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## **First Lady Anita Perry to Lead Texas Delegation to Aichi World Expo 2005**

*Texas First Lady and Secretary of State Roger Williams to Meet With Business,  
Industry and Travel/Tourism Leaders While in Japan*

**NAGAKUTE** – Texas First Lady Anita Perry and Texas Secretary of State Roger Williams will head a 65-person delegation of leading business executives and government representatives from the state during “Texas Days,” Aug. 1-3, at the Aichi World Expo 2005.

Texas, which recently was named the best business climate in the U.S. by *Site Selection Magazine*, will sponsor the U.S. Pavilion as part of festivities for Aichi, the first world exposition of the 21<sup>st</sup> century.

“The 2005 World Expo represents a tremendous opportunity to open new doors to greater economic promise between Texas and Japan and to present the Lone Star State as a global leader in business and tourism on a world stage,” said First Lady Anita Perry. “We are proud to participate in this significant global event and to share Texas culture with the people of Japan.”

Texas will showcase both its business and tourism offerings during a series of VIP events, including performances by Country music legend Larry Gatlin; seminars touting Texas as a top tourist destination and business location; and meetings with dignitaries, public officials and business leaders.

“We are proud that Texas has the top business climate in the United States and has been the number one exporting state in the nation for three straight years,” said Secretary of State Williams. “In Texas we believe in a team approach to economic development and tourism and that is why we will bring more than 65 leaders from across our state to Japan with a single message: Texas is wide open for business!”



In 2004, Texas exports to Japan totaled more than \$2 billion in products and services, which ranks third in the U.S. The Japanese market is very important for Texas' business recruitment efforts with the addition in 2003 of Toyota Motor Corp. as one of the state's newest Japanese corporate citizens.

"We appreciate all the support that Team Toyota has provided the Texas delegation as we prepare for this very important international forum," First Lady Perry said. "We view Toyota as an excellent corporate citizen for Texas and value the long-term partnership that has been established between Toyota and our state."

"We are delighted to welcome Texas First Lady Anita Perry, Texas Secretary of State Roger Williams and this impressive delegation from the Lone Star State," said Ambassador Lisa Gable, U.S. Commissioner-General. "We are also pleased to support an effort aimed at enhancing and expanding Texas' business relationships with the Japanese economic community."

Texas welcomed more than 76,000 Japanese visitors in 2003. Japanese visitors spent approximately \$125 million during their Texas travels while visiting many great Texas attractions. Texas is a premier travel destination and the third most visited state in the nation.

"This is an excellent and exciting opportunity to showcase Texas as a premier travel destination; prime business location; and leading international trade and investment partner," said Secretary Williams. "Expanding trade, business and tourism possibilities with Japan is vital to the future prosperity of Texas."

The World Expo 2005 opened in March 2005 and will continue through September 2005. Business and political leaders from around the world will be among the estimated 15 million visitors to the Expo. Of the 122 country exhibits, the U.S. Pavilion is a major attraction that celebrates the tenets of the event – nature, progress and human achievement.