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8

Information from the German Institute for Japanese Studies

A Post-Crisis Shift in Strategy?

Japanese and European Firms in Southeast Asia

by Jochen Legewie and Hendrik Meyer-Ohle

The economic and financial crisis which hit Southeast Asia during the summer of 1997 came completely unexpectedly for most Japanese companies. Until then the region had been considered a stable strong-growth market which, besides its traditional producer role, had been developing into a fast-growing market not only for Japanese-made industrial products but also, increasingly, for consumer items.

As late as April 1997, for example, the Nihon Keizai Shinbun cited a leading Japanese business person who claimed that Southeast Asia, despite its diminishing attractiveness as a source of cheap production, was rapidly gaining significance as a major market for consumer goods. A partial return of production to Japan (for subsequent export to Southeast Asia), it was stated, could not be ruled out.

However, the conditions for economic involvement in Southeast Asia have been substantially modified by the crisis in Asia. The demand for consumer goods has fallen while the rise in production costs has come to an end, and the question which now must be

considered is how multinational companies are reacting to the current situation. How do they view the future significance of Southeast Asia as a production area, market and financial centre? Is there evidence that Japanese and Western, especially European, firms are pursuing different business strategies?

These were the issues raised in a June 1999 DIJ conference titled "Economic Crisis and Transformation in Southeast Asia: Strategic Responses by Japanese and European Firms", the third international DIJ conference under the research focus "Japan in Asia". Academics and representatives of companies from Europe, Japan and Southeast Asia spent two days discussing the implications of the Asian economic crisis for multinational companies. The analysis centred on the leading actors in the process of economic globalisation and thus on micro-economic questions, resulting in a much-needed addition to the prevailing views of the Asian crisis from macro-economic and (economic) policy perspectives.

In fact, an important conclusion of the conference was that the effect of the crisis on companies in terms of their long-term strategies has been less than expected. While most firms registered a considerable reduction in turnover and profit – even the expected boom in exports failed to materialize –, most European and Japanese companies nevertheless remain willing to view Southeast Asian countries as an important future growth market area and to maintain their commitment to the region.

Most of these companies, however, have used the crisis to take stock of operations, showing a new willingness to discuss and question previous regional strategies. For academics in the field, this does not only make an examination of company strategies particu-



C. Molteni: European firms are optimistic about their future in Asia.

larly interesting at the moment, it also actually makes this job considerably easier.

While short-term responses to the crisis on the part of individual European and Japanese firms have been somewhat similar, with regards to long-term strategies for Southeast Asia there are in fact major discrepancies, due mainly

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P.K.Wong: Singapore will stay the key location for regional strategies in Asia.



to the different time-frames and forms of involvement in the area so far.

Japanese companies have been in Southeast Asia since the 1960s, but they have generally been obliged to conform to specific conditions within individual countries and have therefore often been unable to develop consistent broader regional strategies. In adapting to restrictions on investment and trade, companies have operated in different countries with different partners with small scale and parallel production capacities. Marketing and product development have similarly not been organized in an integrated fashion.

Japanese companies had already been aware of these problems before the actual crisis hit. Many of the measures recently taken supposedly as a direct response to the crisis were actually introduced earlier. However, the advent of the crisis has clearly made implementation a matter of urgency, with Japanese firms basically concerned to establish a balance between exploiting the benefits of large-scale operations and attending and adapting to local markets, securing a balanced relationship between exports and domestic or regional markets.

On the production side, this requires increased concentration, with fewer manufacturing sites, and, in extreme cases, just one for the entire region. Toyota, Mitsubishi Motors and Honda, for example, produce engines in Indonesia and transmissions in the Philippines. In the electronics sector, Sony focuses its entire audio and video appliance production in Malaysia, as does Matsushita with its air-conditioning systems. And there are other similar instances in the chemical and food industry.

On the sales side, we can see a growing tendency towards regional brands. Toyota and Honda, for example, have developed new models, so-called Asian Cars, specifically for the Asian market. Early 1999 saw Kik-



T. Sakano: Innovative measures are needed to solve the ongoing economic crisis.



Final panel discussion: Jochen Legewie, Gomi Norio, Erhard Reiber, Yomoda Yasuhiro, Hendrik Meyer-Ohle

koman, for the first time in the company's history, bring out a new soy sauce, "Asian Taste," developed especially for sales in Southeast Asia. Through the parallel development of global brands, companies like Kao and Lion are increasingly trying to link the specific regional market with the global marketplace.

But perhaps the clearest evidence of these new regional strategies is the growing number of companies with regional headquarters, based mostly in Singapore, to coordinate procurement and sales as well as such important auxiliary operations as logistics and finance.

The current crisis has to some extent changed conditions for these measures. Southeast Asian governments have relaxed investment restrictions and many Japanese companies have been able to increase shares in their various joint ventures with financially distressed local partners. But it is the undiminished trend towards greater liberalization in trade which is ultimately proving to be the most important factor. The planned establishment of a free trade zone for the area has been moved forward a year to 2002.

