**JAPAN**

**TABS**

**GALA**

**GENESIS COLON**

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**TAB: STABILITY**

**SUB-TAB: Economic Stability:**

“Japan stands out as a relative island of social and economic stability.” (“What can the world learn from Japan?“, 2019). Japan continues to thrive economically. They have had a yearly 1.1% GDP growth throughout this past decade. While they continue to rise, the population drops, and their labor force is going up in age. The country has strong technological advances, as well as a high quality of life for the citizens. According to the World Bank, Japan is considered to be #29 out of the #190 to do business with. The form of currency they use is called a Yen, and the exchange rate has been set lower due to their trade issues.

**SUB-TAB: Political Stability:**

Japan is already set up as a democracy. And, while they are the third strongest economy globally, it gives them significant opportunity for threat. The country has a commitment to democracy.

**SUB-TAB: Import & export:**

Japan has been proven to be an incredibly strong trade partner. Trade is considered to be a large part of the country's livelihood. The United States, China and South Korea are their main trade partners, with a majority of the money coming from cars, vehicle parts, and individual machinery. (OEC, 2020)

**Genisis Colon**

**TAB:About Japan**

**SUB-TAB: Population/Demographics**

The current population of Japan (2020) is 126,349,496 million. Japan ranks 11th among all of the countries based on countries by population (World Meter n.d., 2020) (Figure 1.1). From 2010 to currently 2020 there has been a fluctuation of population increase and decreasing between the span of 10 years. Even though compared to last year's 2019 calculation of population decreased by -0.30% which is -383,840 less than from 2019’s population result of  126,860,301. 1.62% is the equivalent of the world population (Figure 1.1). In the last 10 years, there has been a decrease in the yearly population growth of 0.16% to -0.03% (Figure 1.1). Despite having a decline in population their migration net has been at a steady rate for the past 5 years of 71,560. In 2020 91.8%  consists of the urban population which is a percentage difference from 2019’s urban population. Japan is a very known country based on their 4 top cities out of 70, with Tokyo being the number one main city with the  population of 8,336,599, Yokohama being second with a population of 3,574,443, Osaka as the 3rd main city with a population of 2,592,413, and Nagoya being the fourth main city with the population of 2,191,279. By 2050 in 30 years it is projected that the population will decrease by -0.69%, with the population forecast it predicts that by 2045 the migrants will decrease to around 48,663 (World Meter n.d., 2020) (Figure 1.2).

The overall demographics are similar since the country mostly consists of one ethnic origin and the main language is mainly Japanese. The median age for male in Japan is 46 and for females is 48.7 years old. Japan largely consists of a homogeneous population of 98.5%, consisting of the ethnicity of japanese people. While the rest of the 1.5% consists of a small group of foreigners working and living in japan, counts for Koreans, Chinese, Peruvians, and Brazilians. Since Japan was known for rejecting to recognize other ethmic differences because the former Japanese Prime Minister Taro Aso stated, “one nation, one civilization, one language, one culture and one race.” (World Population Review n.d., 2020)  The average monthly expenditure for a two or more person household is 276,360 yen (approx. $2,646.42 USD) which is down by 6.7% and the income for workers’ household expenditures is 528,891 yen (approx. $5,581.75 USD) which is up by 1.4%. Which mostly consists of the change of consumptions in expenditures.

**SUB-TAB: CULTURE**

 Japan's culture is instructive in the understanding of Japan becoming what it is today and as well the first non- western country to gain power status. Japan adapts and absorbs with curiosity from other powerful countries like China and as well the Western countries.the influences from American and European countries are shown in their  literature, the visual arts, music, education, science, recreation, and ideology (Britannica,2020).  As well they adopted Buddhism, and created many shrines and temples. They adopted many cultural changes and modernization in rationalism and socialism based on Chrsitianity and Marxism. Even though japanese architecture was influenced by the Western culture, they adapted their houses and significantly changed them into more modernist shapes.

For Japan's New Year's Day it's traditional for people to engage in pilgrims to shrines and temples, to their families, and friends homes. As well celebrate Children’s Day which celebrates children reaching ages of three, five, and seven. Golden Week is a vacation holiday, and Bon Festival is the celebration of spirits that are deceased ancestors are celebrated. As well with the famous Cherry Blossom viewing which is very popular during the Spring.

