

## Strategic investments in Middle East Arab countries: Enhancing Japanese competitiveness through analysis of past success

The Japan Cooperation Center for the Middle East (JCCME) would like to invite you to a seminar and panel discussion on Tuesday, December 17, 2013 titled, "Strategic investments in Middle East Arab countries: Enhancing Japanese competitiveness through analysis of past success."

Recently, there has been a significant increase of Japanese and foreign interest in Middle East Arab countries across various industry sectors. It is apparent that the position of this region has become vital for both Japanese businesses and the country as a whole.

Despite a surge of investor enthusiasm, Japanese enterprises have been tripped up by a number of challenges including: the unique legal customs of Islamic countries; foreign investment regulations; labor laws; strict protection regulations such as local distributor protection laws; and distinctive judicial systems. In order to succeed, it is essential to recognize the legal and business risks when investing or advancing into Middle East Arab countries. Companies must take special measures to hedge risks on a more complex level as oppose to doing business in a developed country.

This seminar and panel discussion will explain the attractions and risks to consider when investing into Middle East Arab countries. It will cover best practice information based on different models of advancement and case studies.

Presenting on this topic will be Baker & McKenzie (Gaikokuho Joint Enterprise) Middle East expert Mina Arai-Ito. Based on her significant experience working with Japanese enterprises advancing into Middle East Arab countries, she will share her insights and perspectives on successful investment strategies and tactics for Japanese companies. She will also lead a panel discussion with Baker & McKenzie's local counsel from Saudi Arabia, Egypt, UAE and Qatar offices.

### **Investment Consultation Desk**

In addition to this seminar, an Investment Consultation Desk will provide attendees a unique opportunity to discuss various legal issues which arise for both, Middle East Arab companies entering into Japan as well as for Japanese companies advancing into and doing business in the Middle East.

### Seminar/Panel Discussion Summary

Date: Tuesday, December 17, 2013  
Time: Following the individual country workshops (scheduled to begin at 16:45)  
\*We will notify you if the start time is changed  
Venue: The Prince Park Tower Tokyo, B2 (Ballroom D-E)

Language: Simultaneous interpretation in Japanese and English

#### Program agenda

Presentation: Mina Arai-Ito  
(30 minutes) Baker & McKenzie  
Attorney-at-Foreign Law  
Head of the Middle East & Africa Focus Group

After spending three years in the Baker & McKenzie Cairo office Mina Arai-Ito returned to Tokyo and continues to handle litigation and investment matters for both, Japanese companies doing business in the Middle East as well as for Middle East companies entering or already operating in Japan.

Panel discussion: Moderator:  
(30 minutes) Mina Arai-Ito

Panelists:  
Local counsel from Baker & McKenzie's Saudi Arabia, Egypt, UAE and Qatar offices

### Investment Consultation Desk

From Baker & McKenzie, a Japanese lawyer belonging to the Middle East & Africa Focus Group and a local counsel representative from a Middle East Arab office will answer your questions.

Date: Tuesday, December 17, 2013  
Time: 9:30am - 3:30pm (30 minute sessions)

For an investment consultation, please fill in the accompanying application form and make a prior reservation with the Forum Secretariat.

#### Contact information for inquiries:

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