

A New Political Generation in Japan

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Today's Agenda

- 1) Introduction of Aoyama Shachu Corp
- 2) Observations and Implications of
the last two elections (Upper and Lower)
- 3) Analysis on a New Political Generation in Japan

Introduction of Aoyama Shachu Corp (青山社中株式会社)



Introduction of Aoyama Shachu Corp



- 1) Founded by reform-minded ex-bureaucrats in 2010
- 2) Its objective is accelerate reforms of Japan's Public Sector
- 3) Services
 - Policy Advisory (National/Regional)
 - *bill making, speech writing, policy research and advisory
 - Leadership Training
 - Policy Advocacy (with Keio Business School)

Post-Election Analysis Observations and Implications of the last two elections (Lower and Upper)



Reasons behind the winning of the LDP/New Komeito Coalition



1) Three key strategic focuses

- > **Appealed** the recent economic achievement by 'Abenomics'
- > **Emphasized** the importance of unwinding 'Nejire'
- > **Focused** on the 'merit' of the LDP/New Komeito Coalition

2) Three key strategic 'un' focuses

- > **Kept restraint** on constitutional reform agenda
- > **Postponed** the fiscal restructuring discussion
- > **Entailed** multiple meanings under the word 'Growth Strategy'

What happened to opposition parties?



1) DPJ - Multiple headwind from the beginning

- > **Not** effective in providing a better alternative to the Abenomics
- > **Continued** public resentment over Hatoyama/Kan era
- > **Lasted** image of internal split

2) Japan Restoration Party

- > **Resentment** over remarks by Hashimoto
- > **Failure** in coordination with Your Party
- > **Image** of internal split between Hashimoto and Ishihara

2) Japan Communist Party

- > "Two dogs fight for a bone and the third run away with it"
- > **Shrewd** positioning in electoral tactics

Implication to the Japanese Politics



1) Challenges and Constraints before Prime Minister Abe

- > **Multiple** stakeholders (Coalition partner and The Japanese public)
- > **Keeping** Japan's economic recovery
- > **Existence** of Cabinet Advisors

2) Implications

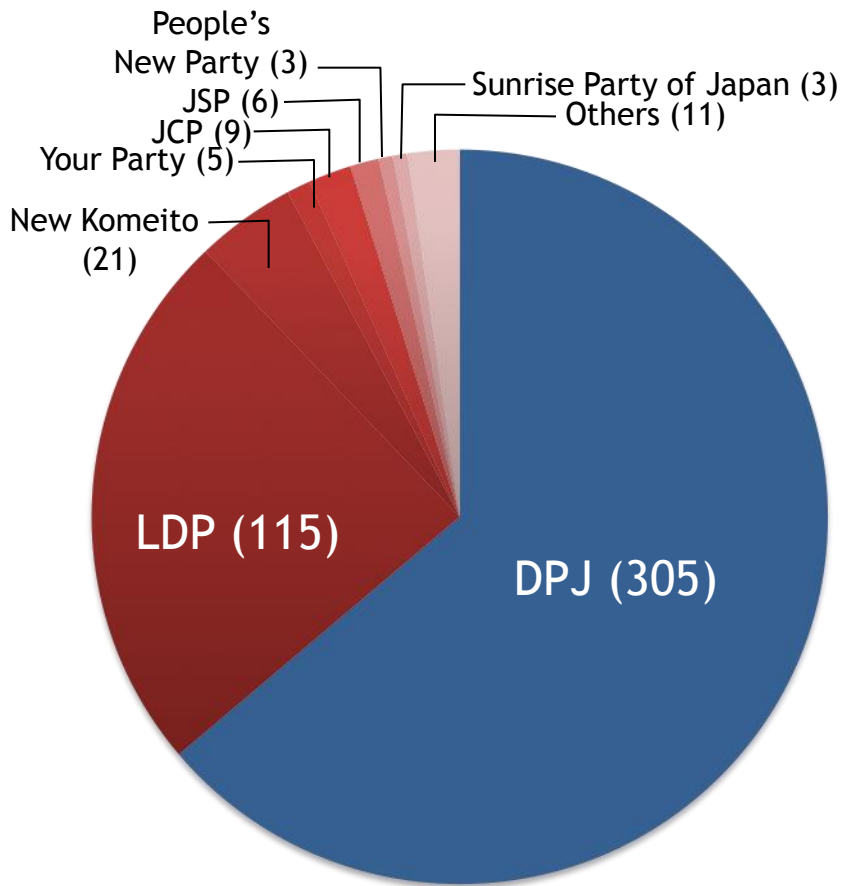
- > **Realistic** handling will continue

