

Indonesia. (JETRO). There is EPA economic Partnership Agreement between Japan and Indonesia in the era of President Susilo Bambang Yudhoyono. According to Kankeiren (Kansai Economic Federation) there are about 1.400 members of Kankeiren agreed and prepared to move their factory facilities to Indonesia . These small Japanese companies are mostly automotive part suppliers to Toyota, Honda, Nissan. They want to move to West Java Indonesia because "hollowing-out" and production cost in Japan are increasing, meanwhile their automotive parts production are needed by motor and car manufacturers in Indonesia. Today Japanese Sogo Shosha is progressive investors in the field of energy (geothermal, electricity, oil-gas), coal mining, petrochemical, infrastructures, ICT system, transportation, fishery, bauxite, nickel, industrial project financing and car, motor loan and buying financing.

Chapter 3. Sogo Shosha Identity and Characteristic.

As for the basic characteristics of the typical Sogo Shosha, we can note the following four points: they deal with a variety of products; they target various regions for trading; they had established modern business management system for risk management on whole sale distribution and business expansion of branches; they have strong ties with domestic industry and invest substantially in various kinds of businesses. Other characteristics of Sogo Shosha are that they handle various type of trading products; trade volume is enormous in single transaction; their field of trade ranges from domestic commerce, export and import trade to triangular trade; they have many subsidiaries and affiliates in domestic Japan and outside Japan. They can act like a holding company. Sogo Shosha has functions to run and form business formation, maintain business as its foundations of operation, it has discerning capability for partner selection. The positive characteristics of Sogo Shosha are optimism to face difficulties constructively and ability to adapt; clear awareness of its own company mission which is to hold Japan national interest and to respond to aggregation of consumer needs. To conclude, Sogo Shosha is a General enterprise Management and Enterprise Investment Company.²⁾ Sogo Shosha handles imports of all goods for Japan economic interest; handles exports of all goods, service, technology from Japan to overseas; handles international trading from and within third countries meanwhile Sogo Shosha is actively making foreign direct investment in the wide range of strategic projects.

Chapter 4. Sogo Shosha Philosophy and Business Activity in Indonesia

Most Sogo Shosha employees have been trained to embody and follow the vision and mission, company spirit, code of conduct, business principle, and other newly agreed corporate regulations. The Sogo Shosha philosophy drives the employee spirit in achieving business goals whether domestic or abroad.

4.1. Marubeni's philosophy and its Business in Indonesia.

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