

The comprehensive service site that supports location of enterprises from both inside and outside Japan, into "Hyogo-Kobe" through one-stop services.

Hyogo-Kobe Investment Support Center Hyogo Economic Development Center  
Kobe Chamber of Commerce and Industry Building 4F  
6-1 Minatojima-Nakamachi, Chuo-ku, Kobe 650-0046  
TEL: +81-78-302-2071 FAX: +81-78-302-2265 hkisc@staff.hyogo-iic.ne.jp

Hyogo-Kobe Business Support Center in Tokyo  
Hyogo Club in Tokyo, Miyashita Building 6F  
2-3-9 Nishi-Shinbashi, Minato-ku, Tokyo 105-0003  
TEL +81-3-3500-1361 FAX +81-3-3500-1362 hkbsc@hyogo-kobe.jp

## From Kobe, The "bridge" of medicine and health between Japan and China

The challenge of a Chinese man who started a new business in Japan, contributing to the aging societies of Japan and China

A young man came from China to Kobe University as a Chinese government-exchange student in 1982 - 20 years later, he started a business in Kobe. Chen Jian Jun made a great resolution at the age of forty. His company name is "Shanghai Rundo Biotech Japan Co., Ltd.," and it is a venture company that mediates businesses related to medicine and health between Japan and China. President Chen's unique ideas based on his scholarship and experience are now sailing before wind on the land of Kobe. He says Kobe is an important keyword for future business strategy and prospect.



The outpatient medical examination building of Nanjing Medical University Hospital (Jiangsu Province People's Clinic), which provides cooperation in clinical trials on China's side



Kimec Center, in which Shanghai Rundo Biotech Japan Co., Ltd. (head office) is located



Shanghai Rundo Biotech  
Japan Co., Ltd.

President

Chen Jian Jun

**- Please describe the present activities of your business.**

In principal, there are three covering both Japan and China. Firstly, we support the development of functional foods, including Japanese functional foods for specified health uses and Chinese health foods. Secondly, we support the development of medical devices. Thirdly, we support the development of pharmaceuticals and medical technology. In addition, we emphasize the DNA chip business in which risks of lifestyle-related diseases, effects of drugs, and metabolism in the body are investigated on a genetic level, as a promising field.

What is common among these businesses is that we play a role of linking the merits and resources of Japan and China. For example, development of new drugs requires clinical trials, but in Japan it is difficult to collect a necessary number of subjects. On the other hand, in China, there are many patients available due to the large population, so we aim to support speedy development of new drugs by conducting clinical trials in China.

**- Where did your idea for such a business come from?**

At age 40, at a turning point in my life, I pondered over what I can do with my life. China will follow in Japan's path of progress in the future. China's today is the age that Japan's parent generation experienced, and Japan's today is the age China's child generation will experience in the future. I have experienced respective ages in a compact way, which is my only superiority, and I thought it would be best to put it to use.

However, I thought trading or anything of that na-

ture would not require such experience - that is when I came across the field of health. In both Japan and China, people with lifestyle-related diseases are increasing, along with an increasingly aging population. I learned genetics and worked for one of the world's biggest foods companies, so I can use my experience in this field. Because cooperation on China's side is also necessary, I spoke with the Director of Nanjing Medical University Hospital over one and a half years and made preparations.

**- People think of Tokyo as the best market. Why did you choose Kobe as your base?**

I have lived in Kobe for a long time, and I am so familiar with this area that I think of myself as a native of Kobe. The beautiful sceneries and comfortable environment are attractive as well. In addition, Kobe city's support was a major reason. Our business involves many confidential matters, and trust is of first priority. However, we didn't have enough money to rent a decent office. In such a situation, Kobe city extended a helping hand by providing aid for office rent.

Right now, 60% of our clients are located in Tokyo, but there is no inconvenience at all thanks to the Kobe Airport. I can attend two meetings each in Tokyo and Kobe in a day. Rent is also significantly cheaper than in Tokyo. Furthermore, there is the advantage that we can entertain our guests from Tokyo with both the atmosphere of a port town unique to Kobe, as well as the beautiful environment.

**- The effects of the two large scale projects, "The Kobe Medical Industry Development Project" and "The Shanghai-Yangtze Trade Promotion Project" were also significant, weren't they?**

Both projects match my business. In the Kobe Medical Industry Development Project, many bio-related companies are concentrated so I expected interaction with them. The main activity of such interaction is "Medcollabo Kobe," the exchange meeting voluntarily organized by medical-related companies that have advanced or are planned to advance into Kobe, where active interactions in diverse aspects

are being conducted.

