

**Remarks for  
Multimedia/Semiconductor Seminar and Exhibit  
MULTIMEDIA RIBBON CUTTING  
February 27, 1994**

It's a pleasure to be here today with so many distinguished guests. I want to recognize some people here today. Mr. Watanabe Director General at MITI, Mr. Fujimoto of INSEC (International Semiconductor Cooperation Center), Mr. Kitahara of DAFS (Distributors' Association for the Foreign Semiconductors), Keith Kolerus of SIA's Japan office, Mr. Yagi of MIPRO (Manufactured Imports Promotion Organization), and Mr. Hirano of JETRO. And finally Mr. Sato of the EIAJ (Electronic Industries Association of Japan) Users Group

Just last week, I was in Sendai to celebrate the 7th anniversary of the founding of the highly successful joint venture between Toshiba and Motorola, Tohoku Semiconductor. I have been visiting factories for some 40 years now, but this was a first. This was the first time they carefully explained what was going on -- and I still had absolutely no idea what they were showing me.

Much has happened since our two countries started talking about semiconductors back in the early '80s. We reached meaningful agreements where our two governments committed to improving the access for foreign firms into the Japanese market.

Today's event, the first Seminar and Exhibition targeted specifically for multimedia ASSPs (spell out letters) (Application Specific Semiconductor Products) is further evidence that the Semiconductor Agreement is working well. Today the foreign market share for semiconductors is more than double what it was a few years ago. Cooperative ventures between Japanese and American companies like Tohoku Semiconductor are investing billions of dollars in the latest most sophisticated chips.

Companies like *Texas Instruments* are now designing chips for Sony video cameras. *LSI Logic's* anti-shake device is in Matsushita's camcorder. An *AT&T* chip is being used in a Sanyo answering machine.

So while I may not know an ASSP from a DRAM (pronounced DEE-ram), I do know that in the end

everyone gains from this cooperation, our two governments, the companies, the consumers of both countries. So, I want to offer my congratulations and best wishes to all gathered here today.

(After remarks by MITI Dir. Gen. Watanabe you will go to the desk on the side of the podium for the ribbon cutting. You will start a video conference dialogue with Mr. Sato of EIAJ)

**AMBASSADOR:**

Mr. Sato maybe you could say a few words about what you see happening in the market. (Sato will speak from the video)

SATO: Foreign semiconductors have become an essential part of the Japanese industry. U.S. custom designed chips are at the heart of Japanese CD players, video cameras and information appliances. This kind of cooperation is good for both our countries.

**AMBASSADOR:**

Today's Seminar and Exhibition is a clear example of how our two countries are working together. I am proud that I could

be here today to participate. Mr. Sato,  
please join me now cutting the ribbon.

SATO: Thank you very much Ambassador Mondale.

(Cut the ribbon by moving the mouse on the desk)



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