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*Speeches*

6/13/79  
*Shin Sakura Maru*  
*Welcoming Comte*

Mr. Minister, Mr. Nagano, Mr. Ikeda, Gentlemen:

I am delighted to meet with you today to discuss the Floating Department Store which will visit 13 Japanese ports next fall. I am particularly pleased that you, Mr. Nagano, have kindly accepted the overall chairmanship of the Welcoming Committees, and I thank you, Mr. Ikeda, for your involvement since the beginning of the project. I have noted the list of distinguished Japanese who are involved in the preparations. My government and I appreciate the time and effort they are devoting to it.

The Floating Department Store is an important initiative being undertaken as part of a high priority of the United States - to increase exports to Japan. As such, it is one of the follow-ups to last fall's Export Development Mission. I am pleased to tell you that Secretary Kreps is planning to come to Japan again in connection with this promotion.

My staff has kept me informed about the thorough cooperation from MITI, JETRO, the welcoming committees and others. It is a pleasure to be involved in an undertaking of this sort which is truly a co-operative venture involving both our governments and private persons and organizations on both sides.

As you know, our trade deficit with Japan has recently shown signs of improvement. However, it behooves us all to continue our efforts to reduce the imbalance. The problem is not of such a nature that it will disappear through benign neglect.

You gentlemen represent ports all over Japan. The Shin Sakura Maru will introduce American goods to your markets on a grand scale, and the message about the Japanese market will be heard in the United



States by companies, large and small, and by the American people and the Congress.

Japan's market has opened itself more to the world, through our mutual efforts, your understanding and your cooperation, but we must continue to press forward on our course and provide for still better access while making clear to all the possibilities which now exist.

In closing, I would like to thank you again for the time and effort you are devoting to prepare for the coming of the Floating Department Store. I am confident that your work will be rewarded by a success which will be beneficial for Japanese consumers and both Japanese and American businessmen as well as for our two countries.

July 26, 1979

Suggested Remarks for the Opening of the Matsuya  
Department Store "Hawaiian Fair" on July 27 1979

Mr. Yamanaka, Ladies and Gentlemen, Good Morning!

It is a great pleasure to be here today to celebrate the twentieth anniversary of the great State of Hawaii! I have visited Hawaii many times and am impressed each time by its beauty.

Agricultural exports from Hawaii are an important element in U.S.-Japan trade and has accounted for almost \$30 million per year. You can find many of the State's principal products here today--papayas, pineapples, guava, fruit juices, coffee, macadamia nuts, and flowers.

I hope that you all have a chance to visit America's fiftieth state. If you do vacation there, don't miss the Bishop Museum, an impressive collection of memorabilia from Hawaii's past.

Again, I would like to thank Mr. Yamanaka for inviting me to join you here today.



TOAST - DINNER JULY 31, 1979, IN HONOR DR. AND MRS. BOWERS

First, let me say how sorry Mike and I are he is not here this evening to join us in welcoming Dr. and Mrs. Richard Bowers. He is, as some of you know, in Honolulu attending a very important Japan-United States SCC defense meeting. He does, however, join me in extending our personal welcome to the President of the University of Montana and his charming wife. We hope that Dick and Florence have had an interesting trip to the Far East and that they will take back to Montana their understanding of the great importance of this area to the United States. It is our hope that out of their trip will come a greater exchange of students from this region with our state and this applies especially to Japan. In Montana we have the outstanding School of Forestry in the United States, one of the best law schools west of the Mississippi and two of the very best journalism and business administration schools in the country. The other departments also maintain a high degree of academic efficiency and have well established reputations.

We are also delighted to have with us this evening Minister and Mrs. Jack Button and Mr. and Mrs. John Whitehead. It is a sad occasion though because Jack and Jeanne and John and Sumi will be leaving the Embassy shortly for other assignments in the Foreign Service. So, tonight we greet old friends in the Bowers and we are saying farewell to others who have earned our respect and affection during our stay in Japan.

