



# Presidents Forum



*20<sup>th</sup> September 2014 , York, United Kingdom*

**Presentation by Kazue Sasaki  
President of JIVA**

# Today's agenda

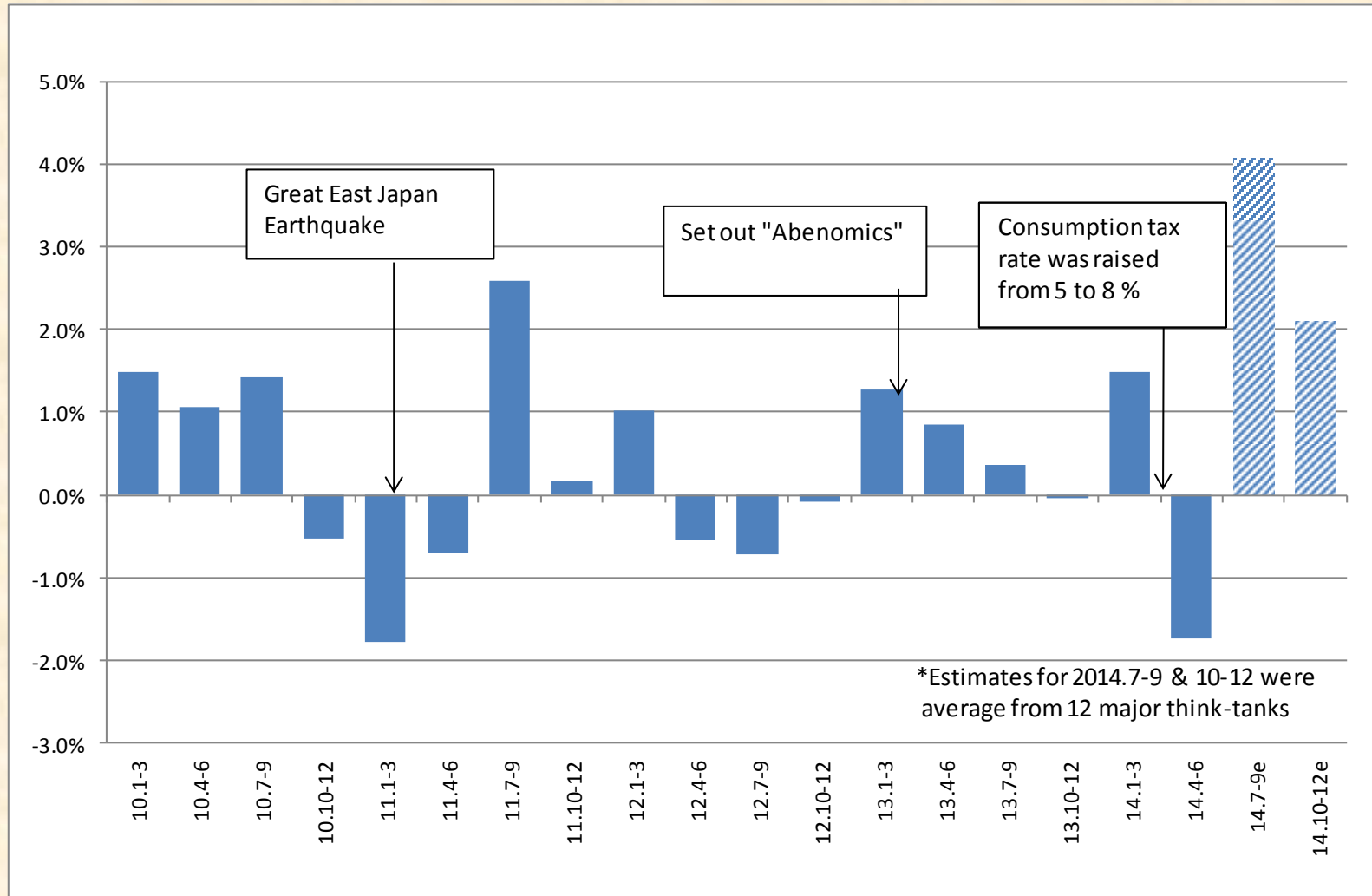
1. Trend of Japanese economy

2. Current and future lift trucks market in Japan

# Trend of Real GDP

(seasonally adjusted)

(Changes from the previous quarter )



