

Tatsuya Okamura, a man who knows the world.

Tatsuya Okamura's Jewelry and Health Travels in Singapore (2023)

I left Narita International Airport for **Singapore**.

The purpose of this project is to examine management strategy after the end of the new Corona.

The Republic of Singapore (719.2 km² , population 5.85 million) is a city-state and one of only 11 countries in the world and the only Asian country to receive a AAA sovereign credit rating from all major rating agencies. (Unfortunately, Japan is not one of them.)

In terms of global recognition, the Port of Singapore and **Changi International Airport** have consecutively won the "Maritime Capital" and "Best Airport" titles.

It took about 7 hours to arrive at Changi International Airport, which holds the title of best airport.



Changi International Airport is served by more than 100 airlines with 6,100 flights per week to over 200 destinations and 60 countries.

It is truly synonymous with hub and spokes airports.

And for Singapore, a city-state with a population of approximately 5.85 million, Changi International Airport, which creates more than 28,000 jobs, is an inseparable part of the Singapore economy.



The Fullerton Hotel Singapore, a long-established hotel
Luxurious space with high quality style in the exterior of the renovated central post office



Currency is Singapore dollar

100 Singapore dollars = around 10,650 yen

Ten years ago, the price was around 7800 yen, so we realized the difference in growth potential.

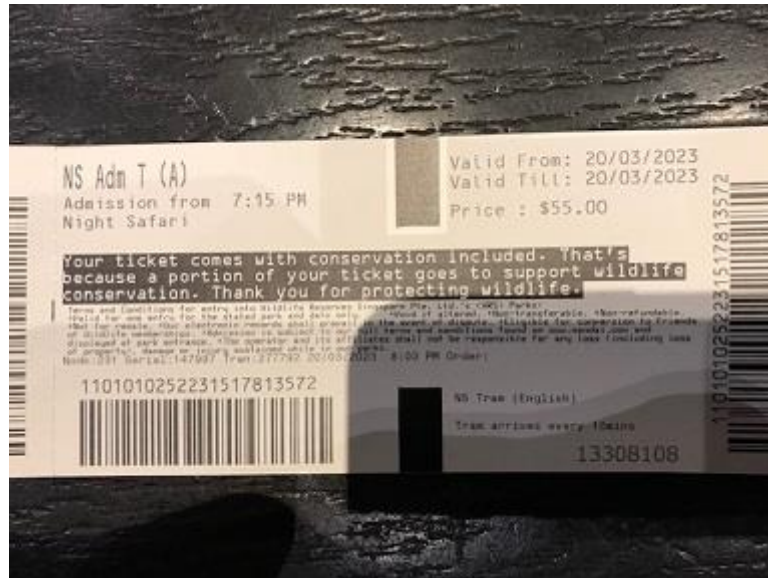


Night Safaris

An outdoor zoo that houses over 2,500 nocturnal animals,



Admission fee is 55 Singapore dollars \doteq 5,857 yen



Night Safari is a zoo that opened in 1994 and can be enjoyed after dusk.

The zoo houses 1,040 animals of about 120 species. The park's grounds cover an area of about 40 hectares, which is about three times the size of the Ueno Zoo in Japan.

It is one of the largest zoos in Singapore, with approximately 1.9 million visitors per year. Exploring the park by streetcar safari is recommended.

With timely and appropriate commentary, the tour will take you to six different regions of the world, from the hills of the Himalayas to the jungles of Southeast Asia.

As a side note, spending time overseas makes me realize the inflation overseas and the weakness of the Japanese yen (depreciation of the yen).

I expect the Federal Open Market Committee (FOMC) to raise interest rates at least two more times.

It is too early to assume that the rate hike cycle is over.

The market assumes that there will be a rate cut before the end of the year, but a rate hike stop would be at best. In other words, the yen will continue to depreciate because the interest rate differential with Japan, which stubbornly continues to maintain low interest rates, will not narrow, and Japanese people will feel their country's decline keenly when traveling abroad, etc.

Inbound sales are only 4.8 trillion yen at the peak.