To all the rest of our guests this evening we want to say that we are delighted you have accepted our invitation to dine with us; your friendship is something we treasure and your being here is a manifestation of our high regard for you. I would like at this time to propose a toast to the health and happiness of Dick and Florence Bowers.



REMARKS BY AMBASSADOR MIKE MANSFIELD  
AT THE OPENING OF THE TELEDYNE TRADE SHOW,  
HOTEL OKURA, TOKYO, AUGUST 29, 1979

Thank you for the opportunity to offer my welcome to the Teledyne Trade Show. Last year, in October, nearly one hundred American businessmen visited Japan as members of the United States Export Development Missions. The mission members came to make new contacts, compete for contacts and secure new export orders. Several of the participants have been back, with positive results. One member of last year's Mission was Mr. Barry Shillito. I am glad to see that he has come back with over 50 other Teledyne executives. This Trade Show demonstrates that his company is continuing its serious effort to penetrate the Japanese market on a permanent basis.

I have spoken many times about the strong bond of economic, cultural and political interdependence that ties the two largest Pacific industrial powers together. It is important that we and Japan work together. Our markets must be open to each other; our businessmen must be interested and able to trade with each other.

A year ago, we heard two themes constantly--one said "Japan is a closed market", the other said "American businessmen don't try hard enough." There was--and is--some truth in each of these oversimplified allegations, but



they are not the whole truth.

There has been a great deal of progress in lowering tariff and non-tariff barriers as the Multilateral Trade Negotiations have been brought to a successful conclusion. The Agreement has been signed into law in the United States. Japan has now begun to put the various Codes into effect. The changes that are now getting underway in connection with government procurement, product safety standards, testing and approval procedures and Customs valuation will have a large and positive impact for U.S. companies seeking to compete in Japan.

The trade statistics tell us that Americans are trying harder. Department of Commerce figures show that over all U.S. exports to Japan for the first six months of 1979 are 46.8 percent higher than for the corresponding period of 1978. Our exports of non-agricultural goods alone are up 66.2 percent. Some of the increase is due to yen appreciation, but much must be due to a reawakened export consciousness by American businessmen. Our Export Development Missions last year, this Teledyne Trade Show, and our forthcoming Boatique America project all contribute to this enhanced export awareness.

As with other trade promotion efforts, the Teledyne Trade Show is only a beginning. It presents to you what one of America's most successful and dynamic firms can do in



contributing to the profits of Japanese business and to Japan's economy. It provides an opportunity for our individual companies to further their cooperative endeavors and trading relations for the benefit of both our countries. That is, after all, what trade is all about. I am glad to see Teledyne make this effort which I am sure will be a success in its own right as well as an example to other American businessmen.

8/14/79

PROPOSED REMARKS BY AMBASSADOR MANSFIELD FOR A VIDEO PRESENTATION  
BEFORE PARTICIPANTS IN THE BOATIQUE AMERICA TRADE PROMOTION

I am delighted to know that you have decided to participate in the Boatique America project and wish to assure you that we in the United States Government will do everything we can to make it a success.

Arrangements are well under way for the Boatique America visit to 13 Japanese ports from October 12 until December 9, 1979. During this time we expect that 400,000 Japanese consumers will have the opportunity to see your goods and purchase them.

The Japanese Government is giving us excellent cooperation. It has provided the ship to us free of charge and is helping us to make arrangements to receive you. Welcoming Committees consisting of leading citizens of all 13 ports have been formed to help you sell your goods and to find agents for you in Japan. We are anxious to have you come to Japan in the fall so that you can see the Japanese market for yourself and select your own agent who will sell your goods after the Boatique America has left.

Your efforts will help the U.S. increase its exports to Japan and thus to aid in the serious problem of restoring equilibrium in our trade with Japan.

Many U.S. companies are already enjoying profitable trading relationships with Japan. Your efforts will be another step in increasing that trade and maintaining a healthy trade balance between our two countries.

I look forward to seeing you in Japan.



8/18/79

GENTLEMEN:

IT'S A PLEASURE TO BE HERE TODAY TO BID THE SECOND JAPANESE FOOD BUYING MISSION A "BON VOYAGE" AND TO THANK YOU FOR YOUR SUPPORT IN OUR EFFORT TO EXPAND EXPORTS OF AMERICAN FOOD PRODUCTS TO JAPAN.