**SUB-TAB: GEOGRAPHY**

The west of Japan is surrounded by the Sea of Japan which is also called the East Sea, which separates the South and North Korea eastern shores. And as well separated from Russia all the way to the northeast, not only surrounded by the east sea it is also surrounded by the Pacific Ocean toward the south (Britannica, 2020). Japan is known as the world's most geologically unstable area, experiencing more than 1,000 tremors annually which consist of minor to major quakes. As well they have volcanic eruptions frequently which historically they have had around 60 violent eruptions. Hokkaido (Hondo), Northeastern (Tohoku), Central (Chibu), and Southwestern and Ryukyu and Bonin archipelagoes are the four regions in Japan that correspond with Japan’s major psychographics. The four regions are mountains that each show a different environment in Japan’s regions

**SUB-TAB: CLIMATE**

       Moonsoonal which consists of wet and dry seasonal winds are what characterizes Japan's climate. The major influences of their climates is due to their geographical marks, since they are surrounded by both the East Sea and The Pacific Sea which causes fluctuation climate changes (Britannica, 2020). During the winter due to the high pressure zone in the eastern Siberia and the low pressure in the western Pacific which gives the flow of cold air during the winter months. As for Summer the pressure system is reversed, when the air moves from the east and south bring warm temperatures and rain. As well during the late summer and early fall Cyclonic storms and Tropical cyclones are very frequent. The typical average temperature in the winter is 18 ℉ and the average temperature for August is 70 ℉ (Britannica, 2020).

 Figures

Population of Japan (2020 and historical) (Figure 1.1)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Year** | **Population** | **Yearly %**  **Change** | **Yearly**  **Change** | **Migrants (net)** | **Median Age** | **Fertility Rate** | **Density (P/Km²)** | **Urban**  **Pop %** | **Urban Population** | **Country's Share of**  **World Pop** | **World Population** | **Japan**  **Global Rank** |
| 2020 | **126,476,461** | -0.30 % | -383,840 | 71,560 | 48.4 | 1.37 | 347 | 91.8 % | 116,099,672 | 1.62 % | 7,794,798,739 | 11 |
| 2019 | **126,860,301** | -0.27 % | -341,891 | 71,560 | 46.7 | 1.40 | 348 | 91.7 % | 116,322,813 | 1.64 % | 7,713,468,100 | 11 |
| 2018 | **127,202,192** | -0.24 % | -300,533 | 71,560 | 46.7 | 1.40 | 349 | 91.6 % | 116,521,525 | 1.67 % | 7,631,091,040 | 10 |
| 2017 | **127,502,725** | -0.20 % | -260,540 | 71,560 | 46.7 | 1.40 | 350 | 91.5 % | 116,693,276 | 1.69 % | 7,547,858,925 | 10 |
| 2016 | **127,763,265** | -0.17 % | -221,868 | 71,560 | 46.7 | 1.40 | 350 | 91.4 % | 116,835,097 | 1.71 % | 7,464,022,049 | 10 |
| 2015 | **127,985,133** | -0.09 % | -111,444 | 71,627 | 46.4 | 1.41 | 351 | 91.4 % | 116,944,428 | 1.73 % | 7,379,797,139 | 10 |
| 2010 | **128,542,353** | 0.03 % | 43,247 | 55,516 | 44.7 | 1.34 | 353 | 90.8 % | 116,741,034 | 1.85 % | 6,956,823,603 | 10 |
| 2005 | **128,326,116** | 0.13 % | 160,388 | 32,840 | 43.0 | 1.30 | 352 | 86.0 % | 110,340,709 | 1.96 % | 6,541,907,027 | 10 |
| 2000 | **127,524,174** | 0.18 % | 231,738 | -20,067 | 41.2 | 1.37 | 350 | 78.7 % | 100,303,716 | 2.08 % | 6,143,493,823 | 9 |
| 1995 | **126,365,484** | 0.30 % | 372,049 | 9,257 | 39.4 | 1.48 | 347 | 78.0 % | 98,593,178 | 2.20 % | 5,744,212,979 | 7 |
| 1990 | **124,505,240** | 0.43 % | 524,352 | -59,668 | 37.3 | 1.65 | 342 | 77.3 % | 96,298,507 | 2.34 % | 5,327,231,061 | 7 |
| 1985 | **121,883,482** | 0.68 % | 813,308 | 10,000 | 35.0 | 1.76 | 334 | 76.7 % | 93,507,944 | 2.50 % | 4,870,921,740 | 7 |
| 1980 | **117,816,940** | 0.94 % | 1,080,716 | 41,001 | 32.5 | 1.83 | 323 | 76.2 % | 89,755,553 | 2.64 % | 4,458,003,514 | 7 |
| 1975 | **112,413,359** | 1.39 % | 1,496,822 | 142,987 | 30.3 | 2.13 | 308 | 75.7 % | 85,121,987 | 2.76 % | 4,079,480,606 | 6 |
| 1970 | **104,929,251** | 1.28 % | 1,296,450 | 164,541 | 28.8 | 2.04 | 288 | 71.9 % | 75,417,163 | 2.84 % | 3,700,437,046 | 6 |
| 1965 | **98,447,002** | 1.00 % | 954,677 | -30,270 | 27.2 | 2.03 | 270 | 67.9 % | 66,812,422 | 2.95 % | 3,339,583,597 | 5 |
| 1960 | **93,673,615** | 1.02 % | 931,072 | -20,000 | 25.4 | 2.17 | 257 | 63.3 % | 59,269,408 | 3.09 % | 3,034,949,748 | 5 |
| 1955 | **89,018,257** | 1.46 % | 1,243,235 | 0 | 23.6 | 2.96 | 244 | 58.4 % | 52,005,319 | 3.21 % | 2,773,019,936 | 5 |

