

CHAPTER 5**The Global Business Community****A Snapshot of Japan**

Land Area	145,870 sq. mi. (377,657 sq. km)
Largest Cities	Tokyo (8,006,386), Yokohama (3,307,136), Osaka (2,602,421), Nagoya (2,152,184), Sapporo (1,757,025)
Population	127,333,002
Projected Population	120,900,000 (by 2025)
Urban Population	78%
Gross Domestic Product	\$3.582 trillion (\$28,200 per capita)
Major Industries	Metallurgical and engineering industries, electrical and electronic industries, textiles, ship building, chemicals, automated production systems
Natural Resources	Negligible mineral resources, fish
Major Exports	Machinery, motor vehicles, consumer electronics
Major Imports	Fossil fuels, food, raw materials
Languages	Japanese
Currency	Yen

Seiho Tajiri

Japan is one of the United States' major trading partners. Many America-based companies do business in Japan, and a lot of Japan-based companies make major investments in building manufacturing facilities in this country—especially in the auto business.

Sometimes, these business deals could use some help bridging across the Pacific. Seiho Tajiri, a Japanese-American who has lived in the United States since the 1950s, founded just such an agency. The Japanese-African-American Society aims to promote better cultural understanding between the two ethnic groups. One group that Tajiri and the Society have helped is small Georgia farmers who were unable to earn an adequate profit on the amount of soybeans they could grow.

The farmers turned to Tajiri to learn about opportunities for export to Japan. Tajiri suggested they grow a different type of soybean, one that could be exported for use in several Japanese food products. One of the favorite foods in Japan is a fermented soybean dish called natto. Soybean products are staples of the Japanese diet, so the demand is constant because they are able to produce only a small portion of soybeans consumed in the country.

Through Tajiri's contacts, the Georgia farmers met with businesspeople from Japan who were interested in importing their soybeans. They were able to obtain an initial order of 200 tons of soybeans. The farmers were happy to grow the different soybean since the exported soybeans yielded a price of \$8 a bushel instead of the \$5 the farmers had been receiving for soybeans grown for animal feed.

The Global Business Community cont.**Interpreting the Reading**

1. How are soybeans used in Japan? What is one example?

2. If a farmer could grow 4,000 bushels of soybeans for export to Japan, how much more money would be earned on the crop than on the crop grown for animal feed? Assuming that the cost of growing either crop is \$1 a bushel, what is the percentage of profit for each type of soy-bean crop?

Critical Thinking

How does an organization such as the Japanese-African-American Society help to build better relationships between members of different ethnic groups?