A New Political Generation in Japan

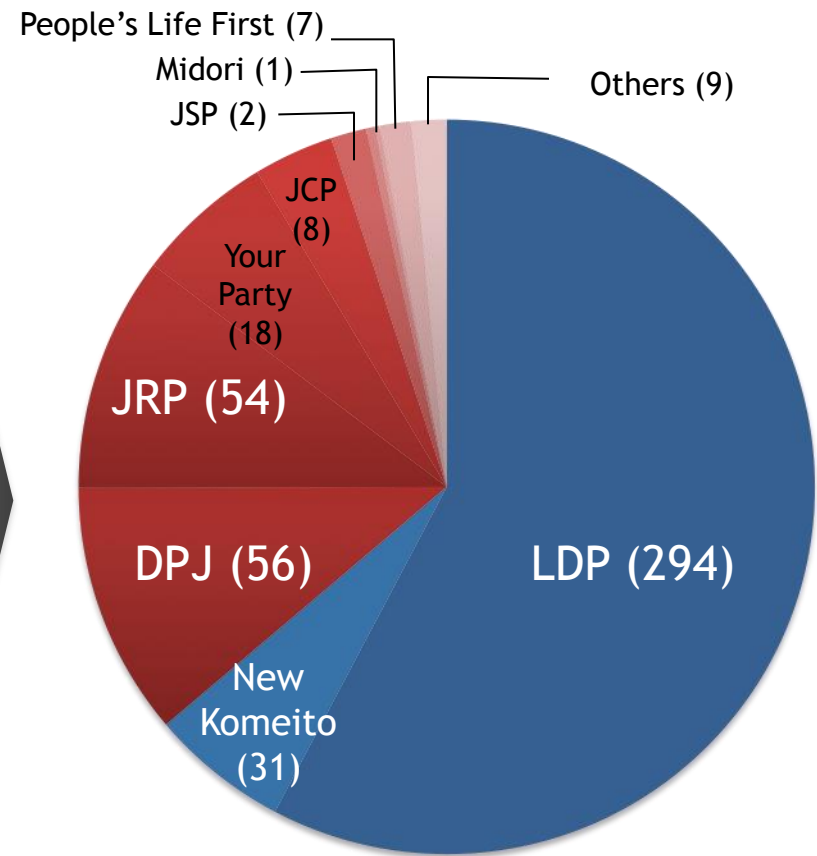


Lower House Seat Distribution by Party*

As of 2010



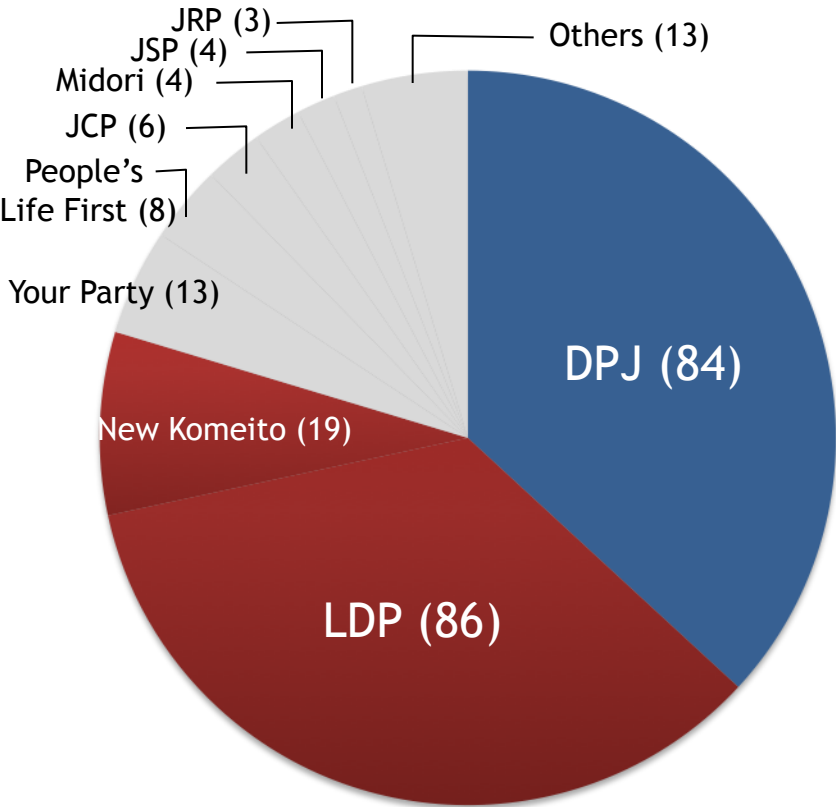
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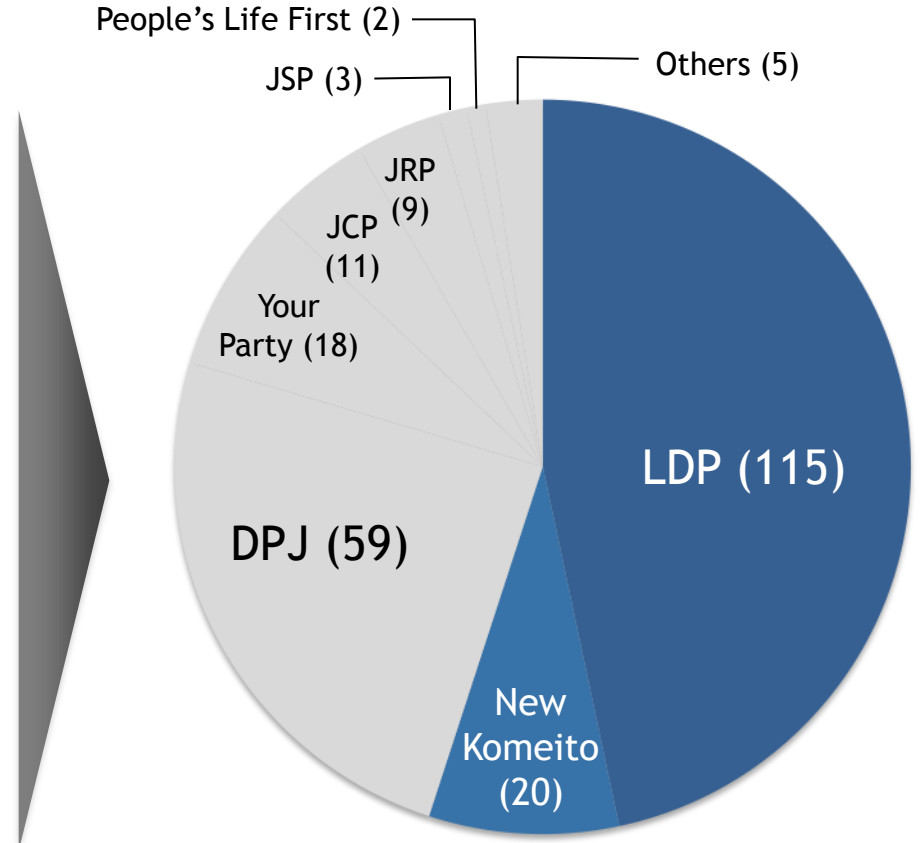
*The number is illustrative with best estimates, which does not assure the complete validity

