



Japanese migration in Europe and Bulgaria

Yana Yovcheva

Doctoral Program in Diversity Management and Governance

University of Graz

Forging into the modern world

- From feudal to capitalist society:
 - ⇒ political, economic and social transformation
 - ⇒ speedy industrialization, new labor relations
 - ⇒ government encouraging the poorest to seek livelihoods abroad (1880s onwards)
 - ⇒ low-skilled Japanese migrants first in Hawaii, later in continental USA, Brazil, Peru, Argentina etc.
- Imperialist expansion (late 19th - early 20th century):
 - ⇒ conquering Taiwan, Korea and parts of China
 - ⇒ Japanese families settling in overseas imperial territories

Contemporary period

- Post-WWII strategic alliance with the USA
- Cold-War-era business orientation towards the West
- ODA for developing countries and JICA experts
- Spreading Japanese culture and institutions involved
- A very narrowly defined national identity (*Nihonjinron*)
 - ⇒ traditionalist yet Westernized society
 - ⇒ modern yet distant from the world
- Post-modern values: individualism, self-actualization
- The last 20+ years:
 - ⇒ Economic stagnation and changing labor-market paradigm
 - ⇒ Reorientation towards Asia

Statistical overview (I) 2011 data

region	total	permanent	long-term
World	1,182,557 vs. 663,049 in 1991	399,907	782,650
N America	454,835	191,256	263,579
Asia	331,796	22,750	309,046
W Europe	182,836	50,204	132,632
S America	82,029	76,168	5,861
CEE + ex USSR	8,112	1,028	7,084

Statistical overview (2) 2011 data

- Women steadily outnumber men since 1999:
 - ⇒ worldwide 52:48
 - ⇒ Oceania 63:37, W Europe 61:39, N America 57:43
 - ⇒ Asia 37.5:62.5, Africa 44:56, CEE 46:54 etc.
- Activities per region:
 - ⇒ Asia, Middle East: >70% business
 - ⇒ N America: 50% business, 40% education
 - ⇒ Oceania: 25% business, 45% education
 - ⇒ W Europe: 40% business, 35% education
 - ⇒ CEE + ex USSR: 55% business, 20% ODA
 - ⇒ Africa: 30% business, 45% ODA

Top 10 countries worldwide in 2011

country	total residents	permanent	long-term
USA	397,937	156,027	241,910
China	140,931	2,102	138,829
Australia	74,679	42,131	32,548
UK	63,011	15,325	47,686
Canada	56,891	35,222	21,669
Brazil	56,767	54,578	2,189
Thailand	49,983	1,013	48,970
Germany	36,669	8,552	28,117
S Korea	30,382	8,023	22,359
France	29,124	6,465	22,659

Top 10 European countries in 2011

country	total residents	permanent	long-term
UK	63,011	15,325	47,686
Germany	36,669	8,552	28,117
France	29,124	6,465	22,659
Italy	12,563	4,155	8,408
Switzerland	9,147	4,386	4,761
Netherlands	6,317	1,694	4,623
Belgium	5,335	418	4,917
Sweden	3,349	2,183	1,116
Austria	2,590	831	1,759
Ireland	1,628	552	1,076

Long-termers' occupations in 2011

country	business	media	freelance	education	gov't	other
UK	8,607 + 9,092	145 + 142	1,352 + 787	18,132 + 2,482	680 + 550	3,210 + 2,507
Germany	7,130 + 7,038	47 + 49	1,938 + 1,220	4,739 + 1,336	257 + 234	2,563 + 1,566
France	2,781 + 2,858	67 + 68	1,784 + 1,124	5,680 + 1,739	430 + 597	3,203 + 2,428
Italy	1,229 + 1,129	13 + 14	1,079 + 591	2,277 + 384	127 + 113	957 + 505
Switzerland	570 + 515	8 + 15	278 + 195	892 + 267	253 + 275	819 + 674
Netherlands	1,455 + 1,528	2 + 0	145 + 58	367 + 110	74 + 65	463 + 356
Belgium	1,249 + 1,669	7 + 9	170 + 184	205 + 73	104 + 134	528 + 585
Sweden	176 + 172	0 + 0	38 + 17	393 + 78	223 + 243	246 + 230
Austria	154 + 158	4 + 7	142 + 79	487 + 85	109 + 124	233 + 177
Ireland	186 + 106	0 + 0	29 + 15	337 + 24	11 + 10	229 + 129