The Shanghai-Yangtze Trade Promotion Project is a symbol for the creation of a history between Japan and China. This kind of project produces opportunities for exchanges, and eventually strengthens the relation between Kobe and China.

**- What do you expect from the World Chinese Entrepreneurs Convention, which will be conducted in September?**

This convention attracts powerful Chinese entrepreneurs who engage in various businesses in various countries. Their influence is tremendous, so information about our company can also be spread quickly in the countries they come from. In other words, we can pursue the purpose of expanding our network into the world, beyond our specialized field.

Our business, which is bio-related, must be approached from a global perspective, so I expect much from the exchanges.

**- What is your future prospect?**

I think our role is to establish a system that enables Japan and China to pursue research and development beyond national boundaries, in the fields of medicine and foods. Towards this end, we are making approaches to accelerate mutual governmental talks, such as by arranging a high-level official meeting between Japanese Ministry and Chinese SFDA in pharmaceutical affairs during the Japan-China Economic Conference, and having major pharmaceutical companies discuss their new-medicine developing policy and plan by using Chinese clinical data. I think a guideline on mutual use of clinical data between Japan and China will be established in the near future, and its realization will further strengthen the "bridge" we aim for.

**Shanghai Rundo Biotech Japan Co., Ltd.**

**Location:** 8F, Kimec Center, 1-5-2, Minatojima Minamimachi, Chuo-ku, Kobe city / **Establishment:** December 2003 / **Capital:** 40 million yen / **Overseas corporation:** Rundo CRO (Beijing) Biotech Co., Ltd.

The comprehensive service site that supports location of enterprises from both inside and outside Japan, into "Hyogo-Kobe" through one-stop services.

Hyogo-Kobe Investment Support Center Hyogo Economic Development Center  
Kobe Chamber of Commerce and Industry Building 4F  
6-1 Minatojima-Nakamachi, Chuo-ku, Kobe 650-0046  
TEL: +81-78-302-2071 FAX: +81-78-302-2265 hkisc@staff.hyogo-iic.ne.jp

Hyogo-Kobe Business Support Center in Tokyo  
Hyogo Club in Tokyo, Miyashita Building 6F  
2-3-9 Nishi-Shinbashi, Minato-ku, Tokyo 105-0003  
TEL +81-3-3500-1361 FAX +81-3-3500-1362 hkbosc@hyogo-kobe.jp

## Making the 140 Years' Bond between Kobe and China Stronger, Deeper

**-The World Chinese Entrepreneurs Convention makes exchange between Kobe and China increasingly active-**

### The Path of Kobe and Chinese descendants

This year marks the passing of 140 years since Kobe Port was opened. This period signifies the path of Kobe as a leading international city in Japan and also the history of exchange between Kobe and China.

When Kobe Port was opened in 1868, over ten Chinese people visited Kobe via a foreign ship from Nagasaki, which had already conducted trade with China. Though their occupations varied, from interpreters to traders, they are indeed the pioneers of today's Chinese in Kobe, the number of which amounts to over 12,000. Subsequently, many more Chinese came

to Kobe and formed "Nankinmachi," a community rooted in the city of Kobe. Together with Western people who resided in a settlement, they walked the path towards modernization and high economic growth as residents of Kobe.

### This year, "China Interacts Wildly" in Kobe.

As globalization of the economy progresses in various places in the world, overseas Chinese commercial activities have become increasingly active, and the overseas Chinese network has shifted its emphasis from regional and blood relationships to business relationships, the latter of which aims to mutually support economic activities. A major event that

symbolizes this tendency is The World Chinese Entrepreneurs Convention, where Chinese entrepreneurs gather from all over the world. The World Chinese Entrepreneurs Convention was established in 1991 according to proposal by Prime Minister Lee Kuan Yew of the Republic of Singapore, and the convention has been conducted once every two years. Each time, a place related to overseas Chinese or Chinese descendants is selected for the convention. This time, Kobe was honored to have been chosen, and this was made possible by the 140 years' worth of achievements made by Chinese descendants in Kobe. Furthermore, aiming to create a big exchange movement,



connecting from this convention, 2007 was designated as the "Chinese Year," when many events are conducted in various places in Japan and China.

This year, "China Interacts Wildly" in Kobe. A national project entitled "The Shanghai-Yangtze Trade Promotion Project" is also making progress, and the bond between Kobe and China, which has been cultivated for 140 years since the opening of Kobe Port, will be further strengthened.