As far as European companies in Southeast Asia are concerned, their involvement in the market, apart from a few exceptions like Nestlé or Unilever, is of a more recent nature and began under completely different conditions. From the very beginning, most European firms came into the market with clear regional strategies, and the crisis offered them a chance to expand quickly through takeovers. However, takeovers have not generally been an option for Japanese companies; firstly, they

themselves have been weakened financially by the years of stagnation in the Japanese domestic market and secondly, most of them are also restricted by preexisting and binding links to local partners.

Particularly illuminating are the strategies of European retail chains in the area of consumer goods. Companies such as Carrefour, Ahold, and Delhaize have expanded rapidly in the last couple of years by taking over local competitors. They now set the standard for cooperation with producers in the areas of logistics and information systems, and should Japanese companies wish to retain a future share of the Southeast Asian consumer markets, they will need to respond to this challenge.

Investment statistics for 1997 and 1998 reflect clearly increased involvement of European companies in Southeast Asia, which compares to a 50% reduction from 1996 levels for Japanese firms. Even so, it must be remembered that the European firms are still playing catch-up: they may be shortening the Japanese lead, but, in the short and medium term, they do not represent a threat to Japanese companies and their dominant position in the region.

For Japanese firms, Southeast Asia and the entire Asian market are part of their own regional domestic market which must be defended against intrusive Western firms. Such a regional dominance appears important not only for the Asian market itself, but also within global competition. Unlike the Japanese electronic and auto industries, for example, producers of food and household goods with as yet limited success in North America and Eu-



The Podium of the DIJ Symposium „The Plurality of Languages and the Globalization of Science“

rope see in Southeast Asia an important market to promote their brands in the face of international competition as well as a springboard into what may be the market of the future, China.

DIJ Asia Conference: Economic Crisis and Transformation in Southeast Asia: Strategic Responses by Japanese and European Firms
(Tōkyō, 17–18 June 1999)

The conference has been organized by Jochen Legewie and Hendrik Meyer-Ohle in cooperation with the Friedrich-Ebert-Foundation, the Nihon University and the Fujitsu Research Institute. Furthermore we would like to acknowledge the support of the EU Japan Centre for Industrial Cooperation and the German Embassy in Tōkyō. The publication of the conference papers is planned for summer 2000.

Speakers:

Keynotes: Yanagihara Tōru (Asian Development Bank Institute), Stephen Young (University Strathclyde), Poh Kam Wong (National University of Singapore).

Production Panel: Yoshihara Hideki (Kōbe University), Jochen Legewie (DIJ), Corrado Molteni (Universita Commerciale Luigi Bocconi ISESAO), Wolfgang Haas (Freudenberg & Co.), Yoshimi Fumio (Mitsubishi Motors).

Marketing Panel: Sakano Tomoaki (Waseda University), Hendrik Meyer-Ohle (DIJ) and Hirasawa Katsuhiko (Nihon University), Keri Davies (Sterling University), Hirai Hiroshi (Kao), Garry Stubbs (ACNielsen).

Corporate Finance Panel: Andreas Grünbichler (University of St. Gallen), Katsu Etsuko (Meiji University), Steen Hemmingsen, (Copenhagen Business School), Hayase Isamu (Kajima Corporation).

Concluding Panel: Gomi Norio (Matsushita Electric Industrial), Erhard Reiber (Merck Japan), Yomoda Yasuhiro (Toyota Motor Corporation)

DIJ EVENTS

International Symposium

Plurality of Languages and the Globalization of Science
(Kyōto, 3 July 1999)

DIJ in cooperation with the German Cultural Center Kansai

As a German research institute, the DIJ often finds itself faced with the question of whether to foster the use of the German language in our events and publications or simply switch to English. If we move more in the general direction in which English even in science is becoming the *lingua franca*, will German as an academic language gradually die out altogether? Do we, as academics, even have a chance of being taken seriously if we don't promote our own visibility via the use of English? And what does it mean for any language to be 'disqualified' from significant areas of life experience? These are questions which are being raised with increasing urgency not only in Germany and Japan but in almost all non-English-speaking countries.

This was also the central theme of a colloquium organized by the DIJ, together with the Kansai Goethe Institute (3 July 1999). Conceived by Mishima Ken'ichi (University of Ōsaka) and Irmela Hijiya-Kirschner (DIJ), the event attracted great interest, as evidenced by the 200-strong audience. In four presentations the issue was exam-

ined from different perspectives and against the background of various linguistic cultural norms (Japanese, German, the Roman languages, and Korean).

Science historian Murakami Yōichirō (International Christian University), in a paper entitled "The *lingua franca* of the natural sciences," discussed the gap between everyday experience and its scientific explanation, i.e. the difference between ordinary language and the language of science. The English used by scientists, he proposed, can best be characterized as an "independent language area" and he pointed out historical parallels between Japan and Germany.

