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Year of Zayed: Continuing Sheikh Zayed's legacy of collaboration

This year marks the 100th anniversary since the birth of Sheikh Zayed bin Sultan Al Nahyan, the revered former ruler of the United Arab Emirates.

Year of Zayed celebrations are being held in recognition of Sheikh Zayed's visionary nation-building achievements and strong values based on wisdom, respect, sustainability and human development, which have shaped the UAE and its citizens.

Under Sheikh Zayed's leadership, the UAE, with its diverse, cosmopolitan society, has become an international business and travel hub within the Middle East.

Following the UAE's discovery of oil in the 1950's, Sheikh Zayed recognized the importance of creating a diversified economy. He said: "We must not rely on oil alone as the main source of our national income. We have to diversify the sources of our revenue and construct economic projects that will ensure a free, stable and dignified life for the people."

By capitalizing on the UAE's strategic location between Europe, Asia and Africa, Sheikh Zayed positioned the country as a global connector and successfully attracted huge amounts of foreign investment. His transformation of the UAE leaves him fondly remembered by Emiratis as "the man who turned the desert green."

The Year of Zayed honors his contributions to the UAE and is an opportunity to continue his legacy by further deepening the country's international ties, including those with Japan.

A prosperous relationship

Japan and the UAE share a mutually beneficial relationship that has gone from strength to strength over the years.

"For more than 40 years, the bilateral relationship has long been mainly constructed around the oil and gas business and this remains important for Japan's energy security today," said Kanji Fujiki, ambassador of Japan to the UAE.

Currently, our relationship with the UAE is the broadest and deepest it has ever been."

KANJI FUJIKI
Ambassador of Japan to the UAE



"However, it has been dramatically expanded, diversified and multi-layered in recent years into fields such as education, sports, culture, science and technology, aerospace development, agriculture, health care, renewables, tourism and many others. Currently, our relationship with the UAE is the broadest and deepest it has ever been."

"The visit of Mr. Shinzo Abe, prime minister of Japan, to the UAE this April was of great importance for the promotion of business and investment in both Japan and the UAE. Abe and Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces H.H. Sheikh Mohammed bin Zayed Al Nahyan affirmed their determination to further develop their strategic relationship toward the future by starting a framework of cooperation called the Comprehensive Strategic Partnership Initiative."

"One of the highlights of the visit was the signing of an agreement for the promotion and protection of investment between Japan and the UAE. This was one of the most notable outcomes this year and will encourage many businesspeople to invest more in both countries. I believe these movements will further develop our economic ties in the future."

Fujiki is confident the UAE-Japan relationship will continue to prosper: "Since its foundation 47 years ago, the UAE has developed as a sea and air transportation hub connecting almost all of the world's important cities

and ports to Dubai and Abu Dhabi. Both cities are now two of the largest world centers in terms of economy, finance, tourism and logistics. For example, there are five daily flights connecting the major Japanese cities of Tokyo, Osaka and Nagoya to Dubai and Abu Dhabi.

"In my opinion, it makes a lot of sense for Japanese companies to

Gateway to emerging markets

Many Japanese companies and investors favor the UAE due to its advantageous location and welcoming business environment. Executives from both countries also recognize the importance of building long-term relationships based on mutual trust to facilitate business across the region.

"The UAE serves as an attractive hub for doing business in Middle Eastern and North African markets," said Masami Ando, managing director of the Japan External Trade Organization Dubai.

"The country's strategic location, good infrastructure, stable government and hospitable business cultures make the UAE a very inviting place to do business. Emirati people have been warm and welcoming to investors, which is

Gharbia Pipe Company with Senaat — the largest partnership between Japan and the UAE in the manufacturing sector to date.

"The UAE is a beacon of opportunity, and logistically (it) makes sense to set up a base here," said Mitsuru Anezaki, general manager of Al Gharbia Pipe Company. "Furthermore, Middle Eastern and African markets are a new frontier for Asian companies and remain widely untapped. Using our base in Abu Dhabi, we can expand to the rest of the region and branch out toward other opportunities and avenues for business. The Year of Zayed is an opportunity for us to continue diversifying the economy and show the synergies that exist between our two countries."

A bright future for continued investment

"Looking toward the future, Japanese companies will continue to flourish and become more diversified," said ambassador Fujiki. "I am certain that our relationship will expand significantly and grow in many industries, including space, tourism, agriculture, education, robotics and artificial intelligence technology."