Japanese-Bulgarian relations (I): Communist era

- A special friendship since 1970s
 - Bulgarian state industrial policies influenced by “Japanese cult” (quality improvement, high technologies)
 - Bulgarian yogurt-production technology bought by Meiji Corporation
 - Introduction of Bulgarian products on Japanese market (rose oil, wine) and Bulgarian folk culture to Japanese audiences
- ⇒ Resulting image of Bulgaria among Japanese people: beautiful nature, rich cultural heritage, healthy food (yogurt), slow life, friendly & hearty people

Japanese-Bulgarian relations (2): Transition period

- Initial Japanese enthusiasm to do business with an old friend (1990s), but disappointment with corruption (2000s)
- ⇒ **Direct Investment from Japan:** Cumulative total as of 1992-2006:
\$ 102.0 million (Bulgarian Investment Agency)
- ⇒ **Trade with Japan (in 2009):**
Exports: \$ 62.7 million (wine and metal products)
Imports: \$ 81.3 million (machinery, cars and chemical products)
- ⇒ **Japan's Economic Cooperation:**
Loans: 77,006 million yen (total amount till 2009)
Grants: 3,002 million yen (total amount till 2009)
Technical Cooperation: 10,322 million yen (total amount till 2007)
- ⇒ Japanese participation in major infrastructural and industrial projects
- Japanese ODA for cultural projects (UNESCO Heritage sites etc.) – JICA
- Cultural cooperation and education – JICA, Japan Foundation, Monbusho

Top 10 CEE + ex USSR in 2011

country	ranking	Number of Japanese residents
Czech Republic	36	1,523
Hungary	40	1,294
Poland	45	1,131
Romania	77	308
Ukraine	85	203
Slovakia	87	190
Kazakhstan	95	155
Kirgizstan	98	149
Uzbekistan	99	138
Bulgaria	100	136
Slovenia	108	117
Croatia	111	107

Japanese citizens in Bulgaria 1997-2011

year	ranking	total	permanent	long-term	business	freelance	education	gov't	other
1997	N/A	145	1	144	N/A				
1998	N/A	143	1	142					
1999	N/A	155	1	154					
2000	N/A	135	13	122					
2001	N/A	139	14	125					
2002	N/A	118	14	104					
2003	N/A	116	12	104					
2004	N/A	146	18	128					
2005	93	156	10	146	26 + 13	4 + 2	10 + 0	50 + 18	16 + 7
2006	91	169	13	156	43 + 18	2 + 0	6 + 0	46 + 36	20 + 8
2007	93	180	24	156	47 + 13	3 + 0	12 + 1	38 + 17	15 + 10
2008	91	190	28	162	54 + 13	3 + 1	18 + 0	27 + 17	19 + 10
2009	95	161	29	132	26 + 12	3 + 1	27 + 0	24 + 11	19 + 9
2010	N/A	131	28	103	10 + 2	4 + 1	28 + 1	28 + 10	12 + 7
2011	100	136	28	108	9 + 6	5 + 2	29 + 2	17 + 13	19 + 6

Personal stories

- Mr. Nakajima: elderly businessman who's experienced living in a lot of places, but fell in love with Bulgaria in the 1970s and came back for his retirement
- Mr. Kita: highly skilled professional who had enough with Japan and needed to start anew
- Ms. Hashimoto: a misfit in Japan, exotic and in-demand in Bulgaria

All of them claim that Bulgaria is the right place for them, despite the economy, the corruption etc. unpleasant social realities here. They love the country and its people, but not the state.



Thank you for your attention!