Socio-linguist Lee Yeonsuk (Hitotsubashi University), in her paper "Ethnicity and universality in the languages of science," offered East Asia as an example to show historically what role the politically and militarily supported linguistic supremacy of Japanese played in the modernization of both Korean and Chinese.

Semiotician and science historian Jürgen Trabant (Free University, Berlin), in a presentation entitled "The universality of science – the individuality of languages," combined a look back at the extensive use of Latin in the Middle Ages with a critical view of the present. Diglossia has obvious advantages, but there are also problems from a social perspective. As occurred in the Middle Ages, any "vernacular" tends to connote the language of the uneducated, and English has clearly become the language of choice for the intellectual elite, causing a corresponding decline in prestige for individual national languages.

Hasumi Shigehiko, Romance scholar, President of the University of Tōkyō and President of the Conference of Japanese University Presidents, presented an elegantly formulated paper entitled "On the division of space" in which he expressed his respect for the German intellectual tradition in a discussion of the different dimensions, depending on the language used, of Hannah Arendt's main work, written in exile. The English which is so pervasive today, he suggested, is without qualities or history, a "broken" English, which has nothing left in common with the language of Shakespeare or Dickens.

With phenomenologist Washida Seiichi (University of Ōsaka) and social philosopher Mishima also contributing, there then followed a lively panel discussion on how to deal with the "unbearable one-sidedness of communication" (Trabant).

Publication of the conference papers in Japanese and German is expected soon.



International Symposium

The Faces of Skin

(Tōkyō, 16–18 July 1999)

DIJ in cooperation with the National Museum of Western Art (NMWA)

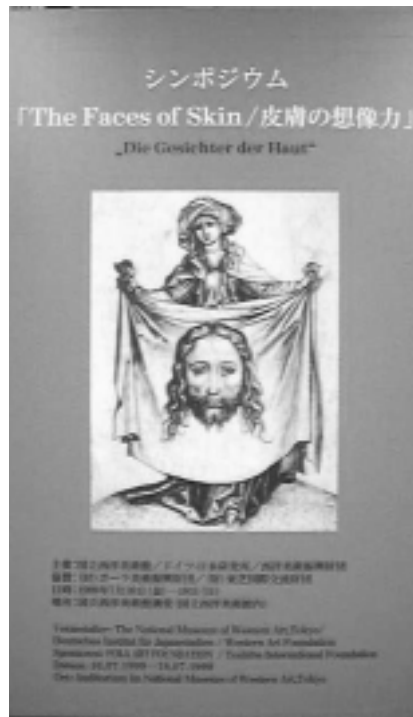
Since the late 19th century Japan has greatly inspired Western art, while art techniques and theories of European origin have been met with much response in Japan. For the study of intercultural relations, a comparative look on the history of art is thus of particular interest. Also, such a study promises fruitful results in a theoretical approach to the phenomena of orientalism and occidentalism.

On the occasion of the symposium “The Faces of Skin”, the NMWA formally opened its newly refurbished congress hall. The dialogue between Japanese and European experts in art history and related disciplines elicited much public interest; 130 to 160 people attended throughout the three days of the symposium. The opening speech was held by Takashina Shūji, director of the NMWA. Christoph Geissmar-Brandt explained the underlying idea of the exhibition, linking it to the symposium’s focus on contrasting concepts of visual art in Europe and East Asia. Tanigawa Atsushi from Kokugakuin University Tōkyō then spoke about various art theories in relation to skin.

The second day of the symposium began with introductory remarks by Satō Naoki, curator of the NMWA, and Irmela Hijiya-Kirschnerreit, director of the DIJ, the latter pointing out “links” to the field of modern Japanese literature.

In Section 1, “Body Limits”, Claudia Benthien from the Free University of Berlin showed how the notion of skin changed over the centuries; paradoxically, while anatomy and surgery gradually helped to open up the body in the literal sense, in a metaphorical sense the skin became more impenetrable than ever. Fukai Akiko, director of the Kyoto Costume Institute, emphasized the sensual-symbiotic relationship between clothes and the body; according to her, it is not the clothes, but the image of the body as a whole that becomes the object of desire.

In Section 2, “Images of Skin, and the Image as Skin in the ‘West’ and in Japan”, Ikeda Shinobu from Chiba University talked about Japanese scroll pictures and the different ways of depicting skin depending on age, class and sex. The evolution of techniques and colors for representing skin in



The poster of the DIJ Symposium “The Faces of Skin”

Western oil paintings was the topic of Ann-Sophie Lehmann from Utrecht University. Inaga Shigemi, International Research Center for Japanese Studies, Kyōto, provided an insight into the strange world of the *manga* “Parasite Beasts” (*Kiseijū*) by Iwaaki Hitoshi.