Japan Population Forecast ( Figure 1.2)

48,776

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Year** | **Population** | **Yearly %**  **Change** | **Yearly**  **Change** | **Migrants (net)** | **Median Age** | **Fertility Rate** | **Density (P/Km²)** | **Urban**  **Pop %** | **Urban Population** | **Country's Share of**  **World Pop** | **World Population** | **Japan**  **Global Rank** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| 2020 | **126,476,461** | -0.24 % | -301,734 | 71,560 | 48.4 | 1.37 | 347 | 91.8 % | 116,099,672 | 1.62 % | 7,794,798,739 | 11 |
| 2025 | **123,975,982** | -0.40 % | -500,096 | 64,628 | 50.5 | 1.37 | 340 | 92.5 % | 114,645,589 | 1.51 % | 8,184,437,460 | 12 |
| 2030 | **120,758,057** | -0.52 % | -643,585 | 46,626 | 52.1 | 1.37 | 331 | 93.3 % | 112,710,068 | 1.41 % | 8,548,487,400 | 13 |
| 2035 | **117,166,141** | -0.60 % | -718,383 | 48,599 | 53.3 | 1.37 | 321 | 94.3 % | 110,450,118 | 1.32 % | 8,887,524,213 | 15 |
| 2040 | **113,356,476** | -0.66 % | -761,933 | 48,586 | 54.1 | 1.37 | 311 | 95.3 % | 107,981,843 | 1.23 % | 9,198,847,240 | 15 |
| 2045 | **109,529,351** | -0.68 % | -765,425 | 48,663 | 54.6 | 1.37 | 300 | 96.3 % | 105,471,938 | 1.16 % | 9,481,803,274 | 16 |
| 2050 | **105,804,027** | -0.69 % | -745,065 |  | 54.7 | 1.37 | 290 | 97.4 % | 103,038,909 | 1.09 % | 9,735,033,990 | 17 |

**Sheila Rodriguez**

**Tab: Social Stability**

**SUB-TAB: Social Stability & Labor Practices**

Japan’s social stability is doing very well. The citizens of Japan are required to be enrolled in employment or residential bases health insurance and they offer a statutory health insurance that provides universal coverage (Tikkanen, 2020). The health care covers hopital, primary, specialty, mental health care and prescription drugs which covers 98.3% of the population while the Public Social Assistance Program for impoverished people covers the remaining 1.7% (Tikkanen, 2020). By law the national and local government are required to ensure the citizens with an efficient system that provides them with good quality health care thus ensuring a good quality of life.

Japan’s labor practices include lifetime employment where employees remain with one company for their entire working life until retirement age (Jung, 2011). Though this has started to change and specially skilled workers often need to work in smaller businesses for economic reasons as well as continue to work after retirement since some employees do not receive pension while sometimes it is not enough money to live on (Jung, 2011). Other employees choose to work with other companies rather than stay in one forever. Japan has labor laws it must follow for example, the right and the obligation to work, a ban on child labor and the freedom of workers’ association (Jung, 2011). The three major laws are the Labor Standards Law (LSL), The Trade Union Law (TUL) and the Labor Relations Adjustment Law (LRAL). These laws must meet constitutional demands by setting minimum standards and they all enforce different working conditions that must be followed (Jung, 2011).

**SUB-TAB: Technology in Japan**

Technology in Japan is very important since a large part of Japan’s retail environment is e-commerce. The e-commerce in Japan is skyrocketing due to the pandemic and also the fact that the country is small which makes it convenient to ship items. In the Asia Pacific region, its e-commerce market is ranked at #2 (Markets, 2020). Japan has a high internet penetration secured by hi-tech which affects their e-commerce. Contributing to Japan’s e-commerce is having a large range of items in one place on websites where most people shop. The use of technology and social media will help us expand internationally and advertise the products to our target market and attract new customers.