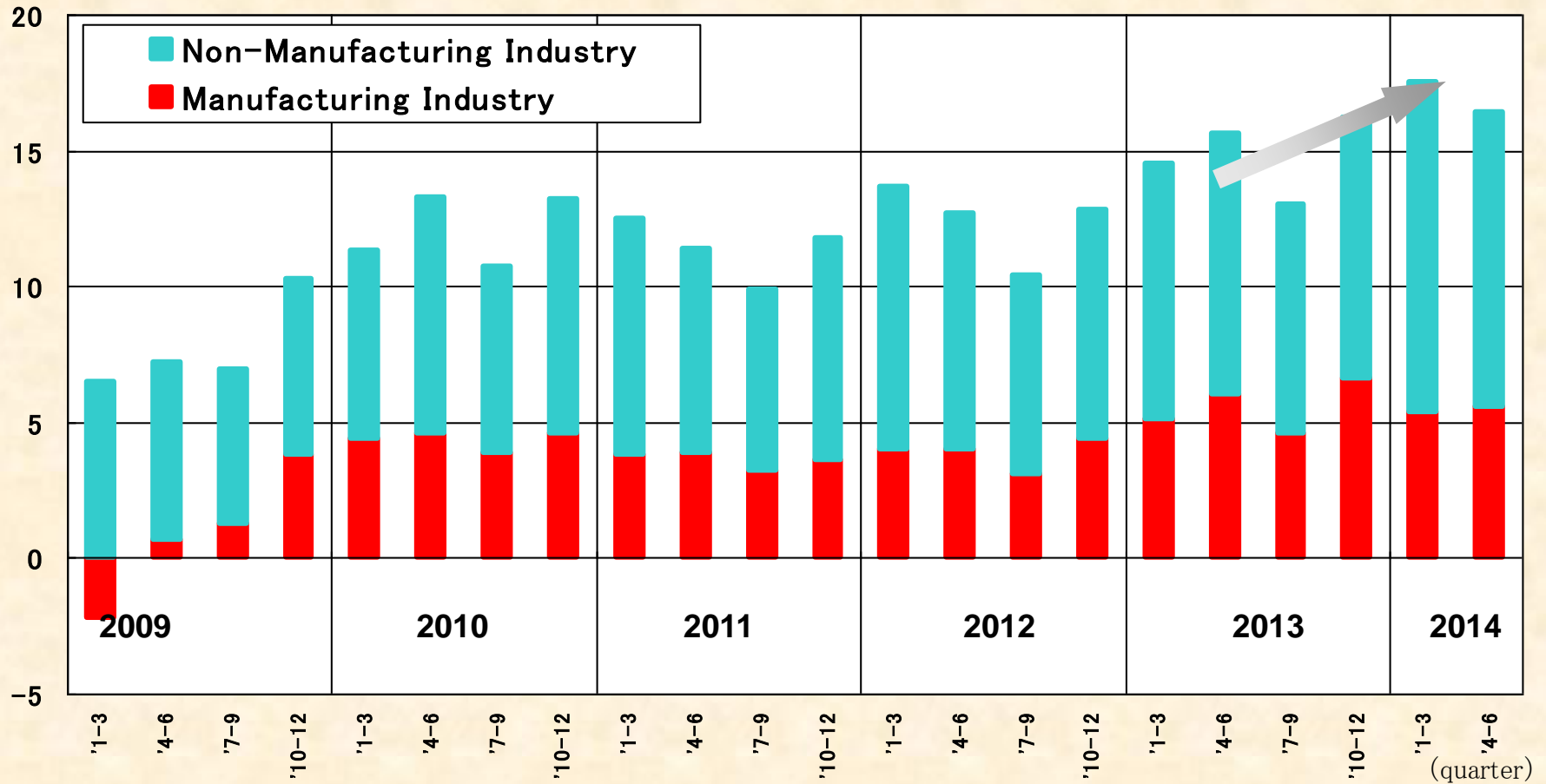
# Breakdowns for Real GDP

	2013 4-6	2013 7-9	2013 10-12	2014 1-3	2014 4-6
GDP	0.9	0.4	0.0	1.5	-1.7
Private Consumption	0.7	0.2	0.4	2.0	-5.0
Private Residential Investment	2.1	4.7	2.4	2.0	-10.3
Private Non-Resi. Investment	1.4	0.6	1.4	7.7	-2.5
Government Consumption	0.4	0.2	0.2	-0.1	0.4
Public Investment	5.8	7.1	1.4	-2.5	-0.5




































# Current Profits in Corporations

Ministry of Finance, Financial statements statistics

(trillion yen)



# Monthly Economic Report

	April 2014	May 2014	June 2014	July 2014	August 2014
Overall Assessment					
Private Consumption					
Business Investment					
Housing Construction					
Export					
Industrial Production					
Employment Situation					

