

# Preamble

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In 2023, Japan and China marked the 45th anniversary of the conclusion of the Treaty of Peace and Friendship between Japan and China. At the meeting between Prime Minister Fumio Kishida and President Xi Jinping in November 2023, the two countries reaffirmed their commitment to comprehensively promote "strategic mutually beneficial relations" and bilateral relations entered a new phase of development. In January 2024, a delegation of over 200 representatives of three economic organizations visited Beijing to meet with Premier Li Qiang. Against this backdrop, we hope that mutual exchange between Japan and China will become even more active, leading to further economic development of both countries.

Today, China's GDP is four times that of Japan, and the investment environment for Japanese companies is changing drastically. China is no longer just a manufacturing and consumption powerhouse, but has become an innovation and engineering powerhouse, and winning in the fast-paced and highly competitive Chinese market is to serve as a training center to enhance its competitiveness in the international market. According to a survey conducted by the Japanese Chamber of Commerce and Industry in China among its member companies, more than 50% of them consider China to be the most important market or one of the three most important markets in view of China's economic development. The Chinese market is becoming even more important for Japanese companies.

The Japanese Chamber of Commerce and Industry in China has been publishing this White Paper since 2010 to promote further dialogue with the central government and local governments in China. This White Paper is a summary of the proposals for analyzing and solving the issues faced by Japanese member companies of the Japanese Chamber of Commerce and Industry in China and other chambers of commerce and industry throughout China (a total of 8,312 corporate members). It is divided into 4 sections: "Current Status of the Chinese Economy and Japanese Companies", "Common Issues and Proposals", "Current Status of Each Industry and Proposals" and "Current State of Each Region and Proposals" and consisting of 27 chapters and 569 proposals. What is depicted in the White Paper is nothing, but the status of the Chinese economy seen through the eyes of Japanese companies and highlighted various issues encountered in the process of doing business in China by Japanese companies that have been engaging in business in China for a long period of time.

At the 2nd meeting of the 14th National People's Congress held in March 2024, it was indicated that the government will focus on promoting high-quality development, fully deepen reform and opening, and further focus on attracting and utilizing foreign investment. Securing "Non-Discriminatory Status", which is the main request point of this White Paper, is the foundation for realizing above-mentioned goals and is indispensable for China to improve the quality of development. I am convinced that when the Chinese government seeks to deepen reforms, many points that are included in this White Paper will be beneficial.

In the reform and opening of Chinese economy, the importance of foreign capital is immeasurable, and the roles played by Japanese companies are extremely important. In recent years, with the increasing uncertainty about the circumstances surrounding the world, the Japanese Chamber of Commerce and Industry in China will take over the achievement of its predecessors, further strengthening the economic cooperation relationship between Japan and China and will continue to actively propose to the China's central government and local governments to further improve the business environment in China. We hope that the Embassy of Japan in China and its diplomatic missions in various parts of China will deepen exchanges at various levels between Japan and China in light of various issues in the business environment faced by Japanese companies and promote strategic mutually beneficial relations.

This White Paper is made up with precious contributions that member companies of the Japanese Chamber of Commerce and Industry in China provided us while engaging in their own work. This White Paper reflects the opinions gathered not only from the Chamber, but also from other chambers of commerce and industry throughout China. I would like to take this opportunity to express our sincere appreciation for all those who have made a great contribution.

I sincerely hope that through this White Paper, it shall facilitate dialogues between Japan and China and strengthen the bond of the two countries, thus leading to further prosperity together.



Tetsuro Homma  
Chairman of the Japanese Chamber of Commerce and Industry in China