AS YOU ARE WELL AWARE, JAPAN IS OUR LARGEST CUSTOMER FOR AGRICULTURAL COMMODITIES--THESE TOTALLED \$4.4 BILLION IN 1978 IN ADDITION, THE MARKET FOR CONSUMER-READY ITEMS HAS INCREASED IN THE PAST YEAR OVER 50 PERCENT AND REACHED \$773 MILLION ON A C.I.F. BASIS. WE BELIEVE THAT THIS WAS DUE IN PART TO THE SUCCESS OF THE FIRST JAPANESE FOOD BUYING MISSION WHICH REPORTED \$100 MILLION IN PURCHASES AND IN WHICH SOME OF YOU PARTICIPATED LAST YEAR.

I UNDERSTAND THAT THE NUMBER OF U.S. FIRMS SHOWING THEIR PRODUCTS IN NEW YORK, ATLANTA, CHICAGO, PORTLAND, AND LOS ANGELES NUMBER MORE THAN 275 AND A GREAT MANY OF THE PRODUCTS WHICH WILL BE FEATURED WILL BE NEW TO THE JAPANESE MARKET.

THESE FIRMS ARE READY TO SELL THEIR PRODUCTS TO YOU AND I AM CONFIDENT THAT YOU ARE READY TO BUY. I FULLY SUPPORT YOUR EFFORTS AND LOOK FORWARD TO HEARING YOUR COMMENTS AND IMPRESSIONS UPON YOUR RETURN.

AGAIN, THANKS FOR YOUR INTEREST AND I WISH YOU A PROSPEROUS VISIT TO THE UNITED STATES AND A SAFE RETURN TO JAPAN.



① DDCM  
② AMB

REMARKS BY AMBASSADOR MANSFIELD AT DINNER-FASHION SHOW  
OF OSCAR DE LA RENTA SPONSORED BY MITSUKOSHI DEPARTMENT  
STORE AT IMPERIAL HOTEL, SEPTEMBER 19, 1979

Mr. Okada, Mr. & Mrs. de la Renta, ladies and gentlemen:

It is a great pleasure for Mrs. Mansfield and me to be with you this evening for the showing of Oscar de la Renta's fall and winter collection. We always look forward to seeing Oscar de la Renta's fine and imaginative fashions.

We in the United States Government are particularly indebted to Mr. Okada for the excellent support we get from Mitsukoshi stores. Mr. Okada was leader of the import mission to the United States in the spring of last year and was one of the major supporters of our U.S. Export Development Program last October. Mitsukoshi has also been in the forefront not only in Tokyo, but also as far away as Naha in promoting the American products fairs. Now Mitsukoshi is coming to our assistance again in helping us in our preparations for the Boatique America.

Your sponsorship of the Oscar de la Renta collection this evening is still another example of your fine support in helping Americans to export. My staff and I want to thank you for all your assistance.

Good luck with your fashion show (Oscar).



ORIENTATION PROGRAM - Sept 26-27, 1979

I want to welcome you all very cordially to our Embassy, and to this presentation program. Some of you have been at the Embassy for some time and already have a good idea how the Embassy operates, others of you I believe are rather recent arrivals. But I hope all of you, new and old alike, by taking part in this orientation will gain a better idea of what the work of the Embassy is, who does what part of the work, and what the results of our work are. That work in its essence is simply this: to carry on a good dialogue with Japan. I want you to know from the outset that this work, this dialogue we administer, is very important work; it vitally affects America and Japan and all the rest of the world.

As you listen to our speakers, one of the things you might notice first is that they are all talking about things that are taking place on a grand scale. For example, our Consular Section will before the year is out issue half a million visas to Japanese visitors to America, possibly more than any other U. S. Embassy anywhere. In scientific and technological matters, our cooperation with Japan is closer than with any other country. In sales of U. S. agricultural products, Japan is far and among our best customers. Even our Embassy operates on a grand scale: with some 800 employees representing over 20 different government agencies, it is among our largest Embassies - *if not*

the largest.