Section 3, “Face and Mask”, began with a talk by Ursula Panhans-Bühler, University of Kassel, who dealt largely with the construction and deconstruction of image worlds. Yoshida Kenji of the National Museum of Ethnography, Ōsaka, spoke on African masks and their ritual and symbolic role within ancestor worship.

In Section 4, “Impregnations”, the presentation by Catharina Kahane from Trier University showed how, in the famous scene of crucifixion by Pieter Bruegel the Elder, the surface of the earth is evocative of the flayed body of Christ. Kitazaki Chikashi, NMWA, followed with a talk on representations of the crucified Christ and their contemporary reactions. Gerhard Wolf from Trier University spoke on European concepts and constellations of body and image in the Renaissance Period.

All presentations were accompanied by pictures and allowed ample time for a lively debate with an interested public. Last but not least, the commentators were given the floor to express their views. After Konrad Oberhuber had spoken on his impressions of the conference, Katō Tetsuhiro from Kwansai Gakuin University summarized the main points of the previous talks. Lothar Ledderose, Heidel-

berg University, drew attention to other fields that could also have been included, like architecture or ceramic art.

As the symposium showed, an examination of image traditions in Japan and Europe may yield fruitful results especially if pursued across the boundaries of art history within a specific culture, and could also spark discussions in other disciplines, which could ultimately lead to a more comprehensive interpretation of the use of images. Both the German and the Japanese press commented on the event. A book publication of the proceedings in German and Japanese is under way.

DIJ PUBLICATIONS

Irmela Hijiya-Kirschnerreit (ed.): *Forschen und Fördern im Zeichen des Ginkgo – 10 Jahre Deutsches Institut für Japanstudien [10 Years of Research and Promotion of Scholarship Under the Sign of the Ginkgo: The German Institute for Japanese Studies]*. München: iudicium, 1999 (= *Monographien aus dem Deutschen Institut für Japanstudien*, vol. 25) 263 pp. (ISBN 3-89129-505-7)



In December 1998, the DIJ celebrated the tenth anniversary of its founding. The present volume documents this event and gives a systematic account of a decade of “Research and Promotion of Scholarship Under the Sign of the Ginkgo”, as the German title refers to the symbol of the DIJ.

The ceremony brought together many persons in Tokyo linked to the DIJ and its work, and the special character of this Institution was effectively mirrored in the ceremony’s program.



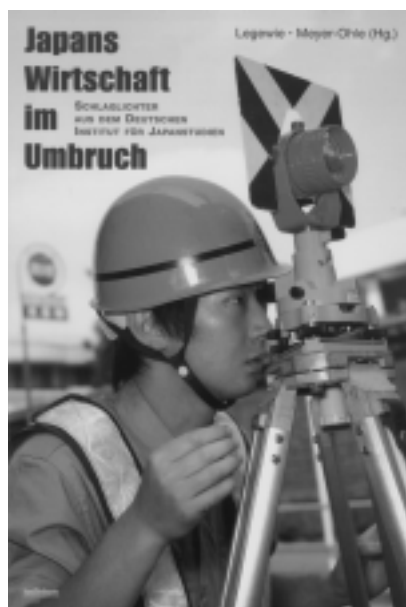
The three speeches printed together in Part One of this volume with all addresses deserve notice beyond this particular occasion. In his speech, Hans-Olaf Henkel, President of the Federation of German Industries (BDI), sheds light on German-Japanese economic relations against the backdrop of the current situation in Germany. Referring to striking examples, Mishima Ken'ichi, the social philosopher, topicalizes the mutual perception between Japan and the "West" and categorizes "cognitive barriers". The third speech, given by sociologist Wolf Lepenies, takes a case study of Nagai Nagayoshi, the founder of Japan's pharmaceutical industry as a starting point to reflect on scholarly contacts and forms of learning between the two cultures and societies.

Part Two of the volume documents the various activities of the DIJ from 1988 onwards, noting that from a very early point in its history, the Institute launched a broad program of events and publications. It mirrors, in its changing foci, not only the fluctuation of personnel, but a change in research interests and topics, reacting thus to changed conditions within Japan. The chronological perspective accentuates the DIJ's multidisciplinary research profile. As for its strategies, "interwoven research" or "fuzzy learning" serve to describe an approach which strives to overcome conventional dichotomies of East and West or of tradition and modernity in favor of an interactive and relational perspective.

"Research and Promotion of Scholarship" as an agenda comes to life in the list of symposia, lecture series, workshops and other events planned and carried out by the DIJ, its publications in German, English, and Japanese, and the lectures and seminars offered by its staff. The Institute's scholarship program meanwhile has supported more than forty Japan specialists who today hold Ph.D.s and work mostly in academic positions. It takes the configuration of a multidisciplinary institute situated "on the spot" in Tōkyō to produce what is presented in this report of activities of the DIJ.