August 2014 : Assessment of the current state of the Japanese economy

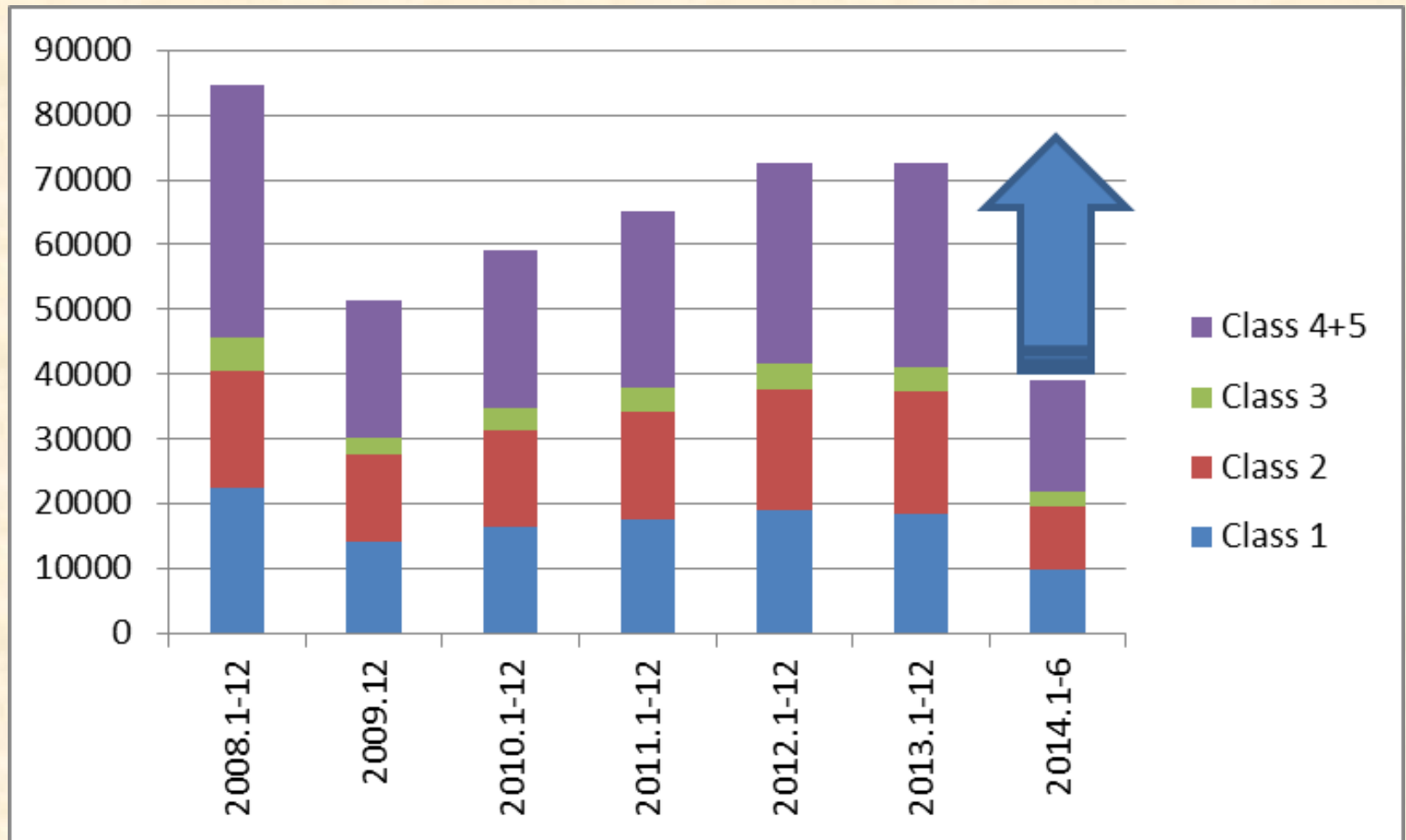
The Japanese economy is on a moderate recovery trend and a reaction after a last-minute rise in demand before a consumption tax increase is easing.