• • • OH, “Can’t see the forest for the trees”.



In the past, if I had to paint an animal, I would definitely paint an elephant. (From childhood to old man.) I feel sympathy for *the lion*, the king of beasts, but I am also attracted to the generosity that the elephant's sheer size embraces.

I have no talent as a painter, so I always draw faces, including the tip of the nose, facing left. In fact, many "agate cameos" and "stone cameos," which often feature female figures, are also left facing. *Therefore, right-facing statues are more expensive than left-facing statues*, even if they are made of the same material. (Up about 150%.) Understanding people's yearning for difference, along with the free capitalist principle of supply and demand, which is the basis of trade, is the key to success in the "luxury business. *Incidentally*, these elements are not well known, which creates winners.

A little difference in the sensitivity of our antennae can make a big difference in our lives.



Acrophobia



Singapore's subway system, called **MRT** (Mass Rapid Transit) and **LRT** (Light Rail Transit), a local line with one or two cars, are very convenient.

Basically, the lines are divided by color, and the cars are colorful to match the lines.

In Singapore, which is slightly larger than the 23 wards of Tokyo, you can get anywhere you need to go at a reasonable cost by a combination of train and bus. (Cabs are less expensive than in Japan)

North South Line (red on map), **East West Line** (green on map), **Northeast Line** (purple on map), **Circle Line** (yellow on map), **Downtown Line** (blue on map), **Thomson East coastline** (brown on map), **Bukit Panjang LRT** (gray on map), **Punggol LRT** (gray on map), **Sengkang LRT** (gray on map)

As a side note, in Singapore, indoor and outdoor pool facilities are central to the survival of hotels.

Capital and common letter combinations are instantly easy to read

The basics of **AIDA**



Depending on the distance, it costs 60-160 yen each way, but this card is convenient for a stay of about one week (10 S\$ deposit).



Time difference between **Japan** and **Singapore** is **-1**

So, when it's 19:00 in Japan, it's 18:00 in Singapore.

Incidentally, Singapore is located at 1° 17' north latitude and 103° 51' east longitude just below the equator, almost at the center of Southeast Asia.

Although included in the monsoon zone, it has a tropical rainforest climate with no clear distinction between wet and dry seasons.

The average temperature in the capital city of Singapore is 27.4° C. The average temperature in January is 26.4° C. The average temperature in July is 27.9° C, which is average throughout the year.

Average annual precipitation is 2350 mm.



Casino Entrance

The Sentosa Island Casino (adjacent to the USS),
one of two casinos in Singapore,
is in the basement of the Resorts World complex.
(Photo not taken).

No photo

I never lose at blackjack first.



The Sea Aquarium



Entrance fee is S\$41 ÷ 4,366 yen



The Sea Aquarium is home to more than 100,000 marine creatures of about 1,000 species, including *Triakis semifasciata*, manta rays, and schools of manta rays, creating an astounding marine world.

You are in an aquarium staring at a school of swimming fish or fascinating marine life, It is hard to tell which of us is observing which at that moment. The sea creatures may be staring at us, **two-legged mammals**, from the other side of the tank.



Tatsuya Okamura is a big fan of aquariums



Marine organisms are grouped into 10 zones and more than 50 habitats. Visitors can learn more about marine ecosystems by observing fish and coral reef communities in the Bay of Bengal, the Strait of Malacca, the Andaman Sea, and the East African Great Lakes, as well as marine life in colder waters.

Here's a piece of trivia : the size of the giant glass panels of 「[Open Ocean](#)」 is equivalent to three double-decker buses lined up vertically and two horizontally. It weighs over 250,000 kilograms. The volume of water in the tank is over 18 million liters.



lunch break

My first Hard Rock Cafe debut was decades ago in New York City, and I always stop by whenever I see it on my travels.

cheers!!





staple

And don't forget to do your shopping • • •

Happiness comes from spending time relaxing and drinking "**Tokowaka no Megumi**".

I meditate because my management brain is dull.

