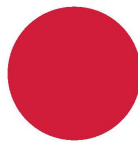


JAPAN


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Japan and Singapore: A unified approach to society and ASEAN

Japan and Singapore have dynamic and well-established economies. Both countries actively contribute to the global community, including member countries of ASEAN, the Association of Southeast Asian Nations.

Japan is the world's third largest economy and a global technology leader. Singapore is the world's most advanced and competitive economy, surpassing the United States, according to the World Economic Forum's 2019 Global Competitiveness Report.

Both countries contribute to one another's advancement said Ambassador Peter Tan Hai Chuan, Ambassador of Singapore to Japan; "Singapore and Japan enjoy long-standing economic ties, underpinned by strong trade, investment and tourism linkages."

"Japan is Asia's largest investor in Singapore, while Singapore is the biggest investor in Japan among Asian countries," said H.E. Jun Yamazaki, Ambassador of Japan to Singapore. "Japan's trade value with Singapore is increasing in both exports and imports and the number of Japanese companies in Singapore is on the rise. Japan has supported ASEAN connectivity in a major way and has implemented numerous hard and soft infrastructure projects."

Cooperation is being strengthened by organizations such as the Japan International Cooperation Agency (JICA).

Toshiyasu Suzuki, Assistant Director Southeast Asia Division 2 for JICA: "Singapore was the first country to cooperate with JICA to provide aid to developing countries. Today, many countries in a position to provide aid are following this example."

"The JSPP21 (Japan-Singapore Partnership Programme for the 21st Century) is one of the main areas of cooperation between the governments of Japan and Singapore. The Programme aims to train the leaders of developing nations around the world. JICA hopes to continue working closely with Singapore to support the growth and stability of other developing nations around the world," concluded Suzuki.

The ASEAN region is projected to become the fourth largest single market in the world by 2020. The region is experiencing steady growth in various key sectors and is a strategic desti-



“Moving forward, Japan will continue to cooperate with Singapore and other members of the ASEAN community to contribute to the peace and prosperity of the region and beyond.”

H.E. JUN YAMAZAKI
Ambassador of Japan to Singapore

nation for major trade routes. "Many ASEAN Member States and Japan share fundamental principles such as the rule of law, freedom of navigation and free trade," said Yamazaki.

"Japan welcomes the 'ASEAN

The ASEAN Japan-Centre is strengthening economic partnerships between ASEAN Member States and Japan by focusing on trade, investment and tourism: including person-to-person exchanges.



“Singapore and Japan enjoy long-standing economic ties, underpinned by strong trade, investment and tourism linkages.”

PETER TAN HAI CHUAN
Ambassador of Singapore to Japan

Outlook on the Indo-Pacific' which envisages ASEAN centrality as the underlying principle for promoting cooperation in the Indo-Pacific region. This is in line with Japan's Free and Open Indo-Pacific concept."

"We continuously look at ways to promote the economic partnerships between Japan and ASEAN Member States as their relationships evolve," said Masataka Fujita, Secretary General of the ASEAN-Japan Centre.



“Singapore was the first country to cooperate with JICA to provide aid to developing countries.”

TOSHIYASU SUZUKI
Assistant Director
Southeast Asia Division 2
Japan International
Cooperation Agency (JICA)

"We are constantly working on ways and means to benefit the public at large in a unique manner. As an international organization, we are expanding our scope and responding to rising issues and challenges."

Fujita added that the Centre aims to "analyze and provide insights into the importance of value-added trade and global value chains across the ASEAN region," in addition to "promoting non-equity modes of operations for the ASEAN region to maximize benefits and minimize associated risks."

With the recent outbreak of COVID-19, Ambassador Peter Tan says it is crucial for Singapore and Japan to work hand-in-hand throughout this global challenge.

"We must work together to maintain open and connected supply chains and ensure that trade lines remain open to facilitate the flow of goods including essential supplies. We should also cooperate with the international community to ensure that trade continues to flow unimpeded and that infrastructure such as our air and sea ports remain open to support the viability of global supply chains."

