also has a strong, unique work ethic and a rich culture that many economies wish to emulate.

"We also help large U.S. corporations in Japan. We have a subsidiary called Japan Technology Group, which is dedicated to technology-sharing between our two countries, particularly those developed by Japanese universities," Yaguchi explained. ■

→ <https://keisenassociates.com>

JSAT INTERNATIONAL SPREADS ITS COVERAGE ACROSS THE WORLD

Established in 2001, **JSAT International Inc.** is seeking fresh investments that would allow it to expand its market presence, accelerate growth and strengthen its reputation and identity as a leading operator of communication satellites in the world while supporting media platform services in Japan.

While parent company Sky Perfect JSAT Corp. conducts most of its business in Japan and the Asia-Pacific region with a variety of customers, including government agencies, JSAT International focuses on the U.S. market via its Horizons 1 and Horizons 2 satellites. It has expanded into the Asia-Pacific via its Horizons 3e satellite.

"The Japan-U.S. collaboration is an important model for us, as it helps expand and develop into the space sector market. That is why we have tried to increase our presence in the United States with partners who fully understand our capabilities," said **JSAT International President and COO Yo Shimizu**.

"We are happy to further partner with companies to increase our presence, including with media business companies. We continue to see lots of new technologies develop in a variety of



JSAT International President and COO Yo Shimizu

fields led by U.S. companies and the government. In the past 30 to 40 years, JSAT has also accumulated its space business experience through partnerships with U.S. manufacturers, launch service providers, earth observation service operators (and more) to provide space service offerings," he added.

As more governments look to expand their use of outer space, JSAT International believes that allied governments and commercial partnerships in Japan and the United States will be very important to support future space market expansion. ■
→ www.jsati.com

Taro's Origami Studio

Brooklyn, NY / Asakusa, Tokyo → www.tarosorigami.com

Are you looking for a unique experience for your clients or staff? Taro's Origami Studio, a leader in the origami arts for the last decade, has the skills to bring your vision to life.

For everything from origami lessons, to installing life-sized elephants, or designing your logo out of paper, the Taro's staff can provide you with something memorable.

We have created unique origami models and experiences for clients as small as local libraries to companies as big as Lexus, Grand Seiko, Dior, Hermès, Cadillac, Louis Vuitton, Twitter, NBC, Amazon, Uniqlo, and Fujitsu to name a few. Contact us at studio@tarosorigami.com today to see how we can help you stand out from the crowd.