Jochen Legewie, Hendrik Meyer-Ohle (eds.): *Japans Wirtschaft im Umbruch: Schlaglichter aus dem Deutschen Institut für Japanstudien* [The Japanese Economy in Transition: Highlights Presented by the German Institute for Japanese Studies]. München: iudicium, 1999, 133 pp. (ISBN 3-89129-446-8)

The recently published book *Japans Wirtschaft im Umbruch* presents an up-



to-date account of the intensive change that has characterized the Japanese economy in the second half of the 1990s. Eleven research associates and seven research fellows have commented on this change in 30 essays illustrated with photos and graphs. Most of these essays were originally published in the journal *Japan Markt* of the German Chamber of Commerce and Industry in Japan and have been extensively revised and updated for this publication. The topics dealt with range from deregulation and research policy, environment technologies, welfare pension systems and transport logistics to the presentation of the Japanese management in movies and literature. This collection forms a kaleidoscope of current trends in the Japanese economy that is on the eve of entering the 21st century, and presents the results of DIJ's ongoing research in a new attractive format for a wider readership.

Jürgen Stalph and Harald Suppanschitsch: *Wörterbücher und Glossare. Eine teilannotierte Bibliographie japanisch-deutscher und deutsch-japanischer Nachschlagewerke.*

和独独和辞書・用語集解題

[Dictionaries and Glossaries. A Partially Annotated Bibliography of Japanese-German and German-Japanese Works of Reference]. München: iudicium 1999 (= DIJ Bibliographical Series, Vol. 5), xvii + 437 pp., numerous illustrations (ISBN 3-89129-397-6)

This is a bibliography of dictionaries, glossaries, mnemonics and word lists pertaining to or, in the case of multilingual works, including, Japanese and German general vocabulary and specialized terminology.

Most of the 1,011 titles listed are thoroughly annotated, providing the reader with detailed information on their history of edition. As a whole, the annotations reflect typical editorial practices and publishing strategies as well as the historical development of Japanese studies on German and German studies on Japanese. Numerous examples, quotations and some 100 reprints of text and title pages illustrate the lexicographic structure and layout of the dictionaries presented.

Those works dealing with specialized terms (approx. 60% of all listed) are classified into 28 categories and arranged alphabetically, covering such diverse fields as architecture, the automobile industry, book and binding trades, economics and finance, flora and fauna, law, medicine, music, and sports.

Several indices facilitate access to these manifold resources: Japanese and German indices of authors and titles; an index of the years of publication for all titles published before 1946; an index of the 98 languages other than Japanese or German that are included in the multilingual dictionaries listed (ranging from Afrikaans to Yoruba); and, lastly, an index by subject (from "Abfälle, radioaktive" [waste, nuclear] to "Zoologie" [zoology]).

The bibliography will be useful to linguists, particularly lexicographers, to cultural anthropologists, Japanologists, of course, and Japanese scholars of German. Above all, however, it addresses – very generally and very specifically – German-Japanese and Japanese-German translators and wordsearchers of all kind.



Asian Studies Conference Japan

(Sophia University, Tōkyō, 26 June 1999)

The third Asian Studies Conference Japan, taking place as in previous years at Sophia University, attracted an ever increasing number of participants (approx. 200) and thereby underlined the significance it has gained as an annual, regional forum for researchers and students of Asian Studies. It is thus that the American Association for Asian Studies, at its meeting in March this year, officially recognized the ASCJ as its first regional conference outside the United States.

The interesting, varied programme of twelve panels, with a total of forty-four papers, and a roundtable discussion – all packed into one day in parallel sessions – required some tough choices from the listeners. If interest in this conference continues to rise in coming years, which is very likely, the organisers may have to consider spreading the presentations over two days.

The broad spectrum of topics and disciplines ranged from economics, politics, sociology, literature, gender, cultural to religious studies with the majority of papers focusing on East Asia. The diversity of methodological approaches, of subjects and their historical and cultural contexts, offered to the participants glimpses into hitherto unfamiliar territory and yet, at the same time, it made in-depth discussion of specific issues difficult. Similar to the previous conferences, there were regrettably few speakers coming from Asian universities.

The next Asian Studies Conference Japan is scheduled for 24 June 2000 and once again to be held at Sophia University. The deadline for proposals of papers and panels is 1 December 1999.

11th Ph.D. Kenkyūkai Conference

(International House of Japan, Tōkyō, 9 July 1999)

The annual Ph.D. Kenkyūkai Conference at the International House of Japan (Tōkyō) is an opportunity for Ph.D. candidates and other young scholars to present their research to a multi-disciplinary audience. Especially non-Japanese researchers frequently make use of this opportunity, and the conference has

therefore become a well-established forum for academic discourse. On 9 July 1999 the conference was held for the eleventh time. While last year's conference had been quite large due to its tenth anniversary, this year the symposium was much smaller in size. All together, 14 papers were presented and discussed in four panels.