"Looking ahead, Singapore will continue working with Japan and other ASEAN Member States to support an open and rules-based multilateral trading system. Japan has been an important dialogue partner for ASEAN," he added.

"Singapore and Japan work hand in hand through valuable research and development initiatives. As a leading country, the next step for Singapore is to disseminate these findings to partners across the ASEAN region and ensure countries benefit and contribute to the further regional integration," said Fujita. H.E. Yamazaki concludes; "Moving forward, Japan will continue to cooperate with Singapore and other members of the ASEAN community to contribute to the peace and prosperity of the region and beyond."

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Airweave: Enhancing performance while you sleep

We all need a good night's sleep. Airweave Inc. is allocating valuable time and resources in researching the most effective way to improve the quality of one's sleep.

"Sleeping takes up a third of a person's life. Because of this, one of our goals is to give our clients the best sleep possible by investing in sleep science and research," said Motokuni Takaoka, Chairman of the Board and President and Chief Executive Officer of Airweave Inc.

Airweave Inc. was chosen to be the official bedding partner for the Olympic and Paralympics Games Tokyo 2020 (postponed) by providing 18,000 beds with their eco-friendly airfiber mattresses to the athletes.

"Our mission is to support every athlete from all over the world that will be competing in the Olympic and Paralympic Games Tokyo 2020," shared Takaoka.

"We designed the beds to be modular and comprised of three mattresses so that athletes can select their preferred firmness."



MOTOKUNI TAKAOKA, Chairman of the Board and President and Chief Executive Officer of Airweave Inc.

and helps to provide individuals a customized mattress based on their body type. This AI has been created based on Airweave's years of sleep study and sets us in the market," explained Takaoka.

Aside from a more high-tech approach to their products, Airweave Inc. also hopes to further develop their eco-friendly product line and create better products in the future which every person can enjoy.

"It is important to focus on quality and invest in continuous research and development, which is why we exert all our efforts into making clean, eco-friendly airfiber mattresses and products from recyclable materials."

The Quality Sleep
airweave



www.airweave.com

As the company continues to look for better ways to enhance the quality of their products, Airweave Inc. is now using the Bodygram technology to provide each person with a customized airweave mattress based on their body's needs. "This state of the art body measurement app records images

Hirose Electric Singapore offering unmatched services in South East Asia

Producing high-performance electrical products since 1937, Hirose Electric Co., Ltd. in Japan, has been providing its services in the South Asian and South East Asian regions through its fully owned subsidiary in Singapore, Hirose Electric Singapore Pte. Ltd., which serves as the company's regional sales and marketing headquarters.

Recognizing the importance of the growing market in South East Asia, Hirose first entered the market in 1995 – with a branch office in Singapore. The operation has since grown to include offices in Thailand, Malaysia, also including 3 offices (Delhi, Bengaluru, Pune) in India for South Asia.

"We also have two Hirose Electric group factories in our region located in Malaysia and Indonesia,



KATSUNORI TAKIZAWA, Managing Director of Hirose Electric Singapore Pte. Ltd.

turers of electrical connectors, not only is Hirose Electric a key player in the consumer electronics and industrial industries, but it is also increasing its share in the growing automotive sectors.

Hirose Electric Singapore offers an advanced and dedicated line of connectors for factory automation solutions that are used in many applications in a multitude of industries.

"Obviously, more customers are looking into factory automation in our region throughout all industries," stated Takizawa.

