

Ejiri San

AFM JAPAN ANNOUNCEMENT CELEBRATION
AMBASSADOR MONDALE
TSUNEMACHI MITSUI CLUB, JUNE 16, 1995

MR. Umeno, DIRECTOR GENERAL OF HOUSING DIVISION,
MINISTRY OF CONSTRUCTION....MR. Tsuboi, CHAIRMAN OF
THE JAPAN 2x4 ASSOCIATION... THANK YOU FOR JOINING
ME HERE TODAY.

Bob
MR. AKAI, PRESIDENT OF MITSUI HOMES, AND MR. HUMBOLT,
FROM AFM CORPORATION IN EXCELSIOR MINNESOTA:
THANK YOU FOR YOUR KIND INVITATION TO PARTICIPATE
IN TODAY'S EVENT.

Bob Humboldt
*Surrounded by
the beautiful
Barns*
IT IS A PLEASURE TO JOIN A CELEBRATION IN SUCH A
HISTORIC AND BEAUTIFUL BUILDING. THE FACT THAT WE
HAVE A MINNESOTAN COMPANY HERE MAKES IT ALL THE
BETTER.

FIRST, CONGRATULATIONS TO AFM AND MITSUI HOMES ON
THE PLANNED FORMATION OF AFM-JAPAN. WE WISH YOU
THE BEST OF SUCCESS.

CONGRATULATIONS AS WELL TO MR. Tsuboi AND MR. AKAI
(OF MITSUI HOME) FOR THEIR STRONG LEADERSHIP IN

PROMOTING THE GROWTH OF JAPAN'S 2X4 HOUSING INDUSTRY. 2X4 HOUSING STARTS IN 1994 AGAIN FAR OUTPACED GROWTH IN TOTAL HOUSING STARTS, OR GROWTH IN OTHER TYPES OF WOODFRAME CONSTRUCTION IN JAPAN.

SINCE I CAME TO JAPAN TWO YEARS AGO, I HAVE VISITED TWO HOUSING SITES FEATURING AMERICAN MATERIALS, AND I AM CONVINCED THAT WE HAVE A GREAT DEAL TO CONTRIBUTE IN IMPROVING THE QUALITY AND LOWERING THE PRICE OF HOUSING IN JAPAN. AFM-JAPAN HAS THE CHANCE TO BE PART OF A TRANSFORMATION IN THE JAPANESE HOUSING INDUSTRY.

AFM'S LINE OF MOLDED EXPANDED POLYSTYRENE (EPS) PRODUCTS AND TECHNOLOGY WILL HELP MEET AN IMMEDIATE NEED FOR IMPROVED ENVIRONMENTAL EFFICIENCY IN JAPANESE WOODFRAME CONSTRUCTION.

ONE OF THE AFM PRODUCTS WE ARE MOST EXCITED ABOUT IS ORIENTED STRAND BOARD (OSB). THIS IS NEW TO JAPAN AND IS STILL NOT WIDELY USED, BUT WE THINK THIS IS LIKELY TO CHANGE. OSB OFFERS THE STRUCTURAL STRENGTH OF PLYWOOD AT AN AFFORDABLE PRICE, WHILE

USING THE WORLD'S LIMITED NATURAL RESOURCES MORE WISELY.

R-CONTROL HOMES AND THEIR PANEL INSULATION TECHNOLOGIES WILL HELP OPEN THE DOOR TO EXPANDED IMPORTS OF U.S. VALUE-ADDED WOOD PRODUCTS, SUCH AS OSB, PLYWOOD AND LUMBER. JAPANESE CONSUMERS WILL BENEFIT TOO, AS MITSUI HOME AND OTHER BUILDERS IN JAPAN STRIVE TO PROVIDE ENERGY EFFICIENT HOUSING AT LOWER COSTS.

FINALLY, I WOULD LIKE TO APPLAUD THE MINISTRY OF CONSTRUCTION FOR ITS STRONG SUPPORT AND TIMELY APPROVAL OF THESE NEW TECHNOLOGIES. WE LOOK FORWARD TO CONTINUED COOPERATION WITH THE MINISTRY TO PROMOTE AND IMPROVE ACCESS FOR NORTH AMERICAN-STYLE WOODFRAME HOUSING AND U.S. BUILDING MATERIALS. SUCH COOPERATION WORKS TO THE MUTUAL BENEFIT OF BOTH OUR COUNTRIES AND JAPAN'S HOME-BUYING PUBLIC.



MINNESOTA HISTORICAL SOCIETY

Copyright in the Walter F. Mondale Papers belongs to the Minnesota Historical Society and its content may not be copied without the copyright holder's express written permission. Users may print, download, link to, or email content, however, for individual use.

To request permission for commercial or educational use, please contact the Minnesota Historical Society.



www.mnhs.org