

# American Chamber of Commerce in Japan Enriches Web site with Business News from NewsEdge

Submitted by: marketing at the mill

Monday, 22 April 2002

---

Chamber members & visitors keep abreast of current practices & trends with up-to-date news & information from NewsEdge on ACCJ site

BURLINGTON, Mass.-April 22, 2002-NewsEdge, a Thomson business and leading provider of real-time news and information products, today announced a strategic partnership with the American Chamber of Commerce in Japan (ACCJ) to make the Chamber's Web site the premier English-language source of Japan-related information for international businesses.

NewsEdge-delivered content-including customized new Editor's Picks covering a variety of Japan business topics such as financial services, IT, M&A, banking, and insurance-is now available on the ACCJ's public Web site, <http://www.accj.or.jp>. Other NewsEdge Editor's Picks selected for the ACCJ site include news from global sources in topic areas vital to the interests of international firms active in Japan. The redesigned ACCJ main page will display NewsEdge-delivered headlines, allowing visitors to click on the title of a story to view the full text. Other links will connect to specific topics and a full list of topics.

"A key aspect of the Chamber's mission is keeping our members two steps ahead of business trends and developments in this fast-changing marketplace," said ACCJ Executive Director Don Westmore. "The opportunities for international businesses in Japan are tremendous, but in a challenging market where many companies are relatively new arrivals, getting 'the right information, to the right people at the right time' is critical to success. That's where NewsEdge and Thomson really delivers."

Established in 1948, the ACCJ has grown into Japan's most influential organization representing the interests of international businesses in Japan, with nearly 3,300 individual members from more than forty countries and 1,600 companies. The organization is also a key provider of Japan-related information through its programs, monthly magazine, books, committees, and online offerings, which keep Chamber members abreast of current business practices and trends.

NewsEdge Editor's Picks support that effort with content filtered to deliver the most relevant, accurate information available. Using the NewsEdge service, the ACCJ is now able to offer news and information on industry trends in Japan and global business alongside its Viewpoint position papers and publications, such as the 2001 U.S.-Japan Business White Paper and Finding the Perfect Match: Recruiting, Developing & Retaining Employees in Japan.

"We are honored to be the official online news conduit for the ACCJ, an organization that is undoubtedly the most important nongovernmental link between the world's two largest economies," said David Scott, vice president of marketing at NewsEdge. "We also believe our association with the high-profile ACCJ brand will create a greater awareness of NewsEdge products in the Japanese market."

## About NewsEdge

NewsEdge, a Thomson business, is a leading provider of real-time news and information products. The company services approximately 1,500 corporations, government agencies, nonprofits, and professional service firms worldwide. NewsEdge combines proprietary technology, branded content, and specialized editorial processes to deliver tailored information and decision-support solutions to knowledge workers through its information products and content services.

The Thomson Corporation (<http://www.thomson.com>), with 2001 revenues of .2 billion, is a leading provider of integrated information solutions to business and professional markets worldwide. The Corporation's common shares are listed on the Toronto (TSE: TOC) and London stock exchanges.