

○Creating an environment friendly to foreigners as well

It is necessary to practice policies based on the concept of universal design. This concept encompasses language barriers. MLIT continues to support an environment where overseas visitors can travel alone by, for example, providing signposts in major languages.

○Promoting the “Japan Brand”

East Asia is a promising market in terms of increasing the number of overseas visitors to Japan. An increase of such visitors has a favorable impact on the economy, especially on the regional economy and development. This is why MLIT needs to promote the “Japan Brand” to the world by supporting efforts to make the country’s region more attractive and staging the Visit Japan Campaign. Special attention should be given to the improvement of physical and non-physical arrangements to welcome tourists from the rest of East Asia. Specific measures to that end include improving accomodation and other tourist facilities and training human resoruces in tourism-related industries.

○Improving business environments for the transport, construction and tourism industries

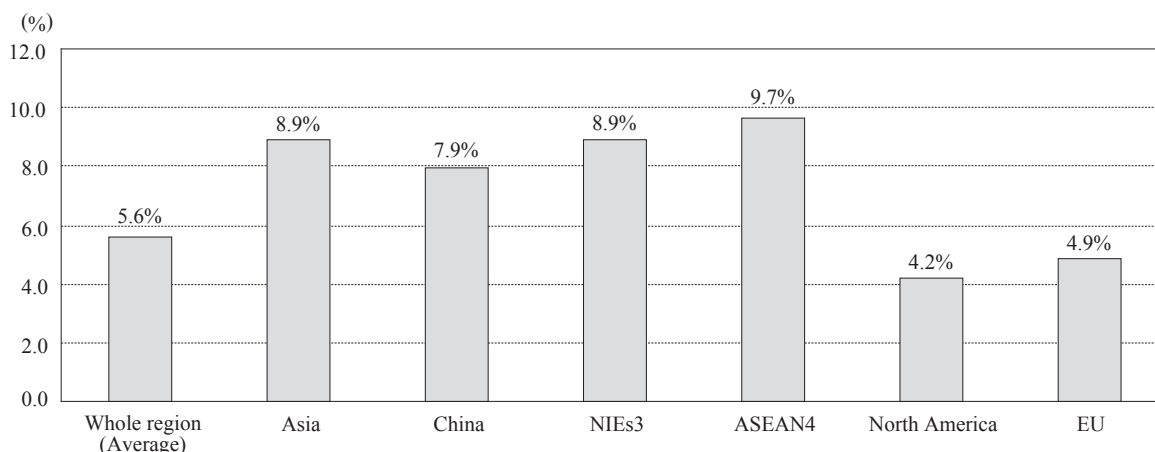
Efforts directed at the growing East Asian markets in the transport, construction and tourism industries will contribute to the development of the region. It is necessary to improve business environments and expand business opportunities. Specific measures to that end include negotiations toward EPAs/FTAs and the development of a framework for public-private partnerships.

**[International cooperation and partnership toward the development of East Asia]**

○Developing transport networks

Uninterrupted flows of people and goods in East Asia constitute a crucial condition for the future development of the region. They are also an important condition for the activities of Japanese businesses there. These observations point to the need for MLIT to provide assistance in: the development of ports and airports that form part of international transport networks; the development of key roads and railways; infrastructure development projects with implications for a number of countries, including Mekong subregion development; system development for international physical distribution; and standardization of technologies related to transport.

**< International comparison in the proportion of physical distribution costs >**



Notes: 1. (Proportion of physical distribution costs) = (Packing and transportation costs) / (Sales and general administrative costs) × 100

2. Sales and general administrative costs: Costs incurred for sales and general administration.

Packing and transportation costs: Packing material costs, packing costs and/or transportation costs for Costs incurred for mining products, manufactured goods and other products.

Source: Compiled from Ministry of Economy, Trade and Industry, *32nd Survey of Overseas Business Activities*.

○Management of disasters, accidents and terrorism

Japan shares some of the natural conditions with many of East Asian countries/regions. Based on the lessons learned from experience in natural disasters, MLIT should provide assistance in reinforcing disaster preparedness of other East Asian countries/regions, in both structural and non-structural measures, including observation and warning systems and evacuation procedures.

MLIT should also provide cooperation and assistance in transport security with respect to maritime accidents, post-accident rehabilitation, terrorism and piracy.

○Responses to environmental and energy problems

MLIT should make good use of its expertise to support environmental conservation efforts in East Asia. MLIT should also support the development of cooperative frameworks, including Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) and the Northwest Pacific Action Plan (NOWPAP).

Measures for energy saving contribute to lessening the tight supply-demand situation. In this context, MLIT should support the development and promote environmentally-friendly vehicles.

It is also important for Japan to ensure reliable transport of natural resources. So MLIT should continue to study what it can do to ensure navigation safety in the strategically-important Straits of Malacca and Singapore with the countries concerned.

○Solving urban and other related problems

Solving urban problems holds a key to maintaining the vitality of East Asian countries/regions. Banking on its experience, MLIT should continue to cooperate for systematic urban development and support the formation of urban transport networks.

Other fields where MLIT is expected to provide assistance include poverty reduction and community development. Community development can alleviate excessive urbanization, and MLIT has considerable experience in this field, including the establishment of roadside stations.

○Integrated approach to water resources management

There are growing concerns about deteriorating water-related problems in East Asia. MLIT should provide its technologies and systems associated with integrated water resources management while promoting the sharing of related information among the countries concerned.

○Utilization of tourism resources

Tourism promotion, among other things, may serve as a engine for further economic development of East Asia. MLIT should offer support in the development of tourism development plans and the utilization of tourism resources in the region.