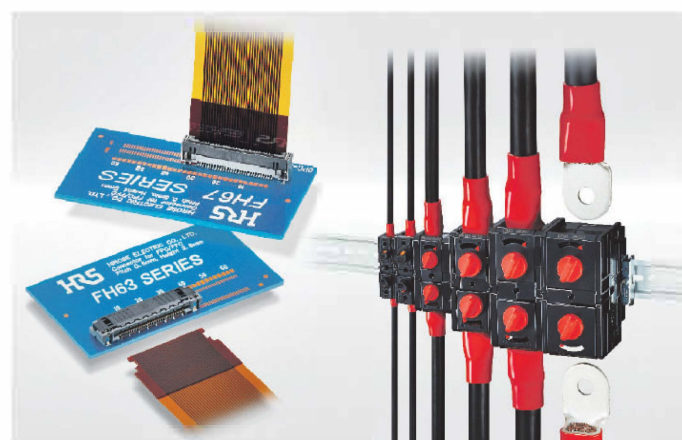
"Supporting factory automation by supplying innovative products to our customers will ultimately improve customers' productivity and provide cost savings."

As part of its growth strategy, Hirose Electric Singapore is looking further into the South East Asian and Indian markets for more opportunities in the future.

"We believe South East Asia and India have great potential for demand creation, and these are the places where we would like to focus on for continued growth," concluded Takizawa.

HRS HIROSE ELECTRIC CO., LTD.

www.hirose.com/sg/?lang=en



FH63/67 (Left) part of the One Action FH line, enables factory automation. **ZERO SCREW TERMINAL BLOCK EF2** (Right) reduces construction time and maintenance.

allowing us to collaborate with the factories and expand our services to our customers across South East Asia and South Asia," said Katsunori Takizawa, Managing Director of the company.

As one of the leading manufac-

"It is exciting that more automotive customers have established their research and development centres in South East Asia and India. The opportunities to introduce our cutting-edge products are increasing."

Top Science and Technology university in Japan, Tokyo Tech nurtures global leaders for a better world

Quality education and research is a key element in nurturing individuals who can contribute to society. Tokyo Institute of Technology, or Tokyo Tech, is a perfect example of an institution that is capable of providing world-class education and research.

"We are committed to keeping our position as the top research university in science and technology in Japan while working towards becoming one of the top ten in the world," said Kazuya Masu, President of Tokyo Tech.

While Tokyo Tech is known for its excellence in science and technology education, it is also dedicated to offering high level liberal arts education at both the undergradu-



THE TOKYO INSTITUTE OF TECHNOLOGY is known not only for offering world-class education to its students, but also providing them with a safe and comfortable environment where they can focus on their studies.

ate and graduate levels. "Exposure to the broad range of human knowledge across the arts and science is essential in fostering leadership and innovation for a better society and world," emphasized Masu.

"We are continuously seeking opportunities to grow as an international university and provide more, not just to our Japanese students, but also to our international students," stated Masu.

As of 2019, about 1,700 students from overseas study at Tokyo Tech, which makes up around 17% of total students. Tokyo Tech launched the Global Scientists

and Engineers Program (GSEP) in 2016, its first international Bachelor of Engineering degree program taught exclusively in English.

"What is unique about GSEP is that students can enroll even if they have never studied Japanese before," shared Masu.

Tokyo Tech is also committed to enhancing partnerships with ASEAN countries and universities, with the goal of jointly contributing to science and technology fields.

To foster connections with universities outside Japan, Tokyo

Tech has established the TAIST (Thailand Advanced Institute of Technology) - Tokyo Tech joint education program, Tokyo Tech ANNEX in Bangkok, and the ASPIRE League in cooperation with other Asian universities including NTU (Nanyang Technological University), Singapore.

"The level of education and research among ASEAN countries has advanced greatly, and in order to keep advancing, we must continue to collaborate with each other," said Masu.

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KAZUYA MASU, President of Tokyo Tech

Leadership Insights

Key-opinion leaders from the Japan-Singapore business community share some insights



“Both Singapore and Japan share excellent relations and strong economic ties. Their common interest in promoting Southeast Asia's economic growth, sustainable development and economic integration is in line with the vision of ASEAN 2020.”

HO MENG KIT
CEO, Singapore Business Federation



“For many years, Japan and Singapore have shared a common belief that the maintenance and strengthening of a free and open international economic order is crucial for economic growth. Since protectionism has risen around the world, I feel that this belief is becoming much more essential.”

MASAKAZU KUBOTA
Director General, Keidanren (Japan Business Federation)