

SPOTLIGHT JAPAN

Perspectives on the Economy and Business Culture

Thursday, November 15, 2007
8:30 – 11:30 AM

The Japan America Society of St. Louis, the St. Louis Regional Chamber and Growth Association (RCGA), the Center for International Studies, University of Missouri-St. Louis and the Chicago office of the Japan External Trade Organization (JETRO) are excited to present, *Spotlight Japan: Perspectives on the Economy and Business Culture*.

Spotlight Japan is designed to examine the Japanese economy and business culture from a number of different viewpoints. The program will begin with Takashi Tsuchiya, Chief Executive Director, JETRO Chicago, who will discuss recent economic developments in Japan as well as Japan's business relationship with the Midwest. The program will then further explore how one overcomes the day-to-day challenges of doing business in Japan and achieves success. Edward Bayham, Vice President of Business Development at Apath LLC in St. Louis, will explain how his company initiates and maintains partnerships within the Japanese life sciences community. As an additional highlight, Dr. Roger Beachy, President of the Donald Danforth Plant Science Center, will share his thoughts on his most recent trip to Japan as a participant in the 4th Annual Science and Technology in Society (STS) Forum held in Kyoto (Oct. 7-9) and the METI-AIST-JETRO Symposium (Oct. 10) in Tokyo. These international forums explore opportunities arising from science and technology and seek to explain how to overcome the barriers in using science and technology to solve the problems of humankind.

David Baeckelandt, Principal at Chicago's Mercer Investment Consulting, Inc., a seasoned veteran of Japan's financial community, will then share his rich experiences on building relationships with Japanese businesses. Allan Bird, Eiichi Shibusawa-Seigo Arai Professor of Japanese Studies, University of Missouri-St. Louis, will comment on the presentations then lead a Question & Answer session.

Attendees of *Spotlight Japan* will be exposed to a variety of insights on critical Japanese business issues. The program's goals are learning, dialogue and interaction. All speakers will be available to personally make your acquaintance. We look forward to meeting you all.

This special event will be held at the University of Missouri-St. Louis, on Thursday, November 15th at the Millennium Student Center, One University Boulevard. Registration begins with a continental breakfast at 8:30 AM, with the program to follow from 9:00 AM – 11:30 AM. Participation is free through online registration only at: www.jetro.org/jls/stlouis or complete the form below and fax to 312-832-6066. Questions? Please contact Kelly Denewellis, JETRO Chicago at 312-832-6022. Visiting the University of Missouri-St. Louis Monday - Friday requires a parking permit. To request your free permit for this event, call 314-516-7299.

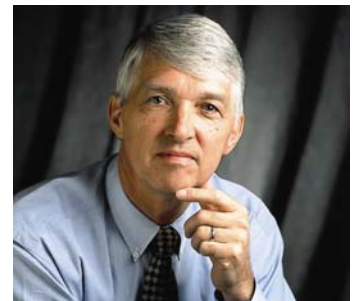
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City, State, ZIP _____
Phone: _____ **Fax:** _____
E-mail: _____



Takashi Tsuchiya
JETRO Chicago



Edward Bayham (left)
Apath LLC



Roger Beachy
Donald Danforth Plant Science Center



David Baeckelandt
Mercer Investment Consulting, Inc.



JETRO



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Date: November 15, 2007

Venue: University of Missouri-St. Louis, Millennium Student Center,
One University Boulevard, St. Louis, Missouri 63101

Program:

8:30 AM Registration & Continental Breakfast

9:00 Opening Remarks, Jim Alexander, Vice President of Business Development,
St. Louis RCGA

9:05 Welcome Remarks, Chancellor Thomas F. George, University of Missouri-
St. Louis

9:15 Takashi Tsuchiya, Chief Executive Director, JETRO Chicago
“An Overview of Japan’s Economy”

9:35 Edward Bayham, Vice President of Business Development, Apath, LLC
“Establishing Collaborative Antiviral Drug Discovery Research in Japan”

10:00 Coffee Break

10:20 Roger Beachy, President, Donald Danforth Plant Science Center
Perspectives on Japan: Overview of Recent Trip to Japan

10:35 David Baeckelandt, Principal, Mercer Investment Consulting, Inc.
“The Practice of Business Relationship Building in Japan”

11:00 Commentary and Q & A, led by Alan Bird, Professor, Eiichi Shibusawa-Seigo
Arai Professor of Japanese Studies, University of Missouri-St. Louis

11:20 Closing Remarks, Joel Glassman, Associate Provost, Academic Affairs,
Director, Center for International Studies, University of Missouri-St. Louis

11:30 Adjourn

Co-Organizers: Japan America Society of St. Louis, St. Louis Regional Chamber and
Growth Association (RCGA), University of Missouri-St. Louis

Supported by: Illinois Department of Commerce & Economic Opportunity, Missouri
Department of Economic Development, WORLD TRADE CENTER St. Louis