So this work of ours, this large-scale dialogue with Japan, is important work, and rich, and varied, and I ~~myself~~ am very happy and proud to be part of it. Each of you directly or indirectly also contributes to this work, and I want to thank you personally for your contribution. And I hope as you listen to this orientation, you too will feel a sense of pride in what we're doing here in Japan.

I think I'll stop here and leave the rest of the talking to the other speakers. But before they take over, I want to invite you all to join me now for a coffee break.

Drafted: A/EX:RACristenson:bn



AMBASSADOR'S REMARKS AT  
BOATIQUE AMERICA OPENING CEREMONY  
OCTOBER 12, 1979 AT 10:00 A.M.

It is indeed a pleasure for me to be here with all of you today at this opening ceremony of Boatique America. I wish to express appreciation, for myself and for my government, to all those who have worked to bring the project this far and to those who represent participating companies. Cooperation has been excellent. I wish to express special gratitude to you, Mr. Vice-Minister, and to Mr. Nagano, Mr. Ikeda, and Mr. Murata for the considerable efforts your organizations have made. Boatique America is a truly joint U.S./Japanese project. We are pleased to work closely with you in this effort.

Preparations for this opening have been extensive. Boatique America participants and Japanese businessmen have already held many of the more than 1,200 business meetings scheduled for the trade mission portion of the project. We anticipate good results.

Tomorrow Boatique America opens to the public. Its sales for the next two months will tell us much about Japan's market and Japanese consumer desires. The participating U.S. companies will know what products will sell in various Japanese market locations. They and we must also learn what sophisticated and fastidious Japanese consumers demand -- and why. It is imperative that we learn from both the successes, hopefully many, and from the failures we must be prepared to expect.

When Mr. Ikeda proposed that the U.S. use this ship to expand exports to Japan, I recall that it was compared with Commodore Perry's black ships. At that time Japan opened itself to foreign trade. I hope that this white ship can play some part in opening the doors still wider. The trade imbalance, however, cannot be solved solely by Japan becoming more open. The U.S. must also take steps to make its economy more competitive and export oriented. I hope the Boatique America can be remembered as a symbol of two openings -- that of Japan accepting more outside goods and that of the United States' new outward thrust.

Thank you.



Remarks by Ambassador Mansfield at the Roof-Topping  
Ceremony, Odakyu Century Hyatt Regency  
December 19, 1979

Mr. Ando, Mr. Tsukamoto, Mr. Rubin, Ladies and  
Gentlemen:

It is a pleasure for Mrs. Mansfield and me to be  
with you on this wonderful occasion. The Odakyu Century  
Hyatt Regency is a magnificent hotel, and must have  
involved a great deal of effort in its planning and  
construction. I understand it has some 800 rooms,  
abundant banquet halls and restaurants and a swimming  
pool on the 28th floor.

We congratulate you all on the success of your  
endeavors. It is a splendid achievement and will add  
to the reputation of both Hyatt and the city of Tokyo  
for fine hotels. It is also an example of what hard  
work and close Japanese-American cooperation can  
accomplish. I am confident that your guests will  
thoroughly enjoy its many conveniences and that it will  
stand as a landmark of fine accommodation and hospitality  
in Japan.

Once again I extend to you our congratulations.  
You have our best wishes for many years of successful  
operation.



ODAKYU CENTURY  
HYATT REGENCY TOKYO

% ODAKYU ELECTRIC RAILWAY CO., LTD.  
1-8-3 NISHI-SHINJUKU, SHINJUKU-KU, TOKYO 160 JAPAN  
PHONE : (03) 349-0111  
CABLE ADDRESS : ODKHYATT TOKYO  
TELEX : J29411

EXECUTIVE OFFICE

Summary of Remarks by

Mr. S. Hirota

President

Odakyu Electric Railway

and

Odakyu Hotels

We are greatly honored to have Ambassador and Mrs. Mansfield with us today and we wish to extend our warmest thanks to them and to all of you who came here this morning.