Upper House Seat Distribution by Party*

Before 2013 Election



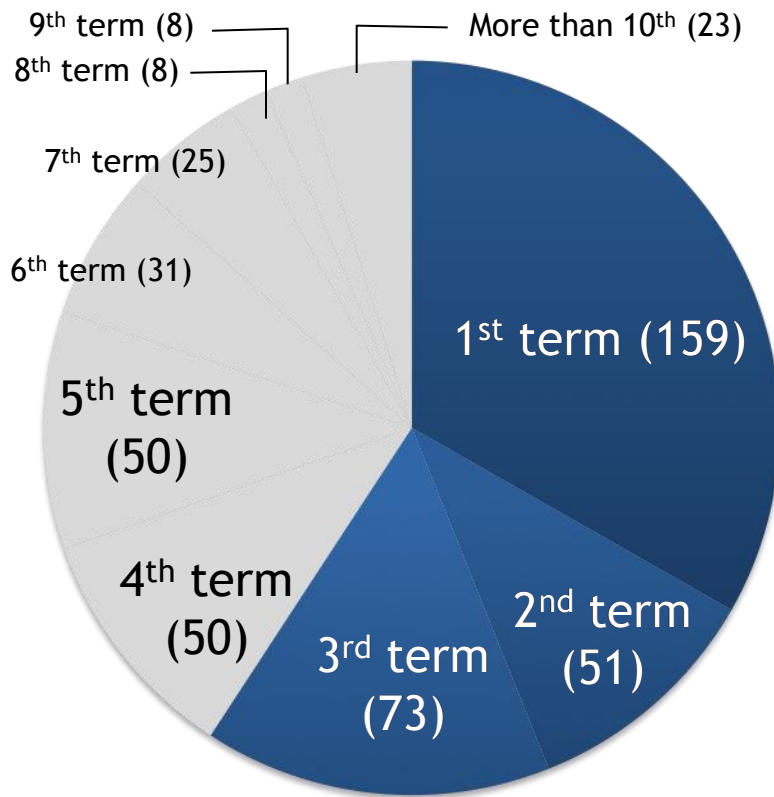
After 2013 Election



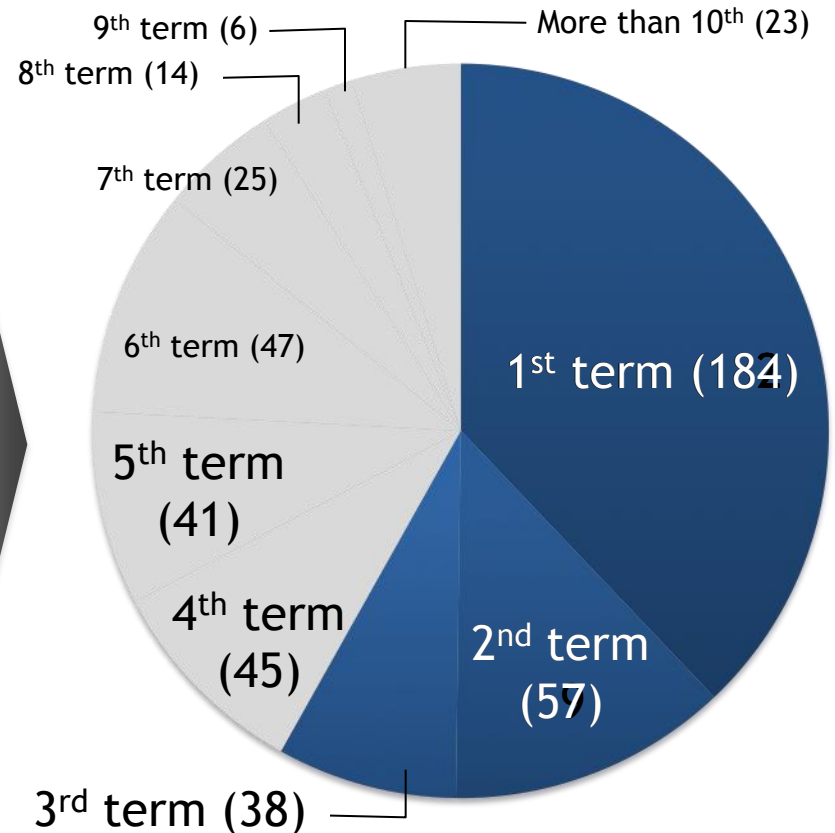
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Lower House Seat Distribution by Term*

