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University of Alaska Anchorage
ALASKA CENTER FOR INTERNATIONAL BUSINESS
Conference
PACIFIC RIM FISHERIES:
BUSINESS DEVELOPMENT & POLICY

CONFERENCE SUMMARY

March 13th, Monday

Reception hosted by Governor's Office of International Trade

March 14th, Tuesday

Governmental leaders from each country will discuss their fisheries policies that affect fisheries business development. Following the country presentations, an industry review panel will comment on the business/policy relationship of each country.

Government Participants:

Ambassador Edward E. Wolfe, Deputy Assistant Secretary of State for Oceans and Fisheries Affairs, U.S. Department of State.

Dr. William Evans, Undersecretary for Oceans and Atmosphere, U.S. Department of Commerce.

Dr. V. K. Zil'anov, Deputy Minister, Ministry of Fisheries of the Soviet Union.

Mr. She Danu, Director, Bureau of Aquatic Products China Ministry of Agriculture.

Mr. Lee Dong-Bai, Administrator, National Fisheries Administration of the Republic of Korea.

Mr. Kazuo Shima, Councillor, Fisheries Agency of Japan.

A leading Government Official will represent the Canadian Department of Fisheries and Oceans.

March 15th, Wednesday

Panels comprised of industry representatives, academicians and researchers representing each country will discuss the following business topics:

"Development and Marketing of Fishery Products"

"International Fisheries Business Cooperation in the North Pacific"

"Science and Technology in Fisheries Business"

"Future of Alaska's Fishing Industry"

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Statement of Purpose

The purpose of the conference is to exchange information on national fisheries policy programs that affect fisheries business, and how these programs affect business. In this way the conference seeks to enhance opportunities for fisheries business cooperation among northern Pacific nations.

Northern Pacific Rim fisheries provide business benefits to four billion residents of the United States, Canada, the U.S.S.R., the PRC, the Korea's and Japan. The coastal harvests by these countries and their accumulated North Pacific catches represent approximately 30 per cent of the world fisheries harvest. Much of this harvest enters international trade between Pacific Rim nations or is taken in conjunction with international business investments.

In order to achieve a constructive focus, governmental speakers are being asked to explain how fisheries policies are formulated and adopted in their countries. This will include explanations of the relative role of fisheries vis a vis other industries, the sources of political influence in fisheries and the nature of other interests such as political, economic, social, etc. that compete with fisheries needs. In this context, each country speaker will be able to offer specific examples of fisheries policies that have been developed in each Pacific Rim country to benefit business.

In order to assure a constructive conference focus, speakers will not be directing their attention to other countries' fisheries policies. In addition, the conference will not address issues that are the subject of current, ongoing international fisheries negotiation.

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HISTORY OF CONFERENCE

The concept for an international fisheries business conference originated in 1988 during discussions among differing scholars involved in Pacific Rim fishing studies. Originally conceived as a business-oriented program, the often direct implications of governmental policies on fisheries business could not, however, be avoided. Therefore, the conference has been designed to allow governmental officials to describe fisheries policies that affect fisheries business. Then industry leaders, academicians and others knowledgeable in fisheries will comment on the business/policy relationship based on their experience.

In this regard, the close relationship between business and policy has also been recognized in other countries. Unfortunately, understanding of other countries' fisheries policies seems restricted to issues being subjected to international negotiation. Therefore, the conference seemed to represent an unusual comparative opportunity to learn how fisheries policies are formulated in other northern Pacific Rim countries and review the actual operation of such policies on fisheries business.

We believe the conference will contribute to a mutual understanding of the complex relationship between business and policy that confronts all Pacific Rim nations.

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REGISTRATION

The Pacific Rim Fisheries Conference will be held **March 14-15, 1989** in Anchorage, Alaska. Hotel location will be at the Hotel Captain Cook. Special room rates are available for participants specifying Pacific Rim Fisheries Conference.