The papers in Panel A discussed from a social science perspective how Japanese institutions react to economic changes. One report indicated the fallacy in the common opinion that there is hardly any co-authored research between universities and industry. Another paper showed that the declining number of voluntary firefighters is not caused by a lack of public interest, but is rather due to active discouragement by the government. A third paper on small and medium-sized firms argued that, in spite of obvious on-going changes, the relation between families and firms is still a very strong one.

The papers indicated a general shift of the academic focus from the macro to the micro-level perspective. They also underlined the increasing importance that young researchers put on collecting their own original data by doing fieldwork. However, because of the heterogeneity of the papers presented, it was not possible to draw more general qualitative conclusions from the panels going beyond the statements of the individual papers. Topics addressed at the other three panels included, among others, women's participation in educational reforms in Allied-occupied Japan, non-competition in the Japanese electoral system, and reader's letters to the editors in prewar girls' magazines.

The Ph.D. Kenkyūkai Conference is a good forum for young scholars to present themselves and their research to a critical audience. It is to be hoped that participation will increase again in the future. This would make the conferences even more fruitful for all participants.

Among the speakers was Friederike Bosse (Research Fellow) from DIJ. She presented a paper entitled: "In Search of the Proper Heir: Succession Problems in Owner-Managed Small- and Medium-Sized Enterprises".

Yamazaki Tomoko: Sandakan Brothel No. 8 – An Episode in the History of Lower-class Japanese Women. Translated by Karen Colligan-Taylor. [New York:] M.E.Sharpe Inc. 1999, 215 pp.

This is in many ways an extraordinary book that is highly recommended to anyone interested about the lesser known aspects of twentieth-century Japanese (social) history. Readers interested in "oral history" will particularly enjoy this excellent example of its feminist practice. *Sandakan Brothel No. 8* provides, moreover, a great deal of information on the history of Japanese emigration and expansion into Southeast and East Asia, 1900 – ca. 1930, and on their social and economical background.

Yamazaki Tomoko, a specialist of twentieth-century women's history and author of several books on the subject, noted down in this volume the story of Yamakawa Osaki (1900?–1984), a former *karayuki-san*, with whom she spent three weeks in 1968. The Japanese text *Sandakan hachiban shōkan* was already published in 1972 by Chikuma Shobō, the paperback version in 1975 by Bungei Shunjū, and to date it has sold more than one million copies. In 1973, Yamazaki received the Ōya Sōichi Award for Non-Fiction Literature. It is thus all the more surprising that it took more than 25 years – and apparently needed the context of the debate on the "comfort women" issue which flared up in the nineties – for this bestseller to be at last translated into English (and simultaneously into Chinese, Thai, and Korean).

To give a brief sketch of its contents: at the tender age of ten, Osaki is persuaded to go to work in Sandakan (North Borneo), in order to escape the dismal poverty of her Amakusa-village and to support her family. She thus becomes part of the enormous wave of Japanese women from the lower classes who went abroad (*karayuki*, lit. going to China) seeking work and mostly ending up in brothels. There were, in 1910, about 20.000 registered *karayuki-san* in Asia, though their actual numbers are said to have been much higher. *Sandakan Brothel No. 8* is therefore also a history of the trafficking in women. At first, Osaki works as a maid in a Sandakan brothel, however, she is soon forced to become a prostitute, thereby pushed into the vicious circle of indebtedness, brutality, and humiliation, for



which many *karayuki-san* paid with their lives. Towards the end of the 1920s, Osaki returns to Kyūshū, but finds herself ultimately unable to cope with the scorn of her village's people. So she moves on to Manchuria, where she runs a café and gets married. At the end of WWII, she has to return to Amakusa and the old life of poverty.

Osaki's story is enriched by conversations Yamazaki conducted with her surviving friends and relatives, furthermore through excerpts from local documents and Japanese travel literature from the beginning of the century, a thorough historical contextualization and an intriguing array of contemporary photos. Yamazaki has arranged this fascinating polyphony of voices with great care thus making them "audible" to us. Well aware of the hierarchy of power between observer and observed subject, writer and narrator (Osaki is illiterate), Yamazaki lays bare – at least to the reader – her motives and method. As such, the book becomes also the story of Yamazaki's quest for the survivors among the former *karayuki-san*, of her life with Osaki, and of the friendship that develops between the two women. At certain points, though, Yamazaki's perspective and interpretations are at risk to override the authentic voice of Osaki. Likewise, some readers might find Yamazaki's sharp social critique patronizing. Paradoxically, it is precisely this structure and technique of her narrative, which enables us to participate in the story as it unfolds and which keeps us glued to it until the very last page. Yamazaki's book proves that a scholarly work can be as good a read as a novel.