As of 2010



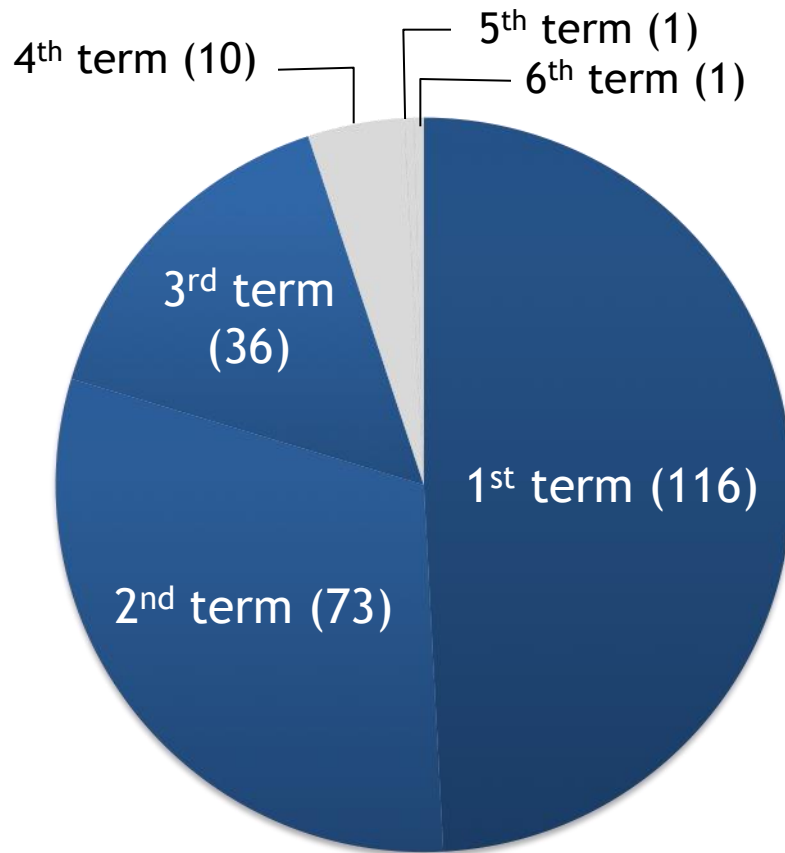
As of 2013



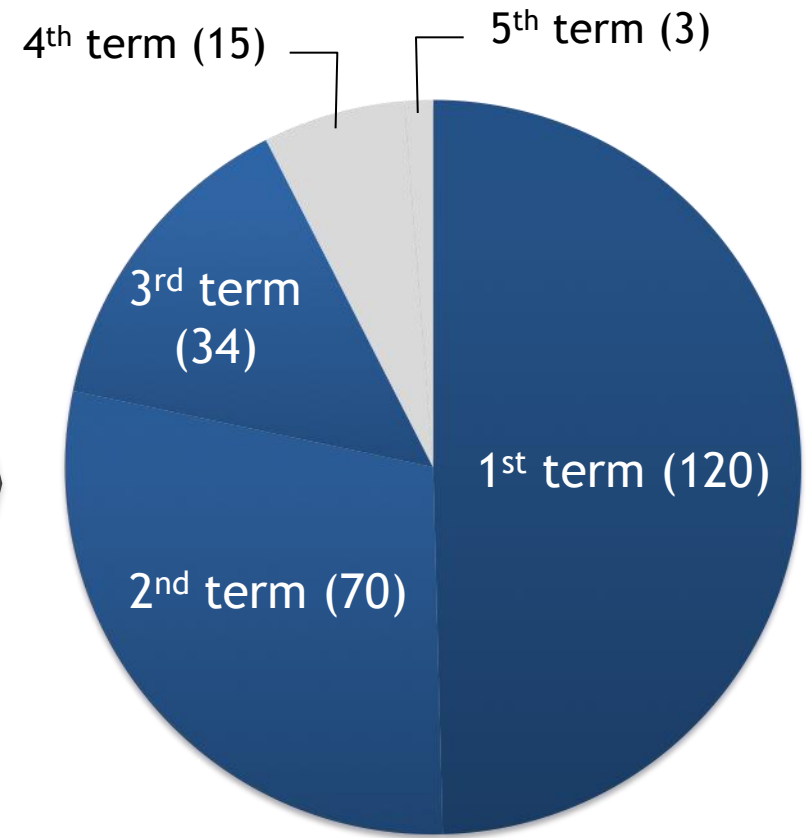
*The number is illustrative with best estimates, which does not assure the complete validity
 Source: Kokkai Youran, News Articles