Registration includes all programs, materials, welcoming reception the evening of the 13th, 2 lunches, and a crab dinner. Spouses are welcome to participate in the reception, lunches and dinner for an additional fee as shown below. Participants are responsible for making their own hotel reservations. Specify Pacific Rim Fisheries Conference for special rate.

NAME
TITLE
AFFILIATION
ADDRESS
CITY
STATE/COUNTRY/ZIP
TELEPHONE

To Register by Mail: Mail this registration form with your check or credit card information to the Alaska Center for International Business, ATTN: Pacific Rim Fisheries Conference, 4201 Tudor Centre Drive, Ste. 120, Anchorage, AK 99508. Your name will appear on a badge and conference attendance list as shown on this form. If additional registration forms are needed photocopying is acceptable.

To Register by Phone or FAX: Call ACIB at (907) 561-2322 or FAX (907) 561-1541 for prompt registration.

Registration Fee. The conference fee is \$230.00. Fee includes \$50.00 non-refundable processing fee. Participant substitution is permitted.

FEE ASSESSMENT:

Conference Fee \$230.00

Fees for Spouse:

Lunch - Day I \$15.00
Lunch - Day II \$15.00
Dinner - Day I \$35.00

Total Additional for Spouse

TOTAL FEE:

\$ _____

Please circle seating preference:
Non-smoking **Smoking**

Enclosed is a check made payable in U.S. dollars to UAA, ACIB for \$ _____

Please charge _____ VISA _____ MasterCard

No. _____

Exp. Date _____

Signature _____



UNIVERSITY OF ALASKA ANCHORAGE

Dr. John G. Gissberg

Governor's Distinguished

1988 International Business Scholar

3211 Providence Drive
Anchorage, Alaska 99508
Bus: (907) 786-4867
Fax: (907) 786-4745

c/o School of Business
and Public Administration
1108 "F" Street
Juneau, Alaska 99801
Bus: (907) 789-4402

for J. J. Bentley

University of Alaska Southeast
School of Business and Public Administration

MARKETING ALASKA'S FISHERIES PRODUCTS IN JAPAN

Speaker: MR. TOM ASAKAWA

Fishery Trade Officer in U.S. Embassy
Japanese citizen who studied in U.S.

Date: February 22, 1989

**Place: UAS Bill Ray Center
Room 153**

Time: 9:00 to 9:30am - informal reception

9:30 to 11:30am - SEMINAR

Subject: Utilization of salmon, bottomfish and other Alaska fisheries products in Japan, future prospects for Alaska fish, import barriers- quotas, tariffs, etc., contacting an importer, role of Embassy, and more...