One significant "voice" still needs to be mentioned, namely that of the translator Karen Colligan-Taylor who recreates with great skill the multilayered character of the Japanese text in her translation. She even succeeds in preserving some tones of Osaki's voice, i.e. her Amakusa dialect. Yet her work is more than just a translation, Colligan-Taylor also deserves praise for her solid and detailed introduction to the relevant aspects of Japanese women's history and her afterword which gives us an idea of the Japanese reaction to the book and of Yamazaki's subsequent work, such as the sequel *Sandakan no haka* (*The Graves of Sandakan*, 1977) based on her trip to Borneo. Thus, larger in its time frame than the Japanese text, the English version becomes also a record of Yamazaki's research project and writing.

(Nicola Lisutin)

OTHER MATTERS/ OUTLOOK

DIJ Social Science Workshop

Educational Reform in Contemporary Japan: An Assessment of Goals and Results

(Tōkyō, 25 October 1999)

The educational system has been of great interest in social science research on Japan, especially in explanations of Japan's postwar economic success. The DIJ is organizing a Social Science Workshop for 22 October 1999 on educational reform. In response to repeated criticism of the Japanese educational system as being exceedingly rigid, the government of Prime Minister Hashimoto (January 1996 – June 1998) initiated a major educational reform project, which attempted to match in significance the reforms during the periods of Meiji and the American occupation. Examinations of the current round of educational reforms seek to explore how these reforms implemented such common slogans as internationalization, promotion of flexibility, and the encouragement of creativity.

This workshop will cover various aspects of reform with regards to changes in the structure of the educational system and what is being taught. The papers will analyze the current reforms in comparison to reform attempts during the 1980s or focus on particular changes in the educational system, for example, revisions in the curriculum to foster a new sense of national identity. Papers will not be limited to pedagogy or the sociology of education, but examine educational reform from a variety of disciplinary perspectives.

Anyone interested in the topic of educational reform in Japan is welcome to attend. Please register with Julian Dierkes (jdierkes@dijtokyo.org).

Tamaki Award 1998

Since 1990, a jury at the Institute for Japanese Studies at the University of Vienna annually gives the Tamaki Award to the author of an outstanding scholarly essay in German on contemporary Japan from a social science perspective. The aim of this award is to encourage such publications and to support social science research on contemporary Japan in German speaking countries.

This year, the jury decided for the first time to split the award between two researchers. The winners for 1998 are Verena Blechinger (DIJ Tōkyō) and Hartwig Hummel (University of Braunschweig). Blechinger won the award for an article on career patterns of Japanese Diet members, and Hummel's article focuses on the role of Asianist thinking in the Japanese foreign policy discourse.

Verena Blechinger addresses in her essay which was published in *Nachrichten der Gesellschaft für Natur- und Völkerkunde Ostasiens* (NOAG) in 1997 the issue of "political heirs" (*seshū daigishi*) in the House of Representatives of the Japanese Diet. About 25% of all House Members elected in 1996 are close relatives, mostly sons or sons in law, of Diet members who retired from politics. The majority of such politicians are members of the Liberal Democratic Party (LDP). The article uses a vast amount of data to prove that the high number of political heirs is no relic of feudal times. It is a rather recent phenomenon, caused by, to mention the three most critical reasons, the electoral system, the internal power structure of the Liberal Democratic Party, and the position of Diet members in their constituencies.

A detailed statement by the jury can be found in the edition No. 20 (2000) of the *DIJ Bulletin*, in the journal *Asien* and in the bulletins of the following organizations: Akademischer Arbeitskreis Japan [Academic Study Group on Japan], Vereinigung für Sozialwissenschaftliche Japanforschung [Association for Social Science Research on Japan], Gesellschaft für Japanforschung [German Association for Japanese Studies]. English summaries of the award winning articles will be published in the Bulletin of the European Association for Japanese Studies (EASJ).

Personnel News

Dr. Hanns Günther Hilpert, born in 1959 in Saarbrücken, has been working as a researcher in the Economics Section of the German Institute of Japanese Studies since 1 July 1999. Dr. Hilpert, after having received commercial and industrial training in the Dillinger Steel Works in Dillingen/Germany, studied from 1981 until 1987 economics at the University of the Saarland in Saarbrücken. After receiving his diploma in economics, Mr Hilpert participated from 1987 until 1989 in the DAAD (German Academic Exchange Service) scholarship programme "Language



and Practice in Japan" in Tōkyō, receiving Japanese language training and working at the Fuji Bank and later at JETRO. From December 1989 until June 1999, Dr. Hilpert worked as Senior Researcher in the Japan/Asia Study Center of the Ifo Institute for Economic Research in Munich/Germany. His main fields of research on Japan and East Asia included the topics of foreign trade and foreign investment, Asia-Pacific integration and cooperation, economic policy, market access in Japan, and the analysis and forecasting of the economy. During his work in the Ifo Institute, Dr. Hilpert traveled regularly to Japan and East Asia for the purpose of field research. Two longer stays were made possible thanks to the scholarships of the Foundation for Advanced Information and Research (FAIR), Tōkyō (1991), and the Research Institute for Capital Formation (RICF), The Japan Development Bank, Tōkyō (1994-95). In 1997, Dr. Hilpert received his doctoral degree in economics from the Institute for the World Economy at the Free University of Berlin for his thesis on "The Spatial-Economic Analysis of Economic Integration in East Asia". At the German Institute for Japanese Studies, Dr. Hilpert will work in the current research project "Japan in Asia" and will continue his research on the topics of regional integration, foreign economy and economic forecasting.

