

May 1, 2019

**Statement by Kengo Sakurada, Chairman of Keizai Doyukai
on Beginning of New Era “Reiwa”**

I am truly delighted at today's accession of Emperor Naruhito.

The new Imperial era has started with a great celebration of Japanese nationals and seen its name “Reiwa” welcomed with their ambitions and attachment to it. I am really pleased that it marks the launch of the bright new period.

Amid the escalating globalization and digitalization, we, corporate executives, will make the most of Japan's advantages, enhance its unique strengths, and resolve various challenges it faces. This is how we add value to the world.

We hope to see Japan, in the era of Reiwa, shine again and earn more trust from the international community, which allows for its further prosperity as a country not only valuable but indispensable to the common good of the world.

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