



Keizai Koho Center
Japan Institute for Social and Economic Affairs

a bridge between the private sector and the public

Since 1978 the Keizai Koho Center has worked with Japan's business community to improve its communication with society, both in Japan and around the world. An independent, nonprofit organization supported entirely by the private sector, the KKC helps its corporate supporters increase their understanding of the environment in which they operate.

The need for this dialogue arose following the oil crises of the 1970s, when corporations came under heavy public criticism. The KKC took shape to help them present information on the concepts underlying their activities and their importance to Japanese society. Today our activities are global in scope. KKC invitation programs, symposiums, publications, and education-related events keep people informed and help them connect, fostering communication throughout society and across borders and bringing valuable knowledge to individuals, the business community, and all of society.

The KKC welcomes your participation in this dialogue.

www.kkc.or.jp/english/

Keizai Koho Center
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Keidanren Kaikan Floor 19, 3-2 Otemachi 1-chome,
Chiyoda-ku, Tokyo 100-0004 JAPAN
Tel +81-3-6741-0031 Fax +81-3-6741-0032
webmaster@kkc.or.jp
www.kkc.or.jp/english/



We promote mutual understanding across borders.

The Keizai Koho Center works to provide opinion leaders around the world with a deeper understanding of Japan's economic and business policies.



Bringing journalists to Japan

The KKC extends invitations to journalists working for major newspapers in European, East Asian, and ASEAN nations and arranges interviews with major figures in Japan's political and economic circles, as well as Japanese scholars and journalists. Through these programs we seek to promote better understanding of Japan's economy, society, and business world and to foster multifaceted journalistic coverage of Japan. The role of innovation in international competition, environmental technologies, Japan's response to the recent economic crisis, and other timely topics are selected as the themes for these visits.

Inviting educators to Japan

Educators can help students of all ages and members of the general public to better understand the situation in Japan. Each year the KKC invites professors from top business schools in the United States and social studies teachers and education administrators from North America to Japan to visit factories and businesses, talk with scholars and business leaders, and visit schools and cultural institutions, there-



by acquiring insight into the nation. Participants present what they learned in Japan to their students and communities after returning home.

Creating networks of scholars

Our annual programs bring scholars from influential think tanks that help guide policy-making in Europe, North America, and Asia to Japan, where they give presentations and exchange views with Japanese business leaders and experts in various fields. Our invitation program for US think tank researchers, offered since 1998, is particularly well-regarded as a unique program to learn about Japan. A symposium is held on the final day of each program.

Providing diverse information about Japan

Since 1980 we have published *Japan: An International Comparison*, an annual English-language booklet containing the latest comparative statistics on Japan and other major countries. This pocket-size publication covers economic matters, trade, industry, energy, the natural environment, social security, labor, education, and lifestyles and offers readily comprehensible accounts of worldwide trends and Japan's global position.

We also publish *Japan Economic Currents*, a newsletter containing commentary on economic and social developments in Japan.

Both of these publications can be found on our website.



We inform society about the business world.

Our programs for educators, students, and the population at large aim to share a fuller picture of the activities and goals of Japanese business with society.

Business training for Japanese school teachers

The KKC has since 1983 arranged for Japanese elementary, junior high, and high school teachers to undergo educational and practical training at businesses during the summer vacation period. In 2009, more than 800 teachers participated in the program at more than 100 companies.

Lectures by business leaders at universities

Together with our member firms, we work to bring business executives and other experts to give lectures at Japanese universities, sharing with students the realities of the Japanese business world and helping them understand the societal and international roles of Japan's corporations.

We also sponsor presentations by Japanese business leaders at major Chinese universities with policy influence in China. These give students and faculty members, businesspeople, and the general public a better understanding of Japan's economic and business policies.

Industrial, energy, and environmental education

The KKC prepares teaching materials to help elementary and junior high school teachers educate students about everything from environmental technology and Japanese companies' ecological efforts to various aspects of the finance, trade, and distribution sectors.

On our website, we provide the Japanese-language "Environmental Information Plaza," where educators can find details on industry positions on environmental issues, and the "Industrial Data Plaza," offering basic information on specific industries.

Providing information and opinions on economic matters

We provide information to the public on issues of importance to the economic community, such as promoting the reorganization of local governments, global warming measures, and the work-life balance, through issue-advocacy advertisements in newspapers and magazines, as well as pamphlets. We also sponsor informational seminars, lectures, and symposiums on these issues.

We facilitate communication.

We provide feedback on society's views to the business community.

Collecting public opinions

As a bridge between the private sector and the public, the KKC maintains a survey network

made up of ordinary consumers, white-collar workers, university students, and senior citizens. Members of the network take part in opinion surveys and exchange views with businesspeople at informal gatherings.

We provide information for corporate communications professionals.

Our full range of services provide valuable insight to our membership on corporate communications issues.

Analysis of overseas Japan coverage

The KKC analyzes articles in major English-language newspapers and magazines to track how Japan is being covered overseas and provide a basis for Japan's globally directed communications.

Corporate communications lectures and forums

We sponsor a range of courses and forums for communications personnel concerning trends in corporate communications, crisis management, corporate social responsibility, and other key issues. We also provide media training for communications executives.

Corporate communications awards

Since 1985 the KKC has presented its annual Awards for Excellence in Corporate Communications to companies and individuals practicing outstanding public-relations activities.



Photo captions

- 1) EC President José Manuel Barroso (L) at a joint symposium with Hajime Sasaki, then head of Keidanren's committee on Europe and NEC chairman (April 2006).
- 2) On behalf of Toshiba, Atsutoshi Nishida, then president and CEO (L), receives the 2008 Award for Excellence in Corporate Communications from KKC Chairman Fujio Mitarai (August 2008).
- 3) Foreign social studies educators visit and learn about Japan (July 2008).

- 4) Council on Foreign Relations President Richard Haass speaks on Japanese and US global roles (November 2007).
- 5) Southeast Asian journalists attend a symposium on Japan-ASEAN cooperation (October 2008).
- 6) Chinese scholar Yuan Gangming discusses the Chinese economic outlook (June 2009).
- 7) Omron executive advisor and KKC advisor Nobuo Tateisi at China's Jilin University (October 2008).