Dr. Jörg Raupach-Sumiya, born in 1961 in Wilhelmshaven, has been working as a researcher in the Economics Section of the German Institute for Japanese Studies since 1 July 1999. Dr. Raupach-Sumiya studied Japanese Studies at the University of Munich and Keiō University in Tōkyō, as well as business administration and economics at the University of Munich and University of Bochum. After receiving his diploma in business administration and economics in 1990 from the Ruhr University in Bochum, he joined the Management Consultancy Roland Berger & Partner in Tōkyō. Between 1994 and 1995, he received a scholarship from the German Institute for Japanese Studies for the writing of his doctoral thesis. In 1995, he joined the management of Trumpf Corporation in Yokohama as the Executive Managing Director and was a Member of the Board of Directors. In 1998, he received his doctoral degree in business administration and economics from the Section of East Asian Economic Studies and Economic Policy of the Faculty of Business Administration and Economics of Duisburg University. His thesis was on "Strategic Responses to Economic Cycles in the

Japanese Machinery Industry" (published by Nomos). Besides his collaboration in the project "Japan in Asia", his main areas of research at the German Institute for Japanese Studies are Japanese management, Corporate Finance/M&A, structural change in Japan and Small and Medium Sized Companies (SME).

Dr. René Haak, born in 1967 in Berlin, has been working as a researcher in the Economics Section of the DIJ since 1 September 1999. Dr. Haak studied history and business administration at the Free University of Berlin and, production technology and human engineering at the Technical University of Berlin. In 1992, he took up a position as a research associate in the work organization department at the Fraunhofer Institute for Production and Design Technology (IPK-Berlin). There, the main focus of his research was innovative shop floor management. In 1995, he transferred to the Institute for Machine Tools and Factory of the Technical University of Berlin. In 1997, Dr. Haak received his doctoral degree in engineering jointly from the Department for Mechanical Engineering and Production Technology, Institute for Machine Tools and Manufacturing and, from the Department of Human Engineering at the Technical University of Berlin. The topic of his dissertation was "The Development of the German Machine Tool Industry between 1930 and 1960".

In 1997-1998, Dr. Haak participated in the international education program in Japan of the Carl Duisberg Society. As part of this program, he did an internship with Roland Berger & Partners, International Management Consultants, in Tōkyō. Between 1998 and his arrival at the DIJ, Dr. Haak was the project leader of the aerospace-work group at the Fraunhofer Society, Institute for Production and Design Technology in Berlin and was responsible for the development and theoretical research of the strategic network in the aerospace industry and mechanical engineering in Berlin-Brandenburg.

At the DIJ, Dr. Haak's research will concentrate on topics that are located within the Institute's project "Japan in Asia" and on strategic network theory, Japanese and international management, and production technology and work organization, especially in the field of mechanical engineering in Japan and the automotive industry.

Since 1 October 1999, Dr. Jochen Legewie is the new head of the Economics Section and deputy director of the DIJ.

With effect of 1 October 1999, Dr. Nicola Liscutin is the new head of the Cultural Studies and Humanities Section at the DIJ.

Since 1 October 1999, Dr. Verena Blechinger is the new head of the Social Science Section at the DIJ.

Research Fellows

Michael Burtscher, History, Harvard University: "Know Ye Our Subjects! Philosophical Idealism and Ideology under the Meiji State" (August 1999 - November 1999).

Ruth Jäschke, Japanese Studies, University of Cologne: "German POWs of the First World War in Japanese Camps: the Special Case of the Bandō Camp" (September 1999 - December 1999).

Gabriele Vogt, Japanese Studies, University of Hamburg: "Okinawa - A Main Pillar in the Asia-Pacific Security System" (October 1999 - February 2000).

SCHEDULE OF DIJ EVENTS

DIJ-Forum

Professor Henry Smith, Columbia University, will give a talk on 15 October 1999.

DIJ Social Science Workshop

Educational Reform in Contemporary Japan: An Assessment of Goals and Results (Tōkyō, 25 October 1999)

International Symposium in cooperation with the Japanese Society for German Studies

Gender and the Imagination of the 'Other' (Tōkyō, late February 2000)
For detailed information on the conference, please consult our homepage (<http://www.dijtokyo.org>).

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