It has been 19 months since we first started construction in May of 1978 and we want to thank all of those responsible for their help and cooperation during this construction period. We would also like to thank the people of Shinjuku for their kind cooperation, and we are very pleased to have progressed to the roof-topping.

As you know, this twin tower building consists of the Odakyu Century Hyatt Regency Hotel and the Shinjuku Dai-ichi Mutual Life Insurance Company Building -- an office building -- and although the two buildings have different purposes, they were both designed to create a better environment for everyone in this area.

The hotel will reflect a quiet elegance and, most important, it is an international hotel associated with America's Hyatt Hotels, and we do hope it will help to "internationalize" Shinjuku's "New Town".

The hotel will be completed in August next year and will be opened on September the 15th.

We hope to see you all at that time and thank you again for joining us today.





ODAKYU CENTURY  
HYATT REGENCY TOKYO

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CABLE ADDRESS : ODKHYATT TOKYO  
TELEX : J29411

EXECUTIVE OFFICE

Summary of Remarks by  
MR. K. MAKIYAMA  
President  
The Dai-ichi Mutual  
Life Insurance Company

I would like to thank Ambassador and Mrs. Mansfield for honoring us with their presence this morning and I would also like to thank you all for joining us.

We also extend our thanks to all concerned as well as to the residents of Shinjuku for their kind cooperation during the construction period, and we are very happy to have reached the roof-topping stage of the Odakyu Century Hyatt Regency Hotel and the Shinjuku Dai-ichi Mutual Life Insurance Company Building.

This has only been accomplished by the splendid cooperation and the professional skills of four construction companies, namely, the Shimizu Construction Company, Takenaka Komuten, the Odakyu Construction Company, and the Nippon Construction Company.

These twin towers have the following characteristics:

1. They blend with and add a certain beauty to the skyline of Shinjuku "New Town".
2. The unique tile facing has an unusually warm look.
3. The twin towers together form a roofed all-weather plaza for public use.
4. The basement features a large car parking area.
5. Although the buildings are separate, they share the same basement.
6. Their design incorporates the latest and most modern safety devices to safeguard against any disaster.

The Shinjuku Dai-ichi Mutual Life Insurance Company Building is the result of long and careful planning by a team of experts in the field, and it will provide unusually spacious areas for office workers.



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CABLE ADDRESS : ODKHYATT TOKYO  
TELEX : J29411

EXECUTIVE OFFICE

The building will be completed and open in August of next year, and I again wish to thank all of those concerned with its construction.

And thank you all again for joining us this morning.



Alex

file

RAC

Good speech  
Duch

REMARKS BY AMBASSADOR MANSFIELD  
at  
EMBASSY CHRISTMAS PARTY  
December 21, 1979

I am very happy to join you at our Embassy Christmas party, and I welcome all of you most cordially and sincerely. Our Embassy is quite large, with all of us together totalling some 550 people. Yet for all our numbers, I still feel we are like a family. And especially today, so near to Christmas and gathered together like this, I feel we are indeed a family. We are a family that has worked harmoniously together, and as the year draws to a close I think we can look back with considerable pride at what we've accomplished during this year

The highlight of the year - and clearly our busiest time - was President Carter's visit, a visit that went perfectly according to plan without a flaw, much to the credit of every one of us in the Embassy.

More generally, this has been a good year because the essential work we all share, to keep the special friendship between Japan and America healthy and robust, has gone very well indeed. This year there have been fewer frictions between us than in past years, and more successes, and so Japan and America are now on very cordial terms indeed. That is due largely to your efforts, and you have my frank praise and respect for a job very well done.

This year, however, the joy of the holiday season is much diminished by the terrible events still taking place at our Embassy in Iran. The hostages are really members of our family here, like cousins in another city, and in some measure their ordeal is a family tragedy that we all share very personally. Let us fervently hope that all the hostages will soon be released safe to return home.

With that hope for the hostages, then, I welcome you to this Christmas party for our Embassy family. I thank you for your fine efforts during the past year, and I wish you all a very happy and satisfying New Year.