

April 1, 2019

**Statement by Yoshimitsu Kobayashi, Chairman of Keizai Doyukai
on “Reiwa” as Japan’s New Era Name**

“Reiwa” is a name chosen today for Japan’s new era starting when Crown Prince Naruhito ascends to the new Emperor on May 1.

The three decades of the current “Heisei” era (1989–2019), as its literal meaning of “achieving peace” indicates, have enjoyed peace. They have, however, faced a series of hardships such as drastic changes in the global situations, financial crises, changes in the economic environment, and catastrophic natural disasters. We have made a concerted effort to overcome those challenges during the era. The world is now in the middle of the unprecedented instability, and Japan is no exception to the necessity of paving its own way.

In this important moment of welcoming the new era of Reiwa, we hope people refresh and bring their hearts together for creating a period full of ambition.

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