

*Added to  
JUNE 6  
9/11/95  
7-7*

**J3 LEARNING/NIPPON WILSON LEARNING  
REMARKS OF AMBASSADOR MONDALE  
(JULY 11,1995)**

THANK YOU FOR INVITING ME HERE TODAY. I AM DELIGHTED TO BE PARTICIPATING IN THE LAUNCHING OF THIS NEW PARTNERSHIP BETWEEN J3 LEARNING AND THE NIPPON WILSON LEARNING CORPORATION. MINNESOTA HAS ALWAYS BEEN A LEADER IN AMERICAN EDUCATION. SOME OF THE BEST SCHOOLS IN THE COUNTRY ARE IN MINNESOTA AND, WHILE YOU MAY THINK THAT I AM BIASED, I BELIEVE IT IS NO COINCIDENCE THAT J3 LEARNING, A MINNESOTA COMPANY, IS AT THE FOREFRONT IN THE FIELD OF SOFTWARE EDUCATION. I KNOW THAT THIS PARTNERSHIP WILL BE A SUCCESS.

AS WE CELEBRATE THIS NEW BUSINESS VENTURE, IT IS FITTING THAT WE CONSIDER THE GREAT STRIDES THAT OUR NATIONS HAVE MADE IN RECENT MONTHS ON THE TRADE FRONT.

WHEN I FIRST ARRIVED HERE AS AMBASSADOR, NEARLY TWO YEARS AGO, I GAVE MANY TALKS IN WHICH I DESCRIBED THE U.S.-JAPAN RELATIONSHIP AS RESTING ON A THREE-LEGGED STOOL, WITH A SECURITY LEG, A POLITICAL LEG, AND AN ECONOMIC LEG. AT THAT TIME, THE ECONOMIC LEG WAS THE

WOBBLY PART OF THE U.S.-JAPAN PARTNERSHIP AND I SPOKE OF THE NEED TO PUT THIS ASPECT OF OUR RELATIONSHIP ON AS FIRM A FOOTING AS OUR POLITICAL AND SECURITY TIES.

TODAY, WHILE WE STILL MORE TO DO, I BELIEVE WE CAN SAY THAT WE HAVE MADE TREMENDOUS PROGRESS. IN THESE TWO YEARS, WE HAVE CONCLUDED 16 NEW MARKET OPENING AGREEMENTS IN SUCH AREAS AS CONSTRUCTION, INSURANCE, MEDICAL EQUIPMENT, TELECOMMUNICATIONS, FINANCIAL SERVICES, AND GLASS, THE MOST RECENT ONE, ON AUTOS AND AUTO PARTS, WAS BY FAR OUR MOST DIFFICULT NEGOTIATION, BUT HERE TOO WE HAVE SUCCEEDED IN REACHING A GOOD, SOLID AGREEMENT THAT WILL NARROW THE YAWNING TRADE GAP THAT MY COUNTRY FACES WITH JAPAN.

FOR ALL OF THE DIFFICULTIES OF DOING BUSINESS IN JAPAN, WE MUST RECOGNIZE SOME BASIC FACTS. JAPAN IS AMERICA'S LARGEST OVERSEAS TRADING PARTNER. WE SELL MORE TO JAPAN THAN TO ANY OTHER COUNTRY SAVE CANADA. RECENT FIGURES SHOW THAT OUR EXPORTS TO JAPAN ARE STEADILY RISING. SALES OF U.S. SEMICONDUCTORS ARE UP 28 PERCENT; WOOD PRODUCTS, UP 20 PERCENT; PHARMACEUTICALS, UP 18 PERCENT; AND IN THE

AUTOMOBILE SECTOR, EXPORTS ARE UP 38 PERCENT. WITH THE AGREEMENT WE JUST REACHED, WE EXPECT GROWTH IN THIS LAST SECTOR TO BE EVEN MORE IMPRESSIVE.

WHAT THESE STATISTICS REVEAL IS THAT, IN THOSE AREAS WHERE JAPAN'S MARKETS ARE OPENING UP TO FOREIGN GOODS, U.S. COMPANIES ARE COMPETING VERY WELL. WITH OPEN MARKETS, THE U.S., WHICH HAS THE MOST COMPETITIVE AND PRODUCTIVE ECONOMY IN THE WORLD, IS ABLE TO DO VERY WELL WITH JAPANESE CONSUMERS.