Upper House Seat Distribution by Term*

Before 2013 Election

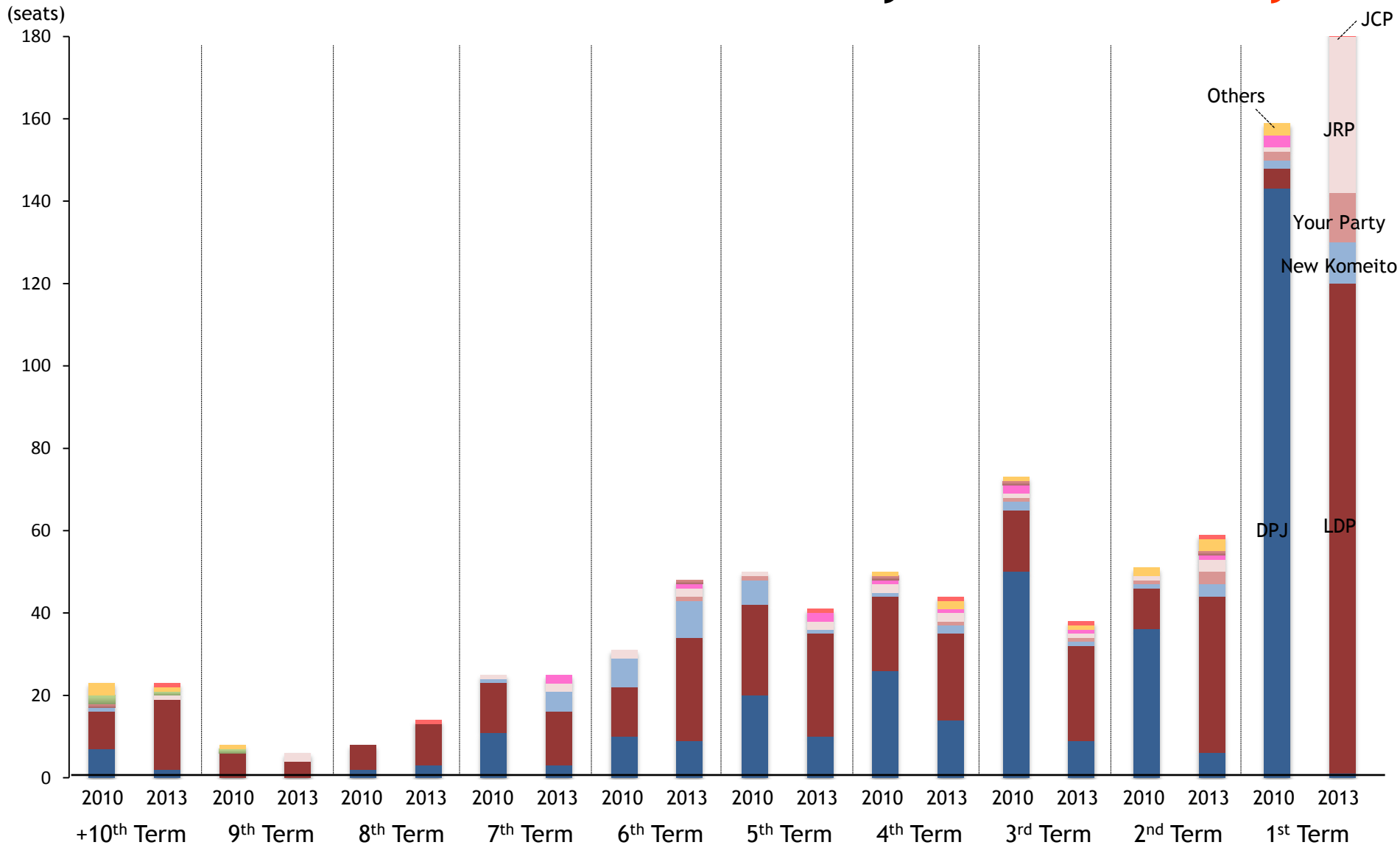


After 2013 Election



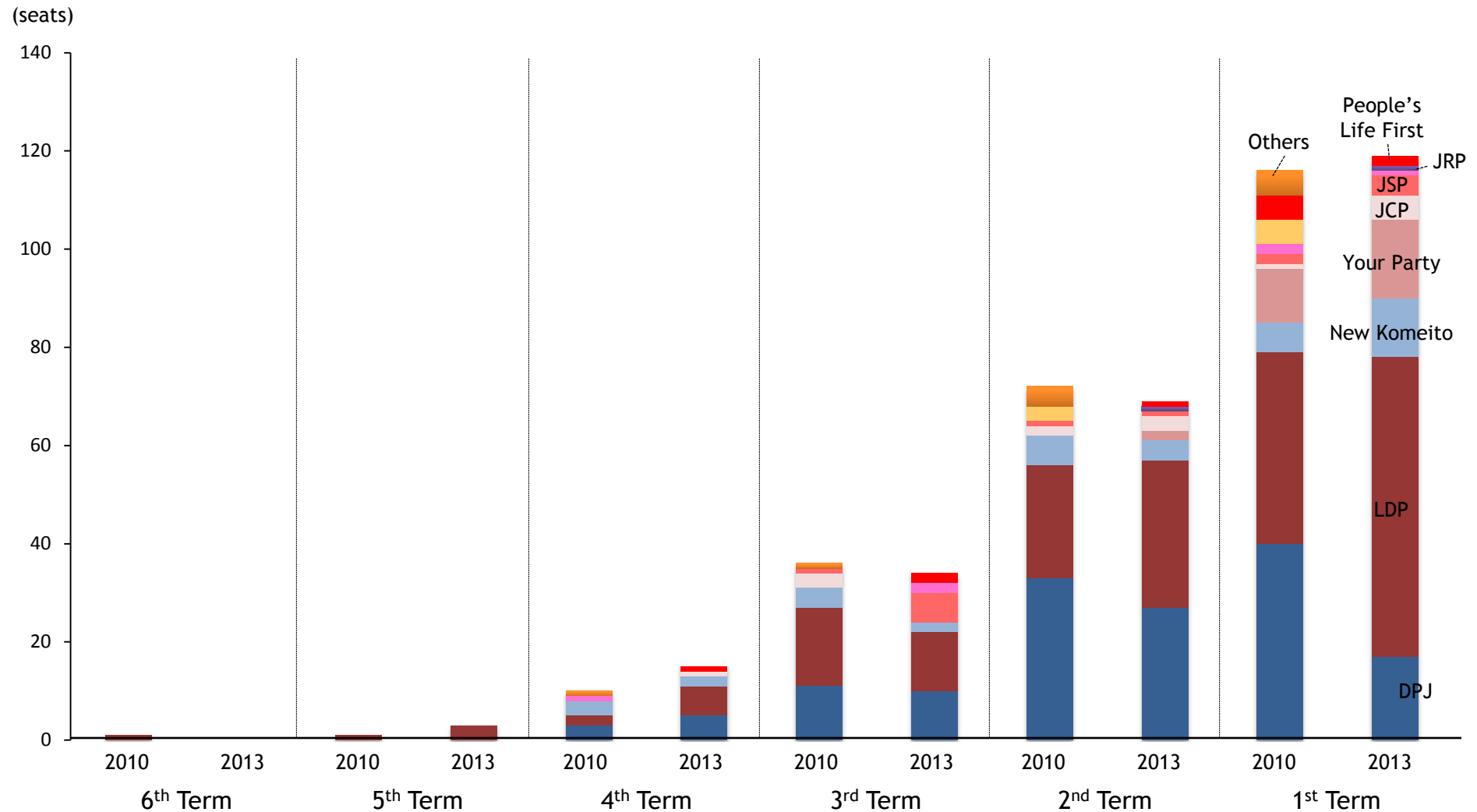
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Lower House Seat Distribution by Term and Party*



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 Source: Kokkai Youran, News Articles