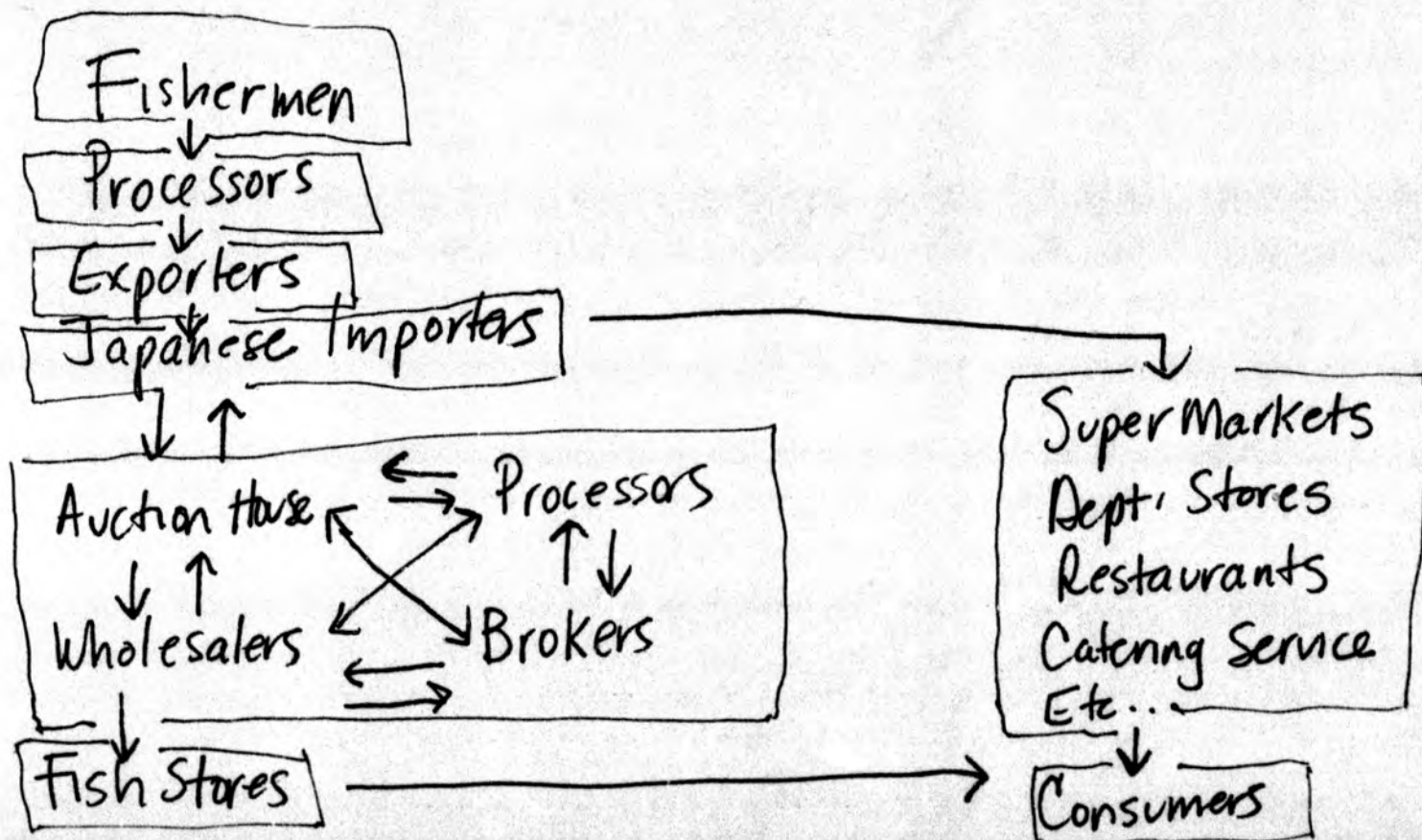
Contact Madeleine at 789-4402 for more information

T. Asakawa, Fishery Trade Officer
U.S. For. Comm. Service
Dept. of Commerce
U.S. Embassy (Tokyo)
c/o APO San Francisco
813 - 224 - 5077

AK + 18 hrs

Fax 813 589 4235

Mr. Salsburg,
successor to Mr.
Gissburg



**University of Alaska Southeast
and the
Small Business Development Center**

Present

"Doing Business With The Japanese"

A Workshop on the social and business customs of Japan

"It is important to understand the Japanese perspective when dealing with Japanese businesses...This understanding can establish friendly and productive relations for our mutual benefit on a long-term basis."

*---Christie Choko Gissberg
Bicultural Specialist*

**Led by Christie Choko Gissberg
Tuesday February 28
11:30 - 1:30
Bill Ray Center Room 155
No Charge**

For more information Please call 789-4402

**Co-sponsored by the
University of Alaska Southeast
School of Business & Public Administration
Department of Commerce
Economic Development Center**

US&FCS JAPAN SERVICES
Available at Post

1. BFS--Business Facilitation Service (\$30) BFS includes a wide variety of assistance designed to help a firm get out into the Japanese business world. The assistance can include, but is not limited to, 1) making appointments with associations, consultants, government agencies, multipliers, or names supplied by client (this does NOT include identifying and calling potential agents, importers, or buyers, which is covered by ADS or CML), 2) faxing, mailing, calling, or telexing messages, information, or materials, 3) sourcing & photocopying pertinent information useful to the client (e.g., Teikoku Directory company profiles, information on the market, customs, standards & regulations, etc.), 4) arranging for interpreter/translator and/or secretarial /typist services, and other assistance which incurs more than minimal direct costs (transportation, long distance phone calls, fax/telex, postage, etc.).

