



Press Release

報道資料

For Immediate Release

***ACCJ/FCIJ survey reveals robust confidence in the future
-International and Japanese firms back to business as usual and optimistic about Japan-***

June 16, 2011 – The American Chamber of Commerce in Japan (ACCJ) has revealed the results of a series of Pulse Surveys that it conducted with members of the international and Japanese business communities, in the aftermath of the March 11 earthquake, tsunami and subsequent nuclear power disaster.

The surveys were conducted as part of the ACCJ Tohoku Earthquake Information Facilitation Project, a special initiative led by a select group of the Chamber's members as an early response to the disasters. As a result of the surveys, Japanese and foreign respondents alike noted that business at their firms was back to usual, and they were largely optimistic about the prospects for the future.

With the support of Japan Market Resource Network (JMRN) and Rakuten Inc., as well as the cooperating sponsorship of the Foreign Chambers in Japan (FCIJ) and other affiliated business organizations (please see the list of participating organizations below), three surveys (4/27-29, 5/12-13, 5/31-6/2) were conducted through which responses were drawn from a total of nearly 3,000 survey participants, approximately half of which are members of the international business community and the other half are from the Japanese business community.

The surveys measured opinions related to 5 key areas:

- Business operations and the return to normalcy;
- Energy concerns and impacts on personal and working lives;
- Food-safety practices and comfort levels with the scientific-based evidence being provided;
- Degree of practicing self-restraint (*jishuku*) and the anticipated return to normalcy; and
- Japanese government response.

"Through the Tohoku Earthquake Information Facilitation Project, the ACCJ has created collaborative opportunities in which members of the foreign community can partner with Japanese colleagues in the sharing of information, best-practices, and ideas on how best to respond to the crisis and rebuild with a shared vision for the future of Tohoku," said Jonathan Kushner, one of the project leaders.

"This survey is one of five work streams we have undertaken, and shows the resilience of the Japanese and foreign business communities to respond to the disasters by doing what they do best – carrying on with business."

According to the survey results:

- One-third or more of survey participants have a **strong degree of confidence** in the future, with 80% saying they have returned to “business as usual.” International survey participants are slightly more optimistic about the long-term future prospects for their companies than Japanese participants.
- Although there is still some disruption, **personal lives are also rapidly “returning to normal”** among both the international and Japanese working communities in the metropolitan Tokyo area, with approximately 50% responding that their lives are “now completely normal.”
- For the international working community, **“availability of electrical power”** is their primary concern (34% of participants), while the Japanese working community is more concerned with **“airborne radiation risk”** (54% of participants).
- Japanese survey participants demonstrated a noticeably lower level of confidence in their awareness/knowledge of airborne radiological risks in comparison to their international counterparts (only 6% claimed they were “very aware/informed” versus 23%).
- High percentages of both the international (40%) and Japanese (51%) working communities are practicing some level of self-restraint (*jishuku*).
- **Japanese participants continued to be more negative than their international counterparts** regarding the Japanese government’s response to the disasters. Concerns about the levels of “ineffectiveness” were especially strong with regards to the government’s handling of the radiological issues.

"We are pleased to have gained through this survey critical information and insights on how the Japanese and foreign business communities are responding to the disasters. Including both foreign and Japanese respondents has enabled us to analyze perspectives from the business community as a whole, as well as to explore similarities and differences," said ACCJ President Emeritus and JMRN President Debbie Howard.

"This joint-survey clearly shows that business-at-large is not only getting back to normal throughout the region, but also that there is a strong level of confidence in the future of Japan among both Japanese and foreign businesses. Perhaps even more importantly, this report suggests that the international and Japanese business communities are more alike than different in their perceptions of the crisis and prospects for the future."

For the complete ACCJ/FCIJ Pulse Survey results, go to:

http://www.accj.or.jp/doclib/pr/ACCJFCIJ_KF.pdf (ACCJ/ FCIJ Pulse Survey Key Findings)

http://www.accj.or.jp/doclib/pr/ACCJFCIJ_App.pdf (ACCJ/ FCIJ Pulse Survey Detailed Tables)

PARTICIPATING ORGANIZATIONS:

ANZCCJ, Australian and New Zealand Chamber of Commerce in Japan
ABC, Austrian Business Council
BLCCJ, Belgian-Luxembourg Chamber of Commerce in Japan
BCCJ, British Chamber of Commerce in Japan
CCCJ, Canadian Chamber of Commerce in Japan
FCCJ, Finnish Chamber of Commerce in Japan
CCIFJ, French Chamber of Commerce in Japan
DIHKJ, German Chamber of Commerce and Industry
NCCJ, Netherlands Chamber of Commerce in Japan
SCCJ, Swedish Chamber of Commerce and Industry in Japan
AWF, Association for Women in Finance
FEW, For Empowering Women in Japan
FWLA, Foreign Women Lawyers' Association
IBA, International Bankers Association
JIHCN, Japan In-House Counsel Network
RBA, Roppongi Bar Association

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The American Chamber of Commerce in Japan (ACCJ) was established in 1948 by representatives of 40 American companies and has grown into one of the most influential business organizations in Japan. Consisting mainly of executives from American companies, currently the ACCJ has members representing 1,000 companies with offices in Tokyo, Nagoya, and Osaka. Working closely with the governments of the United States and Japan, business organizations, and others, the ACCJ promotes activities that help achieve its mission of further developing commerce between the United States and Japan, promoting the interests of U.S. companies and members, and improving the international business environment in Japan. Over 60 committees representing various industries play the ACCJ's central role in making policy recommendations through advocacy tools such as the Business White Paper and holding over 500 events and seminars annually on public policy and economic trends. The ACCJ is also committed to promoting charitable events and other CSR activities.

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