

International Retailing Project

Website Tabs

Tab #1: Geography

Japan's geography is probably one of the most appealing physical features in the world. Japan's most popular tourist attraction is Mt Fuji, its volcanoes and hot springs. Besides being the tallest mountain in Japan Mt Fuji is not just any ordinary mountain, it ties into Japanese culture and spiritual geography. What many people don't know about Japan is that it is located in a region, where several continents' plates meet. Due to the continent's plates meeting the country is prone to having many earthquakes. Japan is most popular for its diverse culture that dates way back to ancient times. All around Japan beautiful gardens, Shrines, and Zen temples are located. The most popular shrine is Fushimi Inari Shrine located in Kyoto.

Japan is located in the Northern Hemisphere, west of the Pacific Ocean. The area of land covers 377,974.17 sq. kilometers (145,936.64 sq. miles). It is one of the many countries in Asia and sits at the eastern coast of the continent. The major surrounding bodies of water include the Sea of Okhotsk located to the north, the Sea of Japan (East Sea) located to the west, the East China Sea located to the southwest, and as previously mentioned the Pacific Ocean located to the east. Japan is a country of islands, with four main islands reaching from the north to the south of the country. These main islands consist of Hokkaido, Honshu (also known as the mainland), Shikoku, and Kyushu. There is also Okinawa Island, (which could be considered a fifth main island), and about 3,000 smaller islands. Japan has a mostly rugged and mountainous terrain. A chain of mountains runs through each of the main islands, making up about 73 percent of the region. Many hills and mountainsides are cultivated all the way to the tops since there is so little flat land. Since Japan is located in a volcanic zone along the Pacific depths, the islands are subjected to periodic low-intensity earth tremors and volcanic activity.

Tab #2: Climate

Tab #3: Natural Resources

- **Japan relies on imports for power and energy sources.**
- **They have a very small mineral reserve.**

Although Japan's geography and culture is beautiful, the country has a low range of natural resources. Due to the harsh climate and terrain Japan can only have coal, iron, zinc, limestones and fisheries. It's missing some of the most important resources like petroleum, rock salt and

natural gas. Without petroleum Japan doesn't have a high energy source so Japan uses thermal plants to generate electric power.

Japan's Natural resources are coal, lead, zinc, copper, sulfur, gold, silver, and iron. Although Japan has an abundance of these natural resources it is extremely difficult for them to be able to mine these resources due to Japan's harsh climate and terrain. Due to this Japan's Natural resources reserves are extremely small, therefore they import most of the natural resources they need from other countries.

<https://asiasociety.org/blog/asia/how-lack-natural-energy-resources-sparked-japans-energy-innovation>

<https://www.britannica.com/place/Japan/Resources-and-power>

https://www.eia.gov/international/content/analysis/countries_long/Japan/japan.pdf

Tab #4: Population & Demographics(shaimelys)

Japan's current population is 1.5 million. 28% of Japan's current population are above the age of 65 years old. Their life expectancy is 85 years of age. Due to higher health standards, better healthcare, and nutrition people are able to live much longer. But what this means for the country is that they are aging quickly, which in other terms means their elderly population keeps getting bigger. While their elderly population increases, their birth rate is sinking. Due to Japan's economic uncertainty many people rather not get married and have children. For this Japan is referred to as the "oldest" country in the world.

- 91.7% of Japan's population is urban.
- Life expectancy is 85 years of age. 88 years for females. 81 years for males.
- <https://www.statista.com/statistics/270087/age-distribution-in-japan/>
- https://pdxscholar.library.pdx.edu/cgi/viewcontent.cgi?article=1015&context=geog_masterpapers
- <https://www.worldometers.info/demographics/japan-demographics/>

Tab #5: Technology

Kyoto is in the works of developing nanotechnology. Since there is an excess of CO₂, scientists are trying to find a way to use that excess and turn it into a source of renewable energy.

Nanotechnology uses materials that are able to trap gases, such as CO₂. In 1997, Kitagawa discovered porous coordination polymers, PCP, which have a good chance of being able to control and trap gases. PCP works in the same way that charcoal does, being able to trap odor molecules in large areas. PCPs are the same way, with a view from up close they look like dust particles that act as a sponge. These particles can be built and manipulated in many different ways. The problem that arises is that these materials are expensive to create.

Nanotechnology Organizations

- Super Growth CNT
- National Institute for Materials Science (NIMS)
- National Institute of Advanced Industrial Science and Technology

Nanotechnology Institutions

- University of Tokyo
- Tokyo City University
- Tokyo Tech and Tsinghua University
- Tokyo Institute of Technology
- Tokyo University of Science

Tab # : Import/Export Policies & Practices (shaimelys)

Japan has reached an agreement with the United states which states that Japan will eliminate and/or lower tariffs for some agricultural products being imported into Japan. Japan will also be providing preferential quotas which are exclusive to the United states. This will allow more than 90% of Imported U.S agricultural products to receive preferential tariff access or be duty free. These goods include, but are not limited to Oranges, Race horses, whey, beef, and pork.

According to The USTR Archives the United States has agreed to eliminate and/or reduce tariffs of some industrial goods being imported from Japan. These goods include but are not limited to bicycles, Musical instruments, steam turbines, fasteners and tools. The U.S has also agreed to eliminate and/or reduce tariffs on 42 tariff lines that import agricultural goods from Japan. These products include but are not limited to Green tea, soy sauce, chewing gum, persimmons, and some plants as well as flowers.

Examples Of OpenLab Websites:

<https://openlab.citytech.cuny.edu/blog/help/help-category/projects/>

<https://openlab.citytech.cuny.edu/modestbeauty/>

<https://openlab.citytech.cuny.edu/ijapaninternationalretailing/>

<https://openlab.citytech.cuny.edu/groups/international-retailing-canada-italy/>

Citations

Contributor, Japan. “Japan BrandVoice: How Kyoto Is Rebuilding Itself As A Nanotech And Regenerative Medicine Powerhouse.” Forbes, Forbes Magazine, 28 Jan. 2020, www.forbes.com/sites/japan/2020/01/09/how-kyoto-is-rebuilding-itself-as-a-nanotech-and-regenerative-medicine-powerhouse/?sh=4c380fcf3905

AZoNano. “Nanotechnology in Japan: Market Report.” AZoNano.com, AZoNano.com, 5 Sept. 2019, www.azonano.com/amp/article.aspx?ArticleID=3559