



2022 Japan Supplier Innovation Online Showcase

Organizer: Japan External Trade Organization (JETRO), Chicago Office

Co-Organizer: Original Equipment Suppliers Association (OESA)

Date: February 16th-17th, 2022 (Wednesday, Thursday)

Location: Virtual

Japan External Trade Organization (JETRO)
<https://www.jetro.go.jp>

Introduction

In 2019, Japan became the #1 leading foreign investor in the United States, which can largely be attributed to the automotive and its related industries. This continued investment into the US economy has led to new opportunities for business partnerships between the Japanese and American automotive communities. While the Covid-19 pandemic has altered the economic and political landscape, the need for further business and technology collaboration could not be greater to provide solutions to global issues such as sustainability, inequity, mobility, and more.

The Chicago office of the Japan External Trade Organization, (JETRO), is organizing an online supplier showcase with Japanese automotive supplier companies in order to support their business expansion with North American and European OEMs and Tier 1's. In this virtual exhibition-style showcase, Japanese supplier companies will be able to request meetings to demonstrate their innovative technologies and products directly to engineers, R&D and procurement staff of leading OEMs and Tier 1 suppliers. Meetings will take place during the two-day showcase, and companies will be able to send meeting requests up to two weeks in advance.



Showcase Outline

Date & Time	Wed-Thurs, February 16-17 th , 2022 8:30am – 8:30pm EST ※Virtual Booth Profile Setup Period: Thurs-Fri, Jan 27 th -28 th , 2022
Location	Brella Virtual Meeting Platform
Organizer	Japan External Trade Organization (JETRO) Chicago Office
Co-Organizer	Original Equipment Suppliers Association (OESA)
Outline	Showcase for Japanese companies that want to start business with US/EUR OEMs/Tier 1s or wish to expand their business by offering new technologies
Target Audience	Japanese automotive parts manufacturers with a presence in the U.S. or Japan who want to start new business with U.S.-based large manufacturers of finished vehicles or Tier 1 suppliers, or who want to expand their business by offering new technologies (innovations). ※This showcase is not open to trading companies, accounting companies or consultants that do not have their own products.
Product / Technical Category	<ul style="list-style-type: none">• Materials / Lightweighting• ADAS & related technologies• Infotainment / UX• xEV (PHEV, BEV, FCEV (hydrogen), battery, & related technologies)• Other innovative automotive related technologies
Number of Participants	40+ Companies
Selection	JETRO Chicago will conduct preliminary screenings of Japanese applicant companies (to confirm that they meet the target fields.)

Benefits of Exhibiting

① Business Networking Opportunity

This is an opportunity to directly pitch your company's products and latest technologies to engineers, purchasing managers, and R&D personnel of major US-based OEMs and Tier 1 suppliers.

② Matchmaking Platform Leveraging AI with Flexible Meeting Schedule

The online business meeting platform, Brella, allows applicants to request meetings on their own time, and leverages a unique AI system to suggest potential business partners that based on interests and company profiles. On the day of the showcase, participants can request meetings during mutually available time slots.

※If participating from a different time zone, please be aware of the time difference of the requested party and suggest meeting times accordingly.

③ Free of Charge

JETRO provides the virtual exhibit space and business matching platform, so participation is free.

④ Individual Company Presentation

Exhibitors can give a virtual company and technology presentation to OEM/Tier 1 Purchasing / Engineering staff through the virtual platform Brella and its unique AI-driven matching program.

Application Process

Please submit applications via this link: [Application for 2022 Japan Supplier Innovation Online Showcase](#). You will be asked to enter basic company information, attendee information, and product/technology information. You will also be asked to upload a company logo and a company pitch deck. The pitch deck must be in English.

JETRO Chicago contacts:

- ① Kevin Kalb (English, Kevin.Kalb@jetro.go.jp) Ex 205
- ② Matt Feagley (English/Japanese, Matt.Feagley@jetro.go.jp) Ex 204
- ③ Mayu Kasukawa (Japanese/English, Mayu.Kasukawa@jetro.go.jp) Ex 105

Address : 1 E Wacker Drive, Suite 3350, Chicago, IL 60601

Phone: 1-312-832-6000

※Please note that JETRO Chicago is currently adopting a telework system with only occasional in-office hours. For this reason, it is best to contact us by e-mail.

Important Dates

Application Deadline: Monday, December 20th, 2021 (Round 1)

*We highly recommend applying in Round 1: Monday, January 18th, 2022 (Round 2)

Final Participant Selection: Monday, January 3rd, 2022 (Round 1)
: Thursday, January 20th, 2022 (Round 2)

Brella Tutorial Webinar: Wednesday, January 26th, 2022

Virtual Booth Profile Setup: Thursday-Friday, January 27th-28th, 2022

