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*B
R/mc Lykind
R/Pog
Mr Giffard
Mr Donald
Mr Evans
Mr Thomas*

~~HO FED~~
HO FED
HO TREP
HO ERD

FM TOKYO 181155Z JAN 83

MF

TO
IMMEDIATE F C O

*MR Dot.
DoI
188 DoI
No 10. Dot.*

TELEGRAM NUMBER 30 9 RPT TEL NO 30 OF
VIDEO TAPE RECORDERS. 18/1/83

(X14)

SANYO VTR INVESTMENT IN UK

1. AT A MEETING WITH THE SECRETARY OF STATE FOR
INDUSTRY TODAY PRESIDENT IUE OF SANYO ANNOUNCED THAT
SANYO INTENDED TO BEGIN MANUFACTURING VTRS IN BRITAIN AT
THEIR LOWESTOFT PLANT. MANUFACTURE IS TO START IN
SEPTEMBER THIS YEAR WITH AN INITIAL OUTPUT OF 5,000-10,000
UNITS. THIS WILL MEAN INITIAL EMPLOYMENT OF 100.
BOTH SIDES AGREED THAT SANYO WOULD MAKE THE MAXIMUM
EFFORT TO INCREASE THE LOCAL CONTENT OF THEIR OUTPUT AS
QUICKLY AS POSSIBLE. PRESIDENT IUE IS TO VISIT BRITAIN
FROM 3 FEBRUARY TO DISCUSS DETAILS.

2. SANYO WERE TO MAKE AN ANNOUNCEMENT TO THIS EFFECT AT
180930Z.

3. MR JENKIN HAS AGREED TO THE FOLLOWING
STATEMENT TO BE USED WITH THE PRESSOC
QUOTE GIVING A WARM WELCOME TO THE DECISION

ANNOUNCED TODAY BY THE SANYO ELECTRIC COMPANY
TO MAKE VIDEO TAPE RECORDERS AT THEIR PLANT IN
LOWESTOFT, SUFFOLK, DR PATRICK JENKIN, SECRETARY
OF STATE FOR INDUSTRY, SAID: QUOTE THIS IS VERY GOOD
NEWS. AT

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PRESENT JAPAN EXPORTS LARGE NUMBERS ~~OF~~ OF
VTRS TO BRITAIN

WE: WE HAVE BEEN URGING JAPANESE
COMPANIES TO MANUFACTURE IN BRITAIN AND THIS IS A
VERY WELCOME FIRST STEP WHICH WILL I HOPE LEAD TO
EARLY FULL-SCALE LOCAL UK PRODUCTION.

I KNOW THAT THE ADDITIONAL 100 JOBS WITH THE
PROSPECT OF MORE TO COME WILL BE WELCOMED IN THE
AREA. SANYO'S ANNOUNCEMENT, COMING ON THE FIRST
DAY OF MY SIX DAY VISIT TO JAPAN, IS ALSO AN

EXCELLENT EXAMPLE OF THE KIND OF STEP NEEDED IF
WE ARE TO ACHIEVE A BETTER

BALANCE OF ADVANTAGE IN
OUR TRADING RELATIONSHIP WITH JAPAN. UNQUOTE.

4. ADVANCE COPIES O ELLIOTT FED, SUNDERLAND
(OT2, DOT), GILL (DOI), HOPE (IBB, DOI) AND
COLES GK NO 10).

CORTAZZI

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