# Today's agenda

1. Trend of Japanese economy

2. Current and future lift trucks market in Japan

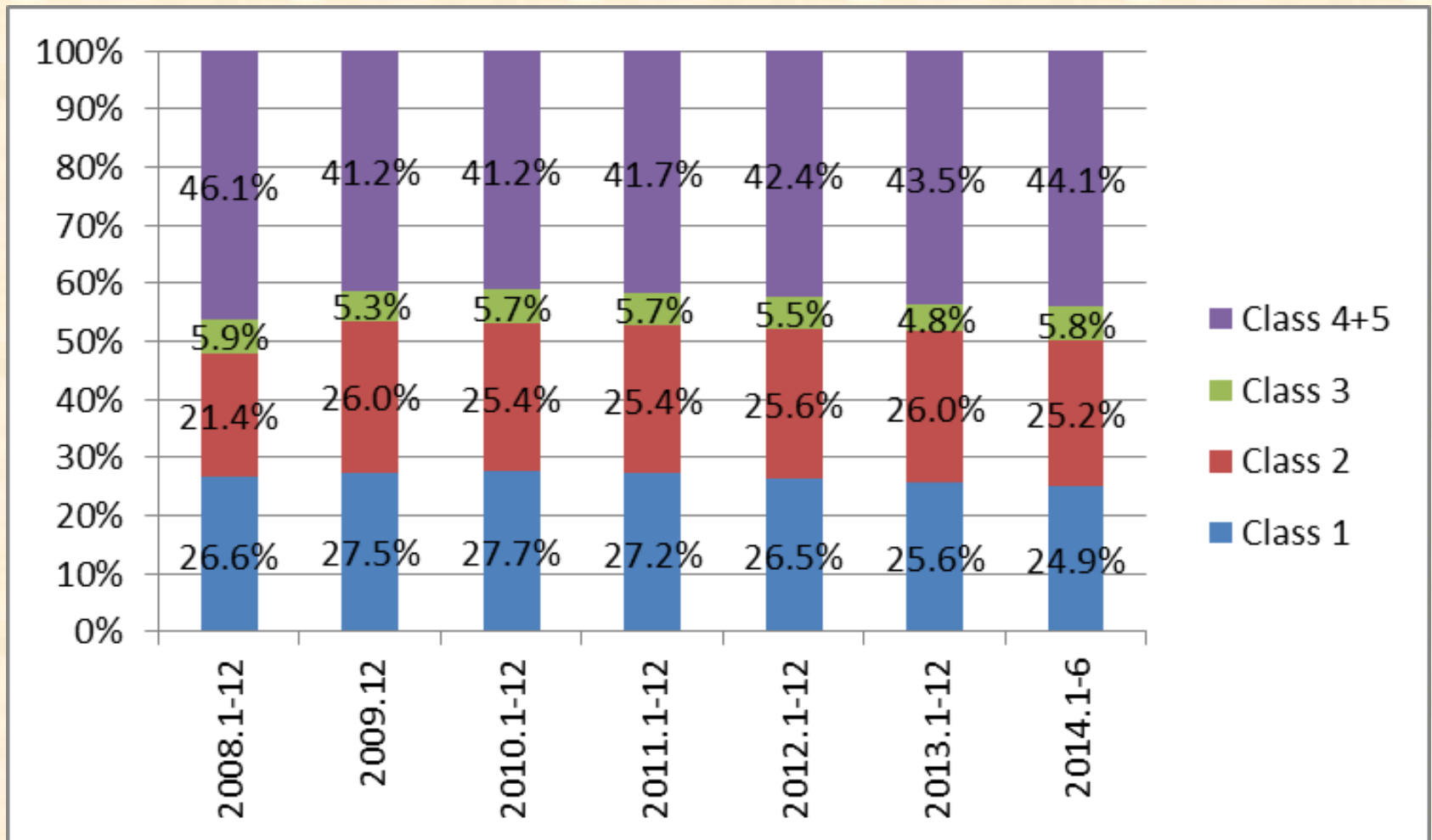
# 2014 Domestic demands in Japan would be expected around 10% increase



(Source from WITS shipment)



# Trend of Truck Class in Japan



(Source from WITS shipment)

# LOGIS-TECH TOKYO 2014

One of the largest exhibition featuring material handling equipment and services in Asia.

**Successfully held on 9 – 12 September 2014 at Tokyo Big Sight.**

	2014	2012
Number of exhibitors	418	411
Number of entries	132,503	129,192
Number of registered visitors	54,686	52,647



Featuring new products and solutions in Industrial trucks ...  
FC Forklift, Clean Diesel Forklift, Safety Devices

# National Strategy & Industrial trucks (1)

## Japan Revitalization Strategy, rev.in 2014

### -Japan's challenge for the future -

Decided by Cabinet on 24 June 2014

- Realize an Industrial 'Robotics Revolution'
- Set-up the "Robotic Revolution Initiative Council" to create a 5 year plan (to be completed by the end of 2014).  
Set targets to increase the size of the Robot market: double the use of robots in manufacturing, and increase their use in **non-manufacturing including the service sectors** by a factor of 20.

# National Strategy & Industrial trucks (2)

## **Strategic Road Map for Hydrogen and Fuel Cells**

Compiled by METI on 24 June 2014

- The world's quickest dissemination of the vehicles in around 2020 – 2030

Initiates International standard for Fuel cell system for industrial trucks.

IEC 62282-4-101

Deregulation for promote FC Forklift trucks in Japan

Thank you for your attention