

OFFICE OF THE PRIME MINISTER

TOKYO

PRIME MINISTER'S

PERSONAL MESSAGE

November 12, 1983

SERIAL No. T 181^A/83 CC MASTER
OPS

✓ DTI
PM seen
earlier version
File

Dear Prime Minister,

I have the pleasure of introducing to you Mr. Yohei Mimura, President of Mitsubishi Corporation and Leader of the Japanese Market Access Promotion Mission, which will be visiting your country for the purpose of promoting access to the Japanese market by British enterprises. He is not only a prominent figure in Japanese business circles, but also a good friend of mine and I believe is the most suitable person to head this Mission.

This Mission is one of the import promotion measures under the Comprehensive Economic Measures which I instructed the government ministries and agencies concerned to work out and which have recently been formulated. It will hold talks with British businessmen to explain to them the characteristics of Japanese consumer demand and suggest, among other things, the ways to approach the Japanese market, in order that their interest in it may be enhanced.

The Mission will also listen with fullest attention to the views and wishes of British business circles. Upon its return to Japan, I will personally hear from it a report on its activities in your country.

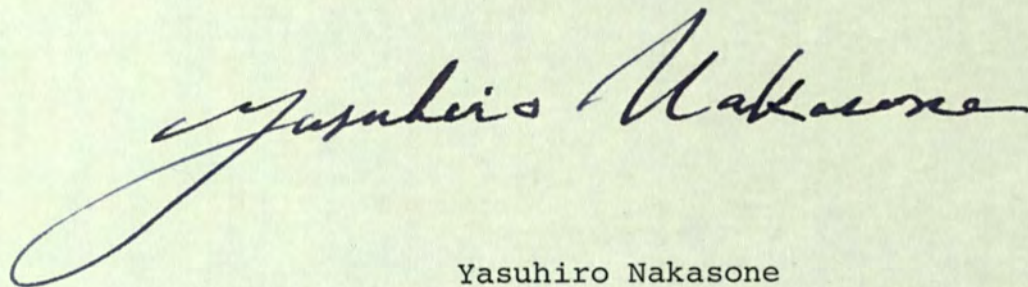
The Right Honourable
Margaret Thatcher, M.P.,
Prime Minister of the United Kingdom
of Great Britain and Northern Ireland

I am strongly expecting that the Mission will give fresh impetus to the efforts by British businesses to export and by Japanese businesses to import and that by their combined efforts our mutual trade will achieve further development.

I should be very grateful, therefore, if you would be good enough to give support to the Mission in its activities during its stay in your country.

With warmest personal regards,

Yours sincerely,

A handwritten signature in cursive script, reading "Yasuhiro Nakasone". The signature is written in dark ink and is positioned above the typed name and title.

Yasuhiro Nakasone
Prime Minister of Japan