THERE IS ANOTHER STORY THAT NEEDS TO BE TOLD HERE AND THAT IS THAT U.S. COMPANIES ARE SUCCEEDING IN JAPAN'S MARKET BY WORKING HAND-IN-HAND WITH SUCCESSFUL JAPANESE COMPANIES, TO THE BENEFIT OF AMERICAN AND JAPANESE BUSINESS AND JAPANESE CONSUMERS ALIKE.

FOR EXAMPLE, A LITTLE OVER A YEAR AGO, OUR GOVERNMENTS SIGNED A CELLULAR PHONE AGREEMENT THAT AIMED TO OPEN THE PORTABLE PHONE BUSINESS TO OUTSIDE COMPETITION. SINCE REACHING THIS MARKET-OPENING AGREEMENT, BUSINESS IS BOOMING FOR MOTOROLA, THE U.S. COMPANY INVOLVED. PROFITS ALSO ARE SOARING

FOR I.D.O., THE JAPANESE COMPANY THAT HANDLES MOTOROLA PHONES. OTHER JAPANESE COMPANIES ARE THRIVING TOO -- SIX JAPANESE COMPANIES NOW SHARE ABOUT 75 PERCENT OF THE EQUIPMENT MARKET HERE FOR THESE PHONES.

FOR 14 YEARS BEFORE THIS CELLULAR PHONE AGREEMENT, THE MARKET IN THE CRUCIAL TOKYO-NAGOYA CORRIDOR WAS STAGNANT, PROVIDING DISTINCTLY UNIMPRESSIVE AND COSTLY CELLULAR PHONE SERVICE AS COMPARED TO ALMOST EVERY LARGE COMMERCIAL CENTER IN THE WORLD. TODAY, THIS SAME AREA HAS RAPIDLY BECOME ONE OF THE MOST MODERN AND EFFICIENT CELLULAR PHONE MARKETS IN THE WORLD. JAPANESE CONSUMERS ALSO ARE BENEFITTING -- A HAND SET THAT USED TO RENT--YOU COULDN'T BUY THEM-- FOR 100,000 YEN NOW SELLS FOR HALF THAT, AND THE PRICES ARE STILL COMING DOWN. IT IS NO SURPRISE THAT GROWTH IN THE NUMBER OF CELLULAR PHONE SUBSCRIBERS IS NOW EXPECTED TO AVERAGE 20 PERCENT ANNUALLY.

WHAT HAPPENED FOLLOWING THE CELLULAR PHONE AGREEMENT IS TRUE FOR EVERY OTHER AREA IN WHICH WE HAVE BEEN ABLE TO OPEN JAPAN'S MARKETS TO FOREIGN COMPETITION -- BE IT BEEF, CITRUS, SEMICONDUCTORS, YOU NAME IT.

I AM PARTICULARLY PLEASED WITH THE NEWS OF THE PARTNERSHIP BETWEEN J3 LEARNING AND NIPPON WILSON LEARNING BECAUSE IN NO AREA DOES OUR FUTURE TRADE RELATIONSHIP LOOK AS PROMISING AS IN THE AREA OF INFORMATION TECHNOLOGIES.

AMERICAN COMPANIES HOLD NEARLY 40 PERCENT OF JAPAN'S GROWING COMMERCIAL MARKET FOR PERSONAL COMPUTERS. THIS IS ESPECIALLY IMPORTANT FOR COMPANIES LIKE J3 LEARNING AND NIPPON WILSON LEARNING, BECAUSE INCREASING SALES OF U.S. PERSONAL COMPUTERS MEANS INCREASING SALES OF U.S. SOFTWARE. AND THIS, OF COURSE MEANS A GREATER CONSUMER DEMAND FOR PRODUCTS THAT TEACH CONSUMERS AND BUSINESSES HOW TO USE OUR SOFTWARE.

