

Feb. 17, 2003, marked the 50th anniversary of the collaborative business relationship between Japan and Boeing. The advertisement above, which features the headline "The future is an idea carefully built on the past," commemorates the anniversary, as well as the relationship between the people in Japan's a erospace industry and the people of Boeing. It also conveys an upbeat outlook for the future, as Japan and Boeing work together on technological advances in the a erospace industry.