What is important in business is what you value in your work. In short,

①**Customers** ②**Business partners** ③ **Staff** ④**Family members of staff** ⑤**Local community and local government** ⑥**National and international community** ⑦ **Shareholders**

In this order

Do not blur. If you do not make mistakes in this order, you will never fail. If the rest is done boldly and meticulously by doing the obvious things in the obvious order and building on this through "**thoroughness in the mundane**," success will be achieved to a greater or lesser degree. It's simple, nothing difficult.



Merlion

There are various theories as to the origin of the name "**Mer**,"

but it is said to be derived from "Mermaid," which means mermaid in English, or "Mer,"

which means sea in French, and "**Lion**,"

which of course comes from the animal lion.



Height : 8 m



Music🎵

My favorites songs are . . .

Universal Studios Singapore

Universal Studios Singapore is Southeast Asia's first and only Universal Studios theme park. Be transported by adrenaline pumping rides, interactive shows and a wide variety of exciting attractions based on the blockbuster movies and television series you know and love so well.

Welcome in and enjoy the ride!!



One day ticket costs 81 Singapore dollars \approx 8,626 yen

Unlimited Pass for unlimited use 90 Singapore dollars \approx 9,585 yen



USJ > USS in terms of scale

I think the success of USJ's turnaround is not due to Japanese-style hospitality, but to marketing and communicating with the theme park's beliefs.



Vending machines are a valuable source of information on healthy beverage trends.



March 18, 2010 OPEN



The islands of Singapore were first settled by people in the 2nd century and thereafter belonged to a series of local empires. Modern Singapore was established as a trading post of the British East India Company in 1819 by Thomas Raffles with permission from the Kingdom of Johor.

The British Empire acquired sovereignty over the island in 1824, and in 1826 Singapore became one of the British Channel colonies. The population grew at an accelerating rate and the city also became a military base for the British in The Orient. During World War II, from 1942 to 1945, the city was occupied by the Japanese.

In 1963, the country gained independence from the United Kingdom as part of Malaysia, which was formed by the merger of the Federation of Malaya and the surrounding British territories. Two years later, Singapore was expelled from Malaysia by an act enacted unanimously by the Malaysian parliament.

After declaring its independence as a sovereign state, Singapore has since developed rapidly and is now recognized as one of the "**Four Little Dragons of Asia**" along with the Republic of Korea, the Republic of China (Taiwan), and Hong Kong.



Singapore is a parliamentary republic with a hegemonic party system in the Westminster system of unicameral parliamentary government. Since the start of its autonomy in 1959, the People's Action Party has won every election. With the rule of the party and the Lee family, Singapore is classified as a "quasi-dictatorship," taking into account curtailed civil liberties and political rights and low levels of freedom of speech. It is one of the five original members of the Association of Southeast Asian Nations (ASEAN), the country that established the Secretariat of Asia-Pacific Economic Cooperation (APEC), and is a member of the East Asia Summit, Non-Aligned, and Commonwealth of Nations (**Commonwealth has 56 countries**).

Singapore's rapid development has given it tremendous influence in international affairs. On the other hand, in the 2011 general election, the People's Action Party received 60.1% of the vote, the lowest percentage since independence, and an increasing number of people, especially young people, are dissatisfied with the political situation. Although it is a one-party dictatorship with limited freedom of the press, it enjoys economic prosperity and is ostensibly glamorous, and is therefore described as a [bright North Korea]