THIS IS A TREMENDOUS GROWTH MARKET. JAPAN'S INFORMATION TECHNOLOGIES SECTOR IS THE SECOND LARGEST IN THE WORLD; BY THE END OF THE CENTURY, IT WILL REACH A TRILLION DOLLARS. SALES OF SOFTWARE HERE HAVE NEARLY DOUBLED IN THE PAST FEW YEARS. MUCH OF THIS GROWTH IS IN PC-PACKAGED SOFTWARE PRODUCTS -- THE VERY TYPE OF SOFTWARE FOR WHICH J3 LEARNING

DEVELOPS ITS PROGRAMS AND HAS SO MUCH EXPERIENCE IN.

HERE IS AN AREA WHERE AMERICAN TECHNOLOGY AND KNOW-HOW IS EXTREMELY COMPETITIVE. AS JAPAN BEGINS TO DEVELOP THIS SECTOR, MY GOVERNMENT IS COMMITTED TO PROMOTING U.S. SALES. WE EXPECT TO KEEP IN CLOSE TOUCH WITH YOU, THE BUSINESS COMMUNITY, AND WITH THE JAPANESE GOVERNMENT TO ENSURE FOREIGN PARTICIPATION IN THIS SECTOR FROM THE EARLIEST STAGES.

IF YOU HAVE NOT YET HAD THE CHANCE, I ENCOURAGE YOU TO COME BY THE EMBASSY AND MEET WITH MEMBERS OF MY STAFF WHO CAN ASSIST YOU IN MATCHING YOUR PRODUCTS WITH U.S. AND JAPANESE BUYERS AND COMPANIES. JULIE SNYDER, WHO HEADS OUR INFORMATION TECHNOLOGY UNIT, IS HERE TODAY, AND I HOPE THAT YOU HAVE A CHANCE TO MEET HER LATER ON.

GETTING TO WHERE WE ARE TODAY IN OUR TRADE RELATIONSHIP HAS REQUIRED A LOT OF PERSEVERANCE. BUT WHILE NEGOTIATING AGREEMENTS HAS BEEN CRUCIAL, IT IS ONLY A FIRST STEP, AND THESE AGREEMENTS ARE MEANINGLESS



WITHOUT THE AGGRESSIVE FOLLOW-THROUGH OF  
BUSINESSES AND INSTITUTIONS LIKE YOURS.

IN CLOSING, LET ME SAY THIS: IN ALL OF OUR  
DEALINGS ON TRADE, AMERICANS ARE GUIDED BY ONE  
COMMON CONVICTION: THAT BUSINESS MUST HAVE  
THE OPPORTUNITY TO COMPETE, FREELY AND FAIRLY,  
IN ANY SECTOR, IN ANY MARKET IN THE WORLD. THE  
UNITED STATES, WHICH OFFERS THE LARGEST OPEN  
MARKET IN THE WORLD TO INTERNATIONAL  
COMPETITION, HAS GAINED TREMENDOUSLY FROM THE  
CHALLENGE OF OPEN COMPETITION.

THE U.S. GOVERNMENT IS NOT SEEKING, NOR IS  
AMERICAN BUSINESS ASKING FOR, A GUARANTEED  
SHARE OF THE MARKET HERE. WHAT WE DO WANT AND  
NEED IS A FULL OPPORTUNITY TO REACH THE  
JAPANESE CONSUMER, AND TO HAVE JAPANESE  
BUSINESS AND GOVERNMENT DEAL OPENLY AND  
FAIRLY WITH COMPETITORS FROM AMERICA AND  
AROUND THE WORLD. FOR US TO MEET THIS GOAL, THE  
ENERGETIC INVOLVEMENT OF U.S. AND JAPANESE  
BUSINESS IS CRUCIAL. FOR THIS REASON,  
COMPANIES LIKE NIPPON WILSON LEARNING AND J3  
LEARNING, WHO ARE WORKING TOGETHER TO SEIZE  
PROMISING BUSINESS OPPORTUNITIES, SHOULD GIVE

US ALL REASON TO BE OPTIMISTIC ABOUT THE U.S.-  
JAPAN TRADE RELATIONSHIP.

THANK YOU.





# 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](http://www.mnhs.org)