### 9.14~17 "The 9th World Chinese Entrepreneurs Convention" to be conducted in Kobe

#### (Purpose)

The World Chinese Entrepreneurs Convention is a conference in which Chinese businesspeople who play an active role in various places gather, aiming to establish a global financial network and activate the economy of overseas Chinese / Chinese descendants, as well as to contribute to the economic progress of the country that hosts the convention.

#### (Theme)

The theme of The 9th World Chinese

Entrepreneurs Convention is "harmony." It is a word valued in Japan and in the countries of Chinese descendants, and China presents the slogan "harmonized progress" in terms of domestic administration, and "peaceful cooperation and progress with other countries" externally. There is a phrase that has been passed down from the old times, that says "harmony is invaluable." Also in the field of economy, it is said that harmony produces assets.

#### (Program)

Date	Host city	Content	Venue
9/14 (Fri.)	Kobe	Excursion (Travel to places within a day trip from Kobe)	Various cities in the Kinki area
		Welcome reception(Welcome party by local related people in Kobe)	Kobe Portopia Hotel
9/15 (Sat.)	Kobe	Opening ceremony / keynote speech(Declaration of the conduction of The 9th World Chinese Entrepreneurs Convention)	World Hall
		International Exchange Salon / Kobe (Place for participants to exchange information)	Kobe International Exhibition Hall No. 2 Building
		Business Matching Fair (Supply of information on business in the hosting city, promotion of exchange, business meetings, presentation, etc.)	Kobe International Conference Center
9/16 (Sun.)	Kobe	Invest Japan / Visit Japan Joint Symposium	Kobe International Conference Center
		Business Matching Fair(Supply of information on business in the hosting city, promotion of exchange, business meetings, presentation, etc.)	Kobe International Exhibition Hall No. 2 Building
9/17 (Mon.)	Osaka	Sectional meetings Themes: Asian economy, investment economy, overseas Chinese culture, environmental business, industry, etc., are planned.	Kobe International Conference Center
		Osaka Mini Tour(Premium tour to visit various places in and around Osaka)	Osaka
		Closing ceremony(Conclusive report on this convention and turning over to the next hosting city)	Osaka International Convention Center

### "The Shanghai-Yangtze Trade Promotion Project" Is Progressing Continuously and Steadily.

"The Shanghai-Yangtze Trade Promotion Project" started in 1995 as one of the specified national projects for restoration after the Great Hanshin Awaji Earthquake.

This project aims to build mutually complementing relations by strengthening trade and exchange between the Kobe / Hanshin area and China, especially the Shanghai / Yangtze middle and lower basin area. This broad-based inter-regional exchange beyond national boundaries was the first of such trials between Japan and China.

Subsequently in 1999, the "Japan-China Kobe/Hanshin - Yangtze Middle And Lower Basin Area Exchange Promotion Council" was started as a promotional

organization of Japan's side, by local companies, business groups, and local governments, under the support of government agencies. Also on China's side, under instructions by then-Premier Zhu Rongji, the National Progress / Reform Committee of the State Council (central government) served as a coordinator, and a project promotion organization called "China-Japan Yangtze Middle and Lower Basin Area - Hanshin / Kobe District Collaboration Chinese-Side Committee" was established, which consists of three provinces and one city (Jiangsu, Anhui, and Jiangxi provinces and Shanghai city:total of 24 cities) in the Yangtze middle and lower basin area.

#### [Main activities of the project]

##### ● Support for Chinese business

Targeting local companies related to or interested in Chinese business, (1) conduction of seminars / lectures, (2) supply of consulting services, (3) supply of business matching opportunities, etc.

##### ● Support for advancing into Kobe

Support for Chinese / Chinese-affiliated companies to advance into Kobe through information supply and individual consultation that meet their needs, collaborating with Kobe City, Kobe / Hyogo Nanjing Economy Trade Liaison Office, advisors who encourage their advance (Chinese entrepreneurs playing active roles in Kobe), HKIS, and JETRO Kobe Trade Information Center.

##### ● Support for Chinese students and graduate entrepreneurs who pursue Chinese business in Kobe

One-stop service that offers support for starting a business, for Chinese students and graduate entrepreneurs who pursue Chinese business in Kobe. If a business is started in Port Island Second Stage (manmade island), Kobe city prepares the documents to apply for registration of corporation establishment and for change in permit for resident status (after screening).