Upper House Seat Distribution by Term and Party*

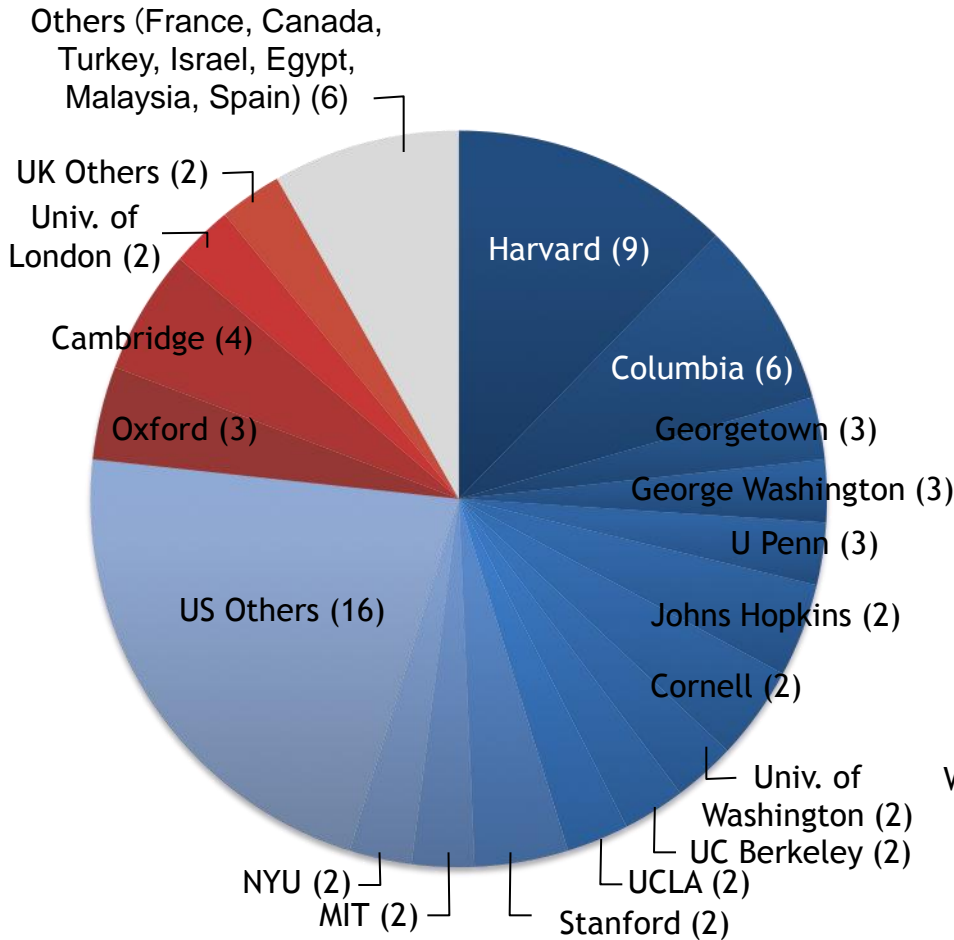


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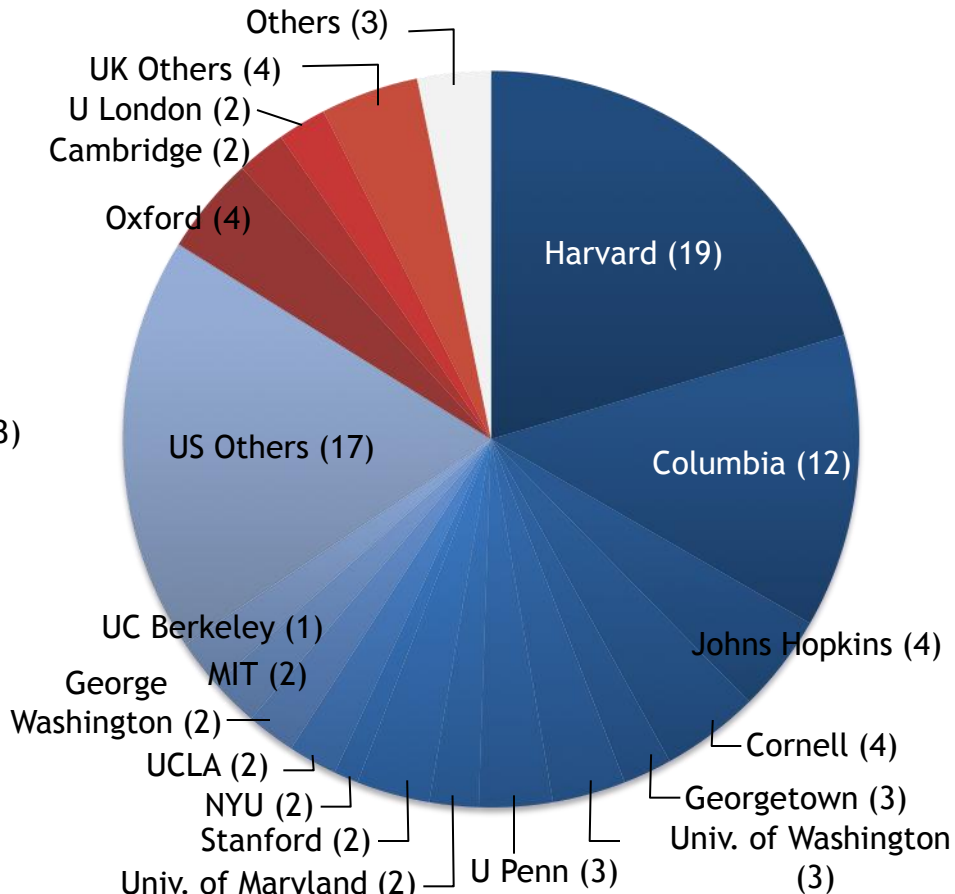
A New Phenomenon in the New Generation