In 2020, the universal exposition Expo 2020 will be held in Dubai. The event is expected to be the most international World Expo in recent years with over 180 participating countries. Expo 2020 will serve as a showcase for global collaboration and partnerships, and will undoubtedly encourage further investment into the region.

The Year of Zayed is a tremendous opportunity to celebrate Sheikh Zayed's legacy of acceptance and cooperation between cultures. Sheikh Zayed's outlook continues to influence the UAE in a positive light and further strengthen the country's international relations. It is this open and accepting outlook that will enable the UAE and Japan to continue their collaborative partnership for decades to come. ♦

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MASAMI ANDO
Managing Director
Japan External Trade
Organization Dubai



establish their regional headquarters in this country as the location makes it extremely convenient for Japanese businesspeople not only to travel around the world, but also get acquainted with the latest global business trends.

"The comfortable business environment includes economic free zones that were introduced by the UAE government in close relationship with the country's 'hub-function' and have enhanced the favorable views of Japanese companies in these locations. As a result, approximately 340 Japanese companies are currently based in the UAE, with 290 in Dubai and 50 in Abu Dhabi, and this number is continuously increasing."

why the Japanese presence here has been expanding year after year — economic collaboration between Japan and the UAE is a win-win situation. There are plenty of opportunities for more Japanese businesses and investments into the region and we are doing everything we can to encourage further growth in this relationship and expand our business ties even more."

In recent years, the number of partnerships between Japan and the UAE has been increasing. These successful ventures are seen as a window of opportunity for investors.

JFE Steel Corp. and Marubeni-Itochu Steel Inc., two Japanese leaders in the global steel industry, established Al

'Together We Shine'

2018 marks 100 years since the birth of the founding father of the United Arab Emirates, Sheikh Zayed bin Sultan Al Nahyan. This year also sees Japanese trading company ITOCHU celebrating 160 years. Today, ITOCHU has become a trusted partner in the United Arab Emirates.

"Our commitment to nurturing long-term relationships and building lasting friendships has made working in the UAE very enjoyable," said Eiji Nonaka, chief executive officer of ITOCHU Middle East FZE.

"With our partners in the United Arab Emirates, we share the belief that 'Together we shine.'"

The UAE has become a global transport and logistics hub with world-class infrastructure enabling companies to access global markets. With a highly educated population, Dubai has also become a center for the "internet of things."

"Businesses thrive here," said Nonaka. "The UAE provides a very welcoming business-friendly environment, and strong diplomatic relations across the region and freedom of trade have led to continued economic growth."

There are many parallels between Japan and the UAE — both cultures value long-term commitments, relationship-based business and partnerships based on trust.

Nonaka appreciates the Emirati people and culture. His affinity

Our commitment to nurturing long-term relationships and building lasting friendships has made working in the UAE very enjoyable."

EIJI NONAKA
CEO
ITOCHU Middle East FZE



toward the UAE is mirrored by both the values that ITOCHU holds dear and his harmonious approach to doing business.

Emiratis and Japanese share similar values such as trust, honesty and integrity," said Nonaka.

"As a company, we were warmly received, and people here are kind and trustworthy. This is very attractive for international investors, as they foster economic relations."

ITOCHU is continuing to build lasting partnerships in the UAE and across the region by working closely with partners in the public and private sectors.

While ITOCHU focuses on the oil and gas industry, the company is simultaneously improving the customer-related value chain and

developing new areas of business.

Moving forward, the company's medium-term management plan "Brand-new Deal 2020" will create an even more dynamic ITOCHU.

The plan's focus on new technologies, businesses, lifestyles and values represents the future of ITOCHU in the country.

"Through our projects and collaborations with local partners, we are proud to play a role in Sheikh Zayed's vision for the future of the UAE and the region," said Nonaka.

"In the United Arab Emirates, 'Together We Shine' will continue to represent the importance we place on our strong partnerships. ♦

www.itochu.co.jp

Celebrating 100 years and successful expansion into global markets

Next year, Torishima Pump Manufacturing Co. Ltd. will celebrate its centennial anniversary. The company's high-tech pumps, projects, services and renewable energy and environmental solutions have gained international recognition.

Global demand for pumps, rotating machinery and oil field equipment services led Torishima to establish three regional head offices in North America, Europe and the Middle East.

"In Dubai, we have grown the business significantly and continue to expand our services," said Alister Flett, managing director of Torishima Service Solutions FZCO. "We have grown from an initial team of six people to a diverse company with over 130 employees."