**SUB-TAB: Retail Environment**

The retail environment in Japan is one of the best retail environments there is and is described as a “mature quality and luxury oriented consumer market” (Donnelly, 2018). Some of the stores that are considered key sector stores include high-end specialty stores, apparel specialty stores and lifestyle & environmental products. During the beginning of the year, most people were only shopping for essential items like toiletries and disinfectants but it is expected for the situation to change by the end of 2020 and beginning of 2021. It’s expected for people to start shopping for items like apparel, footwear and accessories which will grow the retail environment. The most significant purchases in Japan are fashion, electronics and media followed by travel and hotel bookings (Markets, 2020). Some of the purchases that are gaining popularity are car insurance, grocery purchases and online tickets and entertainment.

**SUB-TAB: COVID-19 Practices**

When COVID-19 first hit Japan, the unemployment rate barely increased compared to here in the U.S. According to Ben Dooley from the New York Times, the unemployment rate increased by just 2.6% since February 2020. Some social, demographic, and epidemiological factors in Japan have shown that the “economic slowdown has not produced mass layoffs” (Dooley, 2020). The companies in Japan prioritize the employee’s interest over that of the shareholders, which is a good thing for a company to keep its employees happy so they will be willing to do their best work within the company. The country has avoided a spike in COVID-19 cases which allowed for it to keep more of the economy open and have companies provide good job security in return for long hours. They are also not allowed to lay off an employee without proof that there is no other choice. Due to COVID-19 and the growing popularity of online stores, online shopping has become much more popular when purchasing items like clothing and other consumer goods.

**AZULA CAMARA**

**TAB: RESOURCES**

**SUB-TAB: NATURAL RESOURCES**

Japan has virtually no major natural resources within their lands. Japan is very dependent on the import of natural resources “such as natural gas, oil, gold, coal, copper and iron.” (Owuor, 2019). Owuor (2019) states, “In fact, Japan is the largest importer of liquefied natural gas and coal , and the second-largest importer of oil in the world.”. This means that Japan is reliant on the natural resources of other countries in order for their way of life to be carried out. With Japan being one of the most developed countries in the world, they are looking to restart their nuclear power plants to become efficient in this sector. “Of late, Japan has proven that it has two huge potential areas rich in natural resources but the two areas have remained largely untapped.” (Owuor, 2019). With these potential areas rich in natural resources, Japan may become self-sufficient in natural resources in the future thus allowing the economy to flourish at a greater capacity.

**SUB-TAB: FIBER**

Silk fiber is one of the most softest and luxurious fibers in the world. Japanese Kimonos are famously woven with these precious fibers. “Japanese silk textiles are used to weave a variety of elaborate object, from noh theatre costumes to festival decorations, but the most iconic and elegant silk object are, without question, the kimono and its accompanying obi sash.” (Esa, 2020). A silk kimono with accompanying obi sash is a high quality item and should be taken up with the upmost care. Whether the kimono is used for a traditional ceremony or just lounging around the house, the silk fibers elaborate beautiful texture with high quality endurance. Japanese silk is one of the most luxurious fabrics with rich history found in the market today.

**SUB-TAB: FABRIC AND APPAREL PRODUCTION**

Japan is one of the leading producers of silk in the world. According to the International Sericultural Commission, Japan produced about 20 metric tonnes of silk in 2018 – making them one of the top ten countries to do so. Silk is an extremely sustainable resource and is easily accessible in Japan and the surrounding areas such as China and India. In recent years, the internal production of silk in Japan has been declining. This is because there has been a decrease in silk farmers due to retirement. According to the International Sericultural Commission, “the price of imported raw silk also keeps the price of domestic raw silk low.” Although an increase in imports from China have become prevalent, “the Gunma Sericultural Technology Center, the country’s sole public experiment center specializing in sericulture, is looking to revive Gunma as the global center of a 21st-century silkworm industry by producing high value added cocoons through the use of state-of-the-art genetic medication technologies.” (Kashiwa, 2014). Just like the inclination of natural resources, the new genetically modified silk worms will have an abundance of success in the future.

**SUB-TAB: DISTRIBUTION AND CONSUMPTION**

According to the International Sericultural Commission, Japan is one of the leading consumers of silk. Most of this silk is used to produce kimonos. Although Japan has seen a decrease in silk consumption in the past years due to the decrease in the popularity of silk kimonos there is still a demand for the high quality silk kimonos. These garments are still used in traditional ceremonies such as coming of age, weddings, etc. By allowing the kimono to maintain a concrete part of Japanese culture, the silk and kimono industry will never become obsolete in Japan.

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