The Journey Continues • • •

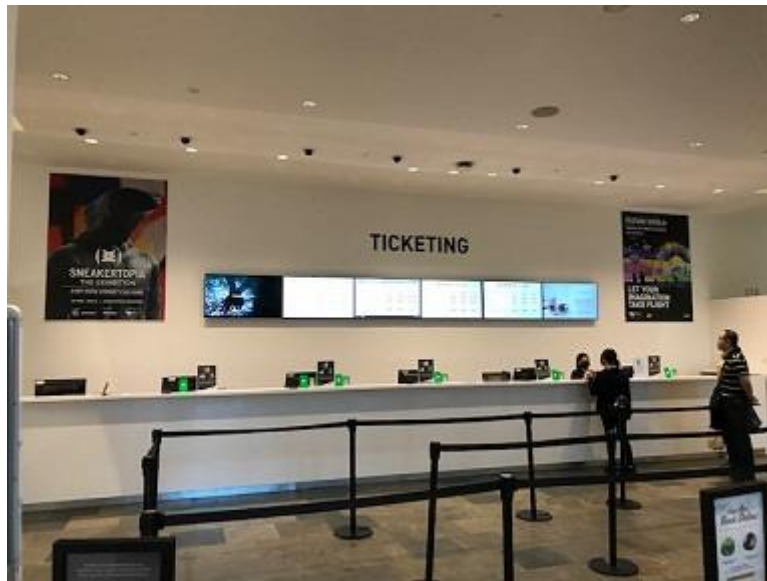


Art Science Museum



The Art Science Museum opened at the same time as the full opening of Marina Bay Sands (where the second Casino is located) in 2011. It is the first museum in the world to combine art and science.

Incidentally, it was designed by Israeli Canadian architect *Moshe Safdie*. He is also known as an environmentally conscious architect.

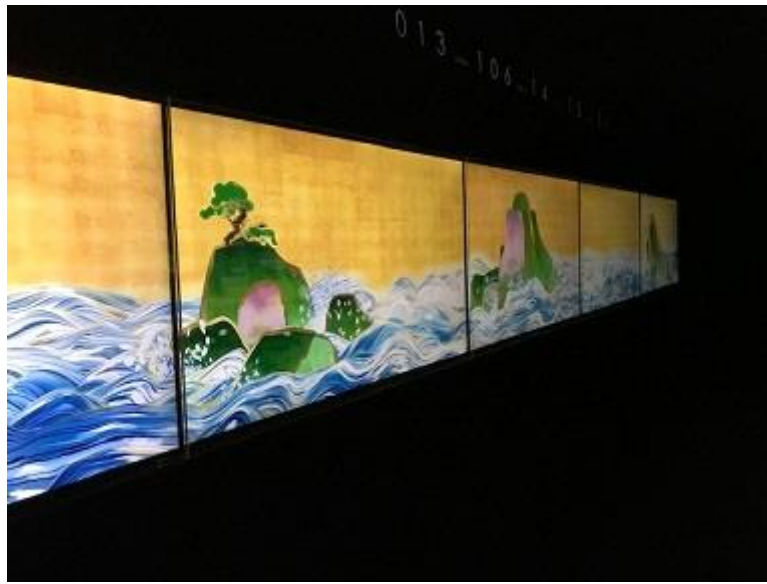


All exhibits view fee40 Singapore \$ ≐ 4,260 yen



Through a collection of digital interactive installations, enjoy a world where art, science, magic and metaphor intersect with all five senses.

Basically, open and **open daily from 10 AM to 7 PM with no holidays.**



Like Japanese museums, it consists of permanent and special exhibitions.
 The permanent exhibitions are themed on art and science, and the galleries continue from the third-floor aerial staircase to the entire fourth floor.
 The special exhibitions are said to change every six months or so.



special exhibition

Corner of my specialty
 I want it but it's not for sale
 Oh well, I'm still confident in my motor skills.



from the side



and then

from the front



FI
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inauguration of a director



The 2022 FIFA World Cup was the 22nd FIFA World Cup, held in Qatar from November 20 to December 18, 2022 .

The slogan for the conference is "**Now is All**". In the Japanese press, it was referred to as the "World Cup in Qatar. Argentina won the championship for the third time in 36 years. This was the last 32-team tournament, as the number of teams will be expanded to 48 from the next tournament.

Actual shoes of **MVP Messi**





I like football more than baseball.
I'm better at baseball than football.

Marina Bay Sands

The Marina Bay Sands' sloping towers and the infinity pool at the top also have interesting trivia.

Tower 1 has a 26-degree incline, and the addition of 2 and 6 makes 8, an auspicious number in Chinese culture, so it is believed that this tower will bring prosperity to the business. The infinity pool also represents a lake on top of a mountain, which is also considered auspicious.