Lower/Upper House Seat Distribution by School*

Before the last two elections
 (total 72 out of 720)



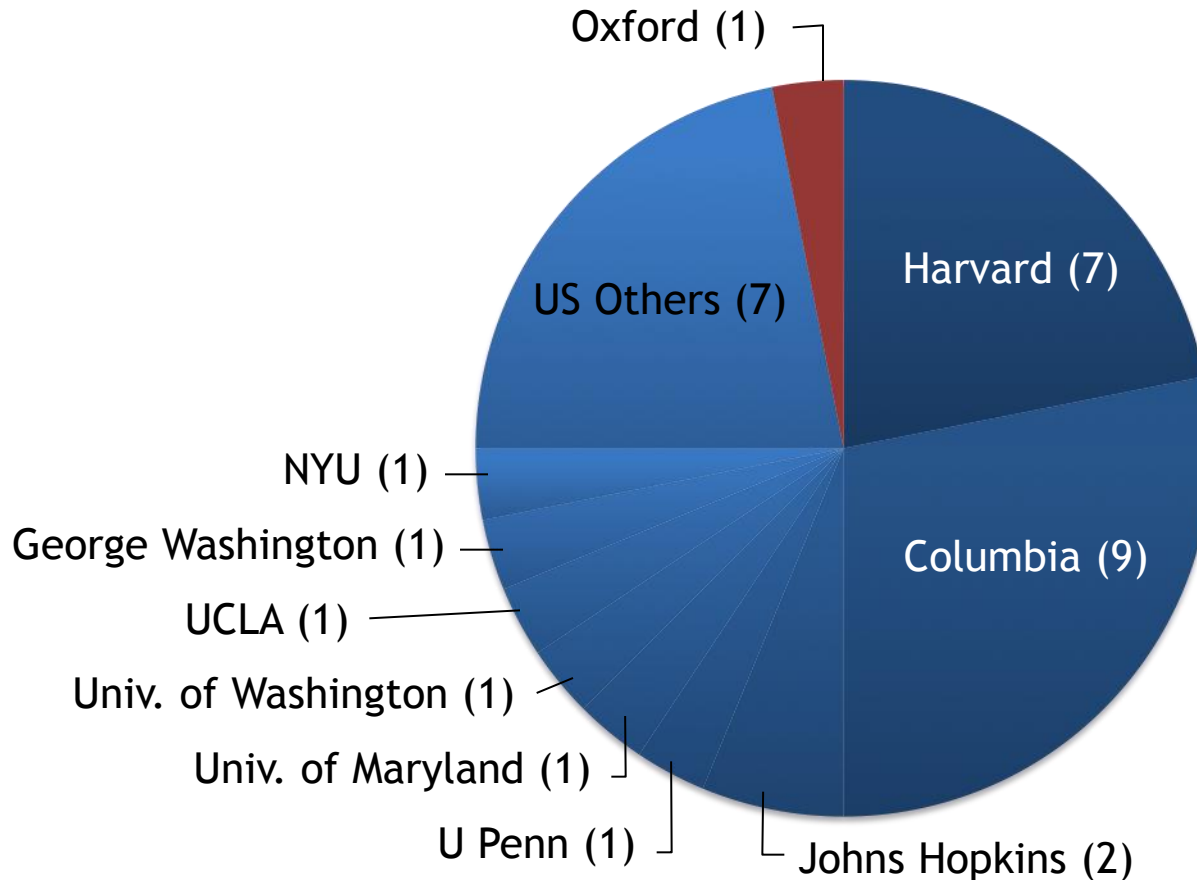
After the last two elections
 (total 94 out of 722)



*The number is illustrative with best estimates, which does not assure the complete validity
 Source: Kokkai Youran, ASC Research

1st Term Diet Member - Number of DM with Overseas Education*

(total 32 out of 301)



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Observations to the New Generation



1) Diverse

- > **Transparency** in the candidate selection process
- > **Less** impact of the 'second generation' politics

2) Pragmatic

- > **More** stability?

3) Strong sense of urgency

- > **Already** reflected?

Conclusion - Towards Pragmatic Governance

Thank you

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