2. CTL--Customized Trade List (\$40) Post prepares a short trade list of business contacts tailored to client needs. Allow a few days. (This service is not strongly recommended in Japan for U.S. firms seeking representation. In Japan, direct written commercial correspondence (even in Japanese) without a personal introduction, is often ignored. An ADS is usually recommended.)

3. WTDR--World Traders Data Reports (\$75) US&FCS will prepare custom evaluations, called WTDR's, on your potential trading partners. Our commercial staff checks the firm's standing in local business community, credit-worthiness, and overall reliability & suitability as a trade contact. Allow at least 30 days. Not available on an expedited basis.

4. ADS--Agent Distributor Service (\$90) ADS is a customized search for interested and qualified foreign representatives for your product. ADS will identify foreign prospects who have examined your product literature and have expressed interest in representing your product. Allow at least 30 days.

Expedited ADS (\$120) An expedited version of ADS, generally for visitors who did not arrange for one in advance. Allow a few days.

NOTE: US&FCS Japan strongly recommends that US firms contact their closest USDOC District Office in order to contract for these services. If, for some reason, that is not possible, please send your check, made out to "American Embassy, Tokyo" to US&FCS Japan/Box 204, U.S. Embassy/Tokyo, APO San Francisco, CA 96503. (Tel: (03) 583-7141 ext. 7840; Fax: (03) 589-4235.)

DISTRICT OFFICE USE: Program Codes for Accounting Purposes:
ADS, WTDR (9313), CTL (9403), BFS (9414)

WELCOME TO THE U.S. & FOREIGN COMMERCIAL SERVICE IN JAPAN

We look forward to sitting down with you and discussing your plans for the Japanese market. The better we understand your firm and its objectives here, the better we can advise you on how to most effectively use US&FCS resources to achieve those objectives. We want you to succeed here!

We'd like to start off by giving you a general overview of the Japanese market for your product(s) and/or service(s). You might be interested in some of our free pamphlets: information on duty free purchases, Tokyo area churches, simple maps to help you get to the ACCJ, U.S. Trade Center, etc., general "do's & don'ts" in Japan, and tips on doing business here. Probably one of the best collections of English language material on the Japanese market is available to you in our Japan Market Section of the Export Information Center (EIC). You are welcome to use it from 10:00 am to 4:30 pm each day (closed 12:00 to 1:00 for lunch).

Please look over our Order Form for JAPAN MARKET INFORMATION REPORTS. The first two--JMIR#1 and JMIR#2--are "musts" for most firms serious about doing business here. Be sure to look over our Industrial Sector Analyses (item 4) and Post Market Research Reports (item 6) for offerings of interest to you.

Finally, if you require additional individualized assistance, you may wish to consider our Business Facilitation Service* (BFS), or one of the other services we offer at post, which are listed on the reverse side. Familiarizing yourself with all of the services we can offer you at post, as well as those available through your closest USDOC District Office in the U.S. (see the handout, "Assistance for U.S. Exporters"), will help you get the most out of the U.S. & Foreign Commercial Service.

* User Fees are charged for BFS and the other services listed on the reverse side, based on U.S. Government Policy (USDOC Cable 01953, 2/1/83, "The policy of this Administration, and of subsequent administrations for the foreseeable future, is to have identifiable users of services support them through payment of fees rather than to depend on appropriated funds."). The user fee for BFS, for example, is designed to cover only direct costs incurred, on an average basis, for providing this service, which may vary by post. Your support of our user fee services helps to keep US&FCS operating effectively in Japan, serving the needs of the U.S. business community in the face of ever tighter budgets and reduced resources.

