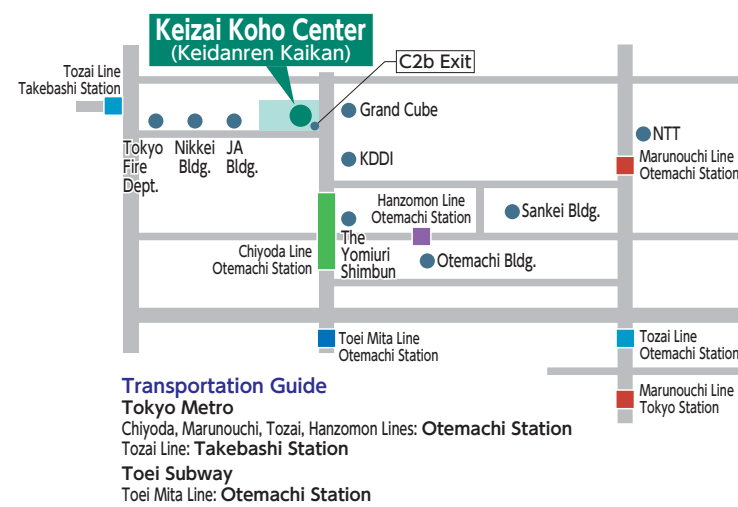




Keizai Koho Center

Japan Institute for Social and Economic Affairs

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Keizai Koho Center

Japan Institute for Social and Economic Affairs

Chairman's Message

Keizai Koho Center (Japan Institute for Social and Economic Affairs, or KKC) was established in 1978, at a time of mounting criticism of the corporate sector following the oil crisis years of the 1970s. To this day, the KKC has worked to publicize the views and activities of Keidanren and bring the contributions being made by Japanese companies and industries to the attention of the Japanese and international media, opinion leaders, the educational community, society at large, and other stakeholders. Through dialogue, we have sought to build and strengthen trust in the Japanese business community.

The world today is in the grip of a serious crisis. The pillars of the international order are shaking. Our system of free trade, built steadily up in the years since World War II, now stands at a critical crossroads. Environmental issues are reaching a boiling point, as well. Against this global backdrop, Japan faces complex structural challenges, including its aging population, declining birth rate, and limited natural resources and energy.

In these unstable, uncertain times, Keidanren released its "FUTURE DESIGN 2040" in December 2024 to offer a vision for overcoming the many challenges at hand. Positioning the vision as its top priority, Keidanren will work to help Japan grow as a science and technology-oriented nation and trade and investment-oriented nation, and develop as a fair, equitable, and sustainable society. It will thus steadily realize a virtuous cycle of growth and distribution.

As Keidanren takes bold action as a front-runner in addressing social issues—focusing on the five policy fields of innovation; integrated reform of the tax, fiscal, and social security systems; regional revitalization; labor reform aimed at increasing productivity; and economic diplomacy—KKC will support that initiative. The organization is determined to help spotlight Keidanren's endeavors, show how Japanese companies and industries are contributing to society, engage in deeper dialogue with stakeholders domestically and internationally, and aid the corporate and industry communities in expanding publicity networks and enhancing publicity functions. We appreciate your continued guidance and support as we move forward with these aims.

Chairman Yoshinobu TSUTSUI

Officers

Chairman

Yoshinobu TSUTSUI Executive Advisor, Nippon Life Insurance Company
Chairman, Keidanren

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Masakazu KUBOTA
Vice Chairman, Keidanren

Senior Managing Director
Secretary General
Takashi INOUE

Managing Director
Kiyooki FUJIWARA
President, Keidanren

Managing Director
Reiji TAKEHARA

Organizational Profile

Date established: November 30, 1978

Supporting members: 36 organizations and 219 corporations (as of August, 2026)



Communications on the Business Community's Perspectives and Initiatives

KKC communicates to stakeholders in Japan and abroad about Keidanren's various activities promoting growth through scientific, technological, trade and investment leadership, building a fair and sustainable society, as well as industry associations' active efforts to address social challenges.