Prior to the global expansion, overseas markets accounted for a small fraction of Torishima's business. Today, the majority of the company's business is done outside Japan and Middle Eastern markets are becoming increasingly important.

"Our goal is to bring Torishi-



Alister Flett, Managing Director of
Torishima Service Solutions FZCO

ma to the Middle East and we have successfully combined our highly skilled workforce with the Japanese values we hold dear," said Flett.

In the United Arab Emirates, Torishima Service Solutions FZCO provides services and solutions for water treatment facilities, power plants and oil and gas field projects.

"As a Japanese company, we place great importance on our long-term client relations," said Flett. "Our clients demand high-quality products and we collaborate closely with our partners to provide quality after-sales services and support."

To meet increasing demand, the company is expanding its factory in the United Arab Emirates by 50 percent and establishing new offices across the region.

"Our regional headquarters will remain here in the United Arab Emirates as we expand across the Middle East," said Flett. "We operate in a knowledge-based industry and rely on highly skilled people to develop our business. The United Arab Emirates provides a very comfortable, free and safe working environment that will enable us to continue to attract and retain the best talent from around the world." ♦

www.torishima.co.jp/en
www.torishima.co.jp/en/100





celebrates the 'Year of Zayed' and the long relationship between Japan and the United Arab Emirates

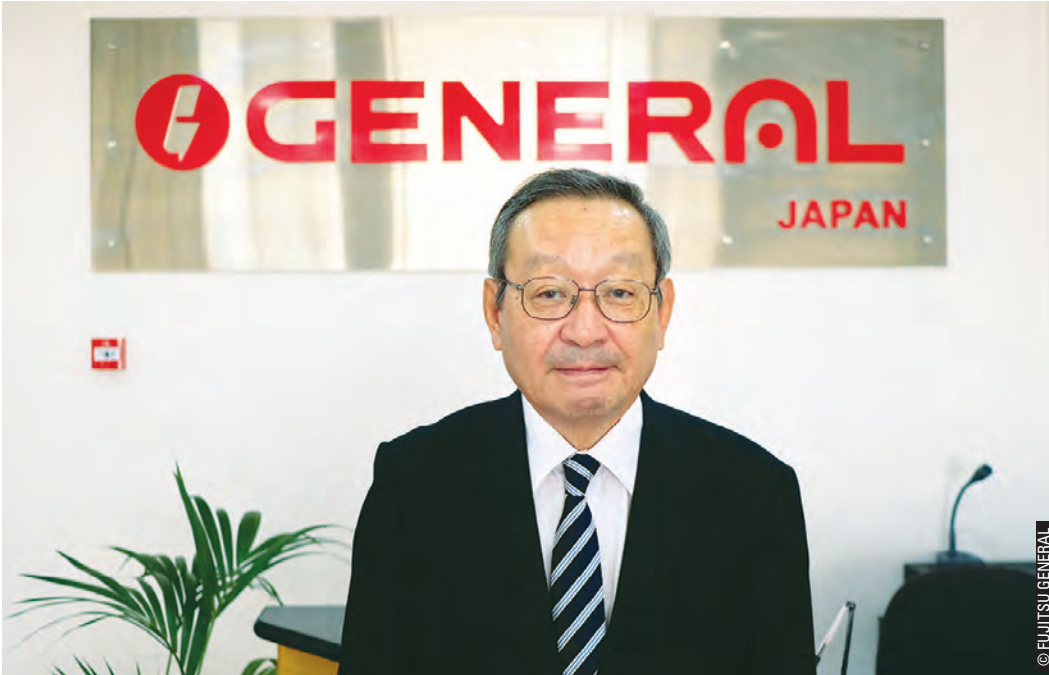
Twenty years of success in the UAE and the Middle East

Cooling solutions are a necessity in the United Arab Emirates, where average maximum temperatures can reach above 50 degrees Celsius (122 degrees Fahrenheit) in July and August.

Fujitsu General (Middle East) is recognized as the pioneering air-conditioning manufacturer in the UAE and the company is the market leader in both private and business segments.

The business started in the UAE in the early 1970s with a sales force and local distribution. Economic growth in the country led to the dramatic expansion of the demand of air conditioning.

In 1998 Fujitsu General (Middle East) established its regional headquarters in Dubai to better serve clients, partners and distributors in the UAE, Middle East and Africa.