ORDER FORM FOR JAPAN MARKET INFORMATION REPORTS

	<u>Price</u>	<u>Q'ty</u>	<u>Total Amount</u>
101. <u>DIRECTORY OF BUSINESS SUPPORT ORGANIZATIONS</u> <u>IN JAPAN, JHIR #1, 102p</u>	\$25.00	_____	\$ _____
Includes market research & business consulting firms; advertising & public relations firms; executive search firms & placement agencies; testing services firms & associations; selected law firms & patent attorneys; banks & accounting firms; shipping & insurance companies; U.S. state, region, and port representatives; Japan-U.S. trade promotion organizations; etc.			
201. <u>ESTABLISHING A BUSINESS IN JAPAN, JHIR #2, 44p</u>	\$15.00	_____	\$ _____
Part I: Procedural Guidelines for Establishing a Business in Japan; Part II: The Cost of Establishing an Office in Tokyo.			
301. <u>BIBLIOGRAPHY - ENGLISH-LANGUAGE BUSINESS PUBLICATIONS</u> <u>IN JAPAN, JHIR #3, 70p</u>	\$10.00	_____	\$ _____
Listing of titles of approximately 700 useful English-language publications on the Japanese market.			
400. <u>INDUSTRIAL SECTOR ANALYSES--1986: Short introductions to selected Japanese markets: overall assessment, competitive situation, market access (standards & regulations), trade promotion opportunities, trade publications, and statistics. Please mark the report(s) you wish to order (\$15 each).</u>			
401 _____ Agricultural Chemicals	413 _____ Housewares		
402 _____ Analytical Instrumentation	414 _____ Jewelry and Precious Stones		
403 _____ Apparel (APP)	415 _____ LRG		
404 _____ Auto Parts and Accessories	416 _____ Pet Foods		
405 _____ CAD/CAM	417 _____ Service Industries		
406 _____ Coal	418 _____ Sporting Goods and Recreation Eq.		
407 _____ Computer Industry	419 _____ Telecommunications Equipment		
408 _____ Electronic Components	420 _____ Textile Made-up Products (TXP)		
409 _____ Fish	421 _____ Vitamins/Health Foods		
410 _____ Franchising	422 _____ Major Projects in Japan		
411 _____ Health Care Service	423 _____ Biotechnology Related Industries		
412 _____ Household Electrical Appliances		\$15.00 _____	\$ _____
501. <u>COUNTRY MARKETING PLAN--1987: General commercial and economic environment, policy issues, trade initiatives barriers to U.S. exports, etc., 20p</u>	\$15.00	_____	\$ _____
600. <u>POST MARKET RESEARCH REPORTS</u>			
601 Carpet and Rug Industry - Japan, 24p	\$30.00	_____	\$ _____
602 Computer Industry - Japan, 51p	\$50.00	_____	\$ _____
603 Cosmetics Industry in Japan, The, 19p	\$30.00	_____	\$ _____
604 Exporting U.S. Fishery Products to Japan, 41p	\$30.00	_____	\$ _____
605 Graphic Arts Equipment - Japan, 29p	\$30.00	_____	\$ _____
606 Insurance Industry in Japan, The, 44p	\$50.00	_____	\$ _____
607 Japanese Auto Parts Investment in the U.S., 20p	\$30.00	_____	\$ _____
608 Sporting Goods - Major Japanese Retailers, 38p	\$30.00	_____	\$ _____
609 Textile and Apparel Industries, 37p	\$30.00	_____	\$ _____
701. <u>PROCEDURE MANUAL FOR TENDERS TO THE GOVERNMENT OF JAPAN</u> <u>98 Pages, 1982</u>	\$5.00	_____	\$ _____
<u>GRAND TOTAL</u>		_____	\$ _____

Japanese Market Section, FCS
American Embassy/Tokyo, Box 204
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