If I'm hungry . . .



A favorite menu item that I have eaten many times.



Botanic Garden

The Botanic Gardens, a beautiful park that became [Singapore's first World Heritage Site](#). The park is so large that I think it is important to decide in advance which areas to see. Singapore's vast botanic garden [Botanic Garden] was registered as a UNESCO World Heritage Site in July 2015.



Its history dates back about 150 years, and today it has become a symbol of Singapore's promotion of greening. The park, which has free admission, seems to be a place of relaxation for residents, with many people jogging and walking in the park.

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Incidentally, the area is 63.7 hectares, or **13 times the size of Tokyo Dome**. (Between you and me, I'm a Giants fan, not a Carp fan.)



Squalls characteristic of Singapore

To put it boldly and without fear of misunderstanding, the situation caused by typhoons and heavy rains changes from moment to moment. Rivers rise very quickly, and if a typhoon approaches, it could become so stormy that it is impossible to move (Experience in Iki, Nagasaki).

A situation in which evacuation is not possible safely is a situation in which lives are already in danger and therefore anything can happen. To prevent this from happening, it is important to gather information on typhoons and heavy rain frequently and to evacuate as soon as possible.

If the disaster strikes, there will be many hard days from evacuation to recovery, but even so, if you lose your life, there is nothing you can do to save it. (Companies have experienced receiving certificates of disaster relief after the torrential rains in western Japan in 2018.)

First of all, let us raise our awareness of disaster prevention so that we can protect ourselves and take our highest priority actions on a regular basis. It is very similar to risk management in corporate management.



Corporate risk management can be described as the process of systematically identifying and managing possible risks in corporate management to avoid or reduce losses. Naturally, no small amount of risk occurs in the management of a company.

Therefore, it is very important to avoid or minimize losses as much as possible by taking measures in advance. In the highly uncertain business environment after the end of the new

Corona, business operators, stakeholders, vendors, and personnel must pay close attention to the internal and external aspects of the company and always be aware of the risks and the impact of the risks. In addition, since corporate management is built on human capital, mental management of staff is also a part of risk management.

I place great importance on this **mental management**.

As a reminder, a term similar to risk management is crisis management. Crisis management is to set up a simulation to minimize losses and escape from a crisis under the assumption that a serious crisis such as terrorism or natural disaster has occurred.

Of course, distinguish this from reputational risk and compliance risk.

To return to the topic at hand, there are two types of corporate risk : **pure risk** and **speculative risk**. Pure risk is the risk of possible damage or loss to the enterprise.

Specifically, natural disasters such as earthquakes and fires, terrorism, information leaks, and automobile accidents fall under this category. It is difficult to predict the occurrence of **pure risk**, and I try to avoid losses through the use of property insurance.

Then there is **speculative risk**. Speculative risk is the risk of both potential profit and loss, such as the development of new products or diversification of business. Speculative risks include economic downturns, fluctuations in exchange rates, stock prices, and interest rates, as well as political and economic conditions. Many managers tend to think, "Only by taking speculative risks can we expect our companies to grow." I disagree. Well, speculative risk can result in large losses as well as profits. When considering speculative risk, the key is how to minimize losses and increase profits.

In any case, the keys to risk management are "**avoidance**," "**reduction**," "**transfer**," and "**acceptance**."



LEGO

LEGO (Danish : LEGO) is a Danish toy company and brand of plastic building block toys founded in 1934.

Common basic colors in LEGO bricks are red, yellow, blue, black, white, and gray.

Since the 1990s, other colors have gradually become more widely used, and now dark gray, green, sand, brown, burgundy, dark green, and pastel colors can be seen in many cases, as well as transparent blocks.



Okamura loves Legos. Merlion



Concluding Considerations • • •



12 years ago on the same day, coincidentally in front of the Merlion.



Knowing what is right and not doing it is a want of courage.

Since that time

Now,
back again.

Concluding with a photo from that time.