Junji Yanagimoto, Chairman of Fujitsu General (Middle East)

"The harsh weather conditions in the UAE make it one of the most challenging markets for air

conditioning manufacturers. When we first entered the market, our units were more powerful and reliable

than our competitors and we became one of the few brands with products that were successfully able to

combat the extreme heat and humidity," said Junji Yanagimoto, chairman of Fujitsu General (Middle East).

Sheikh Zayed bin Sultan Al Nahyan's vision for the UAE, which has been

expansion, Yanagimoto intends to grow the company's market share in other countries across the region.

"We see a great deal of potential in neighboring developing countries and

With the UAE as a central hub for their regional expansion, Yanagimoto intends to grow the company's market share in other countries across the region.

successfully implemented by his successors, has allowed foreign companies to benefit from the country's safe society and business-friendly environment. Therefore, the decision to establish the company's regional headquarters in the UAE 20 years ago was an easy one," said Yanagimoto.

With the UAE as a central hub for their regional

we believe we can be successful in these markets," said Yanagimoto.

"The most important challenge is to build brand awareness of Fujitsu General, as these markets are less mature than that of the UAE. Customers across the region will benefit greatly from Fujitsu General's innovative, reliable and energy-efficient units." ♦

www.fujitsu-general.com/g-mea

The UAE

www.synergymediaspecialists.com

Delivering global supply chain solutions

Hitachi Transport System Ltd. (HTS) provides customers across the globe with industry-leading services such as third party logistics, heavy transport and freight forwarding and smart solutions called Smart Logistics. As the group expands its global network, HTS is strengthening its commitment to the United Arab Emirates and expanding its network to include emerging markets in the Middle East and Africa. HTS initially played a role in the economic development of the UAE when the government collaborated with Japanese companies on large-scale infrastructure and construction projects, such as power plants, highways and public transportation systems.



Atsushi Kanda, HTS' Chief Representative

As the first Japanese logistics company to establish a presence in the country, HTS provided logistics solutions to Japanese companies importing and transporting machinery, materials and large-scale

industrial units. The company partnered with Hitachi to import train carriages for Dubai's monorail project. "We are proud of the contributions we have made and continue to make to the development of this great country," said Atsushi Kanda, HTS chief representative. Today, HTS has a diverse client base and serves local, international and Japanese clients in the UAE and across the region. A long-term partnership with Al Mohairaby International Freight LLC, one of the largest logistics companies in the UAE, and the opening of the new FLYJAC Logistics Pvt. Ltd. (HTS' Indian subsidiary)

branch in Dubai have strengthened HTS' reputation as a full-service logistics provider. "Our partnerships enable us to create synergies in every aspect of our business and to maximize and expand our capabilities," said Kanda. Kanda intends to build on HTS' reputation in the UAE and believes HTS is well-placed to work closely with customers in Middle Eastern and African markets. "Having successfully established a strong foundation in the UAE, we aim to move forward and deliver our services to customers in exciting, new markets," concluded Kanda. ♦ www.hitachi-transportssystem.com/en



Attracting international scholars to create a vibrant and interactive learning environment

United Arab Emirates University (UAEU) was founded in 1976 by the late Sheikh Zayed bin Sultan Al Nahyan as a higher education beacon for the UAE, providing the youth with higher education opportunities. It was the first university to be established in the country and the only university established by the founding father. Since its inception, UAEU has evolved into a comprehensive university with greater emphasis on research, offering a full range of internationally accredited, high-quality graduate and undergraduate programs through its nine colleges in almost all major disciplines. As a research-intensive university, UAEU works with its partners to provide research solutions to challenges facing the nation and the region. Nine research centers of strategic importance to the country and the region are advancing knowledge in critical areas. The nine centers are: National Water Center; Zayed bin Sultan Al Nahyan Center for Health Sciences; Roadway, Transportation and Traffic Safety Research Center; Emirates University Center for Public Policy and Leadership; Khalifa Center for Genetic Engineering and Biotechnology; Emirates Center for Energy and Environmental Research; National Space Science and Technol-



