

# *The Impact on Japanese Enterprises of the Designating of the Tianjin Binhai New Area as "The Northern International Air Transport Center and International Logistic Center"*

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## **Summary**

Aiming at establishing production bases in response to globalization, Japan's multinational enterprises involved in production have implemented strategies to internationalize their internal management. Additionally, Japanese-style business ties between companies have settled on a strategy of "the centralization of procurement and the centralization of supply."<sup>1</sup> For that reason, the productive performance of Japan's multinational enterprises involved in production tends to be dependent on the level of physical distribution of the country into which expansion is taking place. Based on an examination of the current state of Tianjin's airport and port, and the prospects for the future, I would like, in this paper, to give an analysis of the influence on Japanese firms of the designating of the Tianjin Binhai New Area as "the Northern International Air Transport Center and International Logistic Center"

**Keywords:** airport, port, centralization of procurement, centralization of supply

[Translated by ERINA]

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<sup>1</sup> A strategy to concentrate the supplying of overseas subsidiaries, after the Japanese parent companies have moved forward with a centralization of procurement [Translator's note, from the author's explanation]