Promotion of Understanding of Future Design 2040

To accurately convey efforts toward achieving Future Design 2040, KKC shares Keidanren's vision and corporate initiatives through its publications and advertisements in the major newspaper.

Information Dissemination on Keidanren's Perspectives and Initiatives

KKC disseminates information to consumers and a broad range of stakeholders about the business community's proactive activities toward achieving a virtuous cycle of growth and distribution and achieving carbon neutrality by 2050.



Scan the QR code to visit KKC's web page on carbon neutrality →



Partnerships with Industry Associations

In partnership with industry associations, KKC helps the public understand business and industry perspectives, how different sectors operate, and corporate environmental and SDGs initiatives.

Meetings on Social Issues

KKC holds meetings as needed to introduce initiatives addressing social issues to consumers and the general public.

Support for Communications Activities

03

Corporate communications challenges have become increasingly diverse in parallel with changes in the environment for corporate management. KKC considers appropriate approaches to the communications activities of corporations and industrial organizations, and provides support for improving the quality of their communications.

Corporate Communications Awards

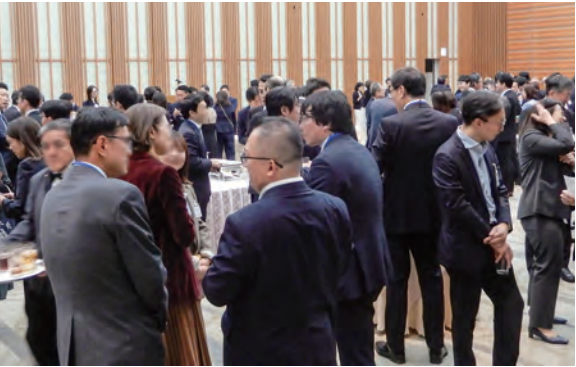
KKC presents awards for outstanding accomplishments in the field of corporate communications. It promotes awareness of the importance of corporate communications and contributes to improvements in the quality and effectiveness of corporate communications activities.



Corporate Communications Awards ceremony

Exchange with the Media

KKC provides opportunities for corporate communications officers in member companies and organizations to interact with media executives, including managing editors, news directors, and business editors at leading newspaper companies, press agencies, and television channels, as well as chief editors of major business magazines.



Reception for corporate and media representatives

Information Provision (Publications and Website)

The specialized publication Monthly Keizai Koho features interviews with media executives and experts and contributions from them providing current PR trends, various insights, analyses and advices. The Corporate Communications Plaza website serves as an additional resource hub for corporate PR information.



The Kigyō Koho Plaza website
<https://www.kkc.or.jp/plaza/>

Lectures, Seminars, and Media Trainings

KKC supports communications professionals through activities including the Corporate Communications Course for new personnels covering PR fundamentals and practices, Practice Forums and Get-together Sessions for building practitioner networks, and Media Training with mock press conferences and exercises for senior communications executives.



Get-together Sessions for building practitioner networks

Publication of Research Reports

KKC conducts and publishes research including the Corporate Communications Awareness and Practice Survey tracking changes in PR attitudes and activities, and the Major Companies' PR Organizations and Personnel study examining organizational structures and staffing trends, distributing findings to member companies and organizations.



Educational Exchange and Support for the Education Field

04

KKC engages in activities aimed at cultivating an accurate understanding of corporate activities among children, students and teachers, as leaders of the next generation in Japan.

Business Training for Japanese School Teachers

This program takes advantage of the summer vacation period to provide elementary, middle and high school teachers with a range of business training opportunities in corporate settings. Participants gain a deeper understanding of corporate practices and CSR activities.



Business training for teachers

Educational Support on Industrial, Environmental, and Energy topics

To help elementary and middle school students gain a more accurate understanding of corporate environmental efforts, industrial structures, and energy issues, KKC arranges seminars and symposiums nationwide for elementary and middle school teachers. KKC also works with individual industries to prepare supplementary teaching materials of the GIGA School Program for use in actual classroom settings.



Supplementary teaching materials for elementary and middle school students

Dialogue with Broad Sectors of Society

05

Harnessing its nationwide network of some 2,500 social survey respondents recruited from the general public, KKC engages in activities aimed at gathering opinions from broad sectors of society and conveys to the public an accurate understanding of the views of the business community.