Professor Mohamed Albaili, Vice Chancellor United Arab Emirates University

ogy Center; Emirates Institute for Learning Outcomes Assessment; and Emirates Center for Happiness Research. In addition, the Science and Innovation Park, through its business incubators, serves as a hub for innovation, entrepreneurship and leadership to foster the transitioning of the UAE economy toward a knowledge economy. The university has established student exchange programs and collaborations with Akita University, The University of Tokyo, Hokkaido University, Fujita Health University and Waseda University. The Sakura Club, established in 2009, was the first cultural club formed in UAEU by a group of female students with an interest in Japanese culture. The main aim of the

club is to encourage cultural exchanges between the UAE and Japan. The club also regularly organizes cultural activities such as the UAE-Japan Week, holds conferences with Japanese universities, participates in an exchange program with Fujimigaoka High School and arranges trips to Japan to enhance cultural knowledge and immersion. The university aspires to be the "university of the future" with goals to become a top-20 academic institution in Asia and a top-200 academic institution globally. With education increasingly growing as a vital pillar for the Middle East, UAEU aims to become the national hub in research and entrepreneurship, as well as the primary destination for collaboration with governmental and non-governmental agencies, organizations, industry and international agencies. By 2020, university students will participate in new types of learning experiences, access new kinds of learning resources and deal with a broader range of knowledge providers than ever before. As such, new technologies are expected to flourish in the future, including 3D printing, the "internet of things," artificial intelligence, robotics, virtual reality and gamification — areas in which the UAE will be at the forefront. "While we will strive to produce indigenous leaders of

the highest caliber in different areas, we also aim to attract international scholars to create a vibrant and interactive learning environment that advances the region technologically; strengthens its heritage, culture and tradition; and benefits humanity. We have attained top rankings over the years and we intend to keep it that way, while improving as we go along. Our aim is to be known as a world-class university, providing only the best education to students," said Professor Mohamed Albaili, vice chancellor of UAEU. "Not knowing precisely every detail of the change coming, the only insurance we have is simply the nimbleness and agility to move, shift and find our course. The future does not wait — it is constantly at our doorstep and we must ensure to take action today to be prepared accordingly for tomorrow. We are on the right track, but many changes will have to take place for us to continue following that path and ensure continued success in the near future. The future is what the UAE, as a country, looks to and what we, at the UAEU, have ambitious plans for." ♦ www.uaeu.ac.ae



TOSHIBA

Supporting the development of the UAE through innovative solutions

Toshiba Gulf FZE is Toshiba's regional headquarters covering key markets in the Middle East and Africa. Headquartered in Dubai, the company's commitment to the United Arab Emirates was firmly established during the earliest development of the country. Toshiba delivered first-generation power plants and the most advanced substation systems to meet growing energy demands in Dubai and Abu Dhabi. Toshiba provides innovative consumer electronics technologies and service solutions to clients in key industries across the region. "The UAE has some of the most advanced infrastructure in the world and the market is maturing rapidly," said Keiji Nagata, Toshiba's regional representative for the Middle East and Africa and managing director of Toshiba Gulf. "There has been an information-explosion in the Gulf Cooperation Council region due to the rapid increase in the number of internet users; over 70 percent of the population is connected to the internet. The large-scale implementation of solutions for the 'internet of things,' 'cloud,' surveillance applications and data storage is increasing. Toshiba Gulf supports the complete range

of storage solutions from micro SD cards for smartphones to 14 terabyte hard disk drives for enterprise storage. We are also seeing strong sales growth in our multifunction and barcode printers. Toshiba multifunction printers are supported by a full suite of software solutions that allow customers to manage data and print effectively while reducing carbon footprints." Toshiba Gulf also oversees operations in North Africa. As purchasing power continues to increase, sales of Toshiba's consumer electronics, including audio devices and personal data-storage equipment have increased. "Africa is one of our largest growth markets and we are developing our business across the region," said Nagata. "African countries are becoming more connected with the rest of the world and our customers appreciate Toshiba as a quality-driven and reliable brand." In November 2018 Toshiba Corp., Japan announced the Toshiba Next Plan. The plan refers to the direction and measures that will transform Toshiba's business to facilitate future growth. "The Toshiba Next Plan is the fundamental strategy leading to the company's long-term goal of becoming



Keiji Nagata, Toshiba's Regional Representative for the Middle East and Africa and Managing Director of Toshiba Gulf

one of the world's best cyber-physical systems technology companies," said Nagata. "We are combining the knowledge and capabilities Toshiba has accumulated over years of experience in a wide range of businesses, including infrastructure, electronic devices, information processing, digital solutions and artificial intelligence technologies. Toshiba Gulf will play an important role in connecting Toshiba offices and technologies to better serve our existing clients and our future customers." ♦ www.toshibamea.com

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