

Japan Is Deregulating Distribution and Encouraging Competition

- Japan has abolished the Large Scale Retail Stores Law
- Japan is continuing to liberalize the premiums regulations
- The Japan Fair Trade Commission carefully oversees the Japanese film market
- Fujifilm has responded to Japan Fair Trade Commission oversight by changing guarantee deposits, rebates and sales promotion practices

“To my dismay, I have found that everyone holds the same impression I expected, namely that Kodak[-Japan] is disorganized, disjointed and lacking an overall identity, with no consistency in its policies. This is the same impression that I got when I joined the company.”

Yoshikazu Hori: President, Kodak Japan Ltd.,

quoted in Nihon Shashin Kogyo Tsushin (Jan. 1, 1998, p. 17)

*Mr. Hori took office of the President on April 1, 1997.