Corporate Town Hall Meetings and Facility Tours for the Public

KKC conducts Corporate Town Hall Meetings where members of the public visit companies, tour-related facilities and engage in discussions, as well as Corporate Facility Tours for the Public to deepen understanding of corporate activities through facility visits.



Exchanging views at a meeting with local citizens

Public Questionnaires

KKC conducts questionnaires on subjects ranging from public sentiment toward corporations, releases the findings to the media, and provides feedback with member companies and organizations.



A Survey report

Network Communications (Network Tsushin)



Network Tsushin

On quarterly basis, Network Tsushin brings together information on local corporate meetings, corporate town hall meetings, the findings of public questionnaires, and other activities aimed at measuring public opinion. In addition to KKC's social survey respondents, this publication is also distributed to member companies and organizations and the media.

Dialogues with Foreign Policy Makers and Experts

KKC engages in a variety of activities to strengthen cooperation between business professionals in Japan and foreign policy makers and experts.

Japan-Korea Teacher Exchange Program

Conducted as part of the joint project of the Japan-Korea and Korea-Japan Future Partnership Funds established by Keidanren and the Federation of Korean Industries (FKI), this program enables high school teachers who educate future generations to further deepen mutual understanding and contribute to building future-oriented long-lasting and positive Japan-Korea relations.



Company visit

Business Speaker Series

A series of events are held in various locations across the U.S. to provide opportunities for Japanese corporate executives to give presentations on their companies' business activities and strategies and contributions to local communities. At each event, participants are engaged in candid discussions to further reinforce U.S.-Japan relations.

Invitation Program for U.S. Think Tank Researchers

KKC invites researchers specializing in politics and economics from the United States and deepens discussions toward resolving various issues through exchanges of views with Japanese business representatives, scholars and researchers, politicians, government officials, and journalists.



Panel discussion on Japan-US relations

Symposium and Lectures by Experts from Japan and abroad

KKC arranges symposiums and lectures where experts from Japan and abroad exchange views on situations in various countries and areas and their relations with Japan, as well as major policy issues facing Japan.

Grassroots Exchanges at the International Level

KKC arranges various exchange programs with educators and students from various countries in order to promote mutual understandings and share common social challenges and their solutions.

KKC Fellowship Program for North American Social Studies Teachers

This program invites middle and high school social studies teachers from the U.S. and Canada to Japan to provide them with a deeper understanding of Japan through visits to companies and schools and discussions on social and economic issues. After returning to their home country, participants make use of their experiences in their classroom lessons and community activities.



School visit

Invitation Program for Chinese University Students

With cooperation from the Guangdong People's Association for Friendship with Foreign Countries, KKC invites undergraduate and graduate students from Guangdong Province to gain deeper knowledge of Japanese society and various corporate initiatives. Upon returning home, participants share their experiences through campus media channels.



Company visit

Communications with Foreign Media

KKC engages with major international media outlets to strengthen the Japanese business community's global communications and promote understanding of Japan.

Invitation Program for ASEAN Journalists

Journalists from ASEAN countries are invited to Japan for corporate visits, and meetings with business people, academics, and government officials.



Company visit

Meetings with Foreign Media in Japan

KKC organizes meetings with the bureau chiefs and correspondents of leading foreign media mainly in Japan to facilitate candid exchanges of views and opinions with KKC member companies and organizations.



Meetings with European journalists

Exchange with Chinese Media in Japan



Reception with Chinese media representatives in Japan

KKC holds a reception for Chinese news organizations in Japan and persons in charge of the China businesses and public relations of KKC member companies and organizations.

Disseminating Information

KKC disseminates information on a range of topics including the current state of Japan's economy and society and international relations issues.

e-Newsletter KKC International Platform

This e-newsletter provides a platform for academics and experts in Japan and abroad to communicate their views regarding the current state and emerging trends of Japan's economy and society, as well as challenges in international relations.

Website and Facebook

KKC disseminates information about its activities through its English website. In addition, participants in the KKC Fellowship Program for North American Social Studies Teachers continue to engage in various exchanges through Facebook.