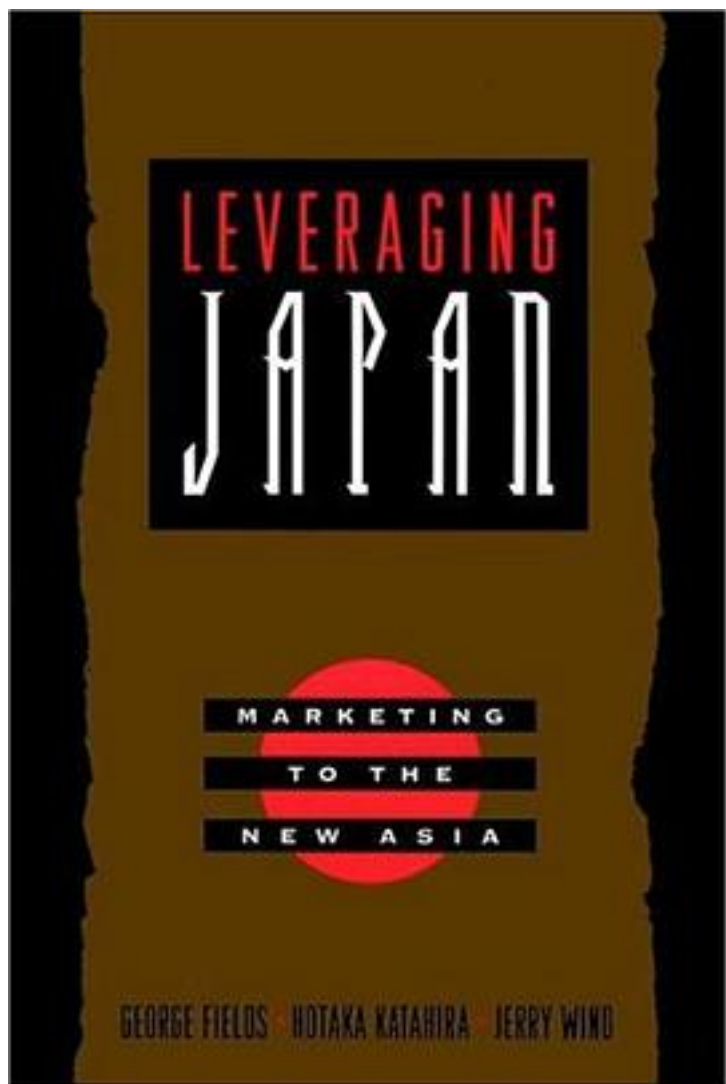


Leveraging Japan



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Japan is reeling from the blow of Asia's economic crises, but nobody is writing her off. She remains the second largest market in the world and is the gateway for Western business moving into other Asian markets. Western companies will continue to stake and build their presence in Japan for three reasons: Japan's shift from a manufacturing to a consumer-driven economy creates unprecedented marketing opportunities; Japanese companies are among Asia's most significant players; and Japan gives insights into the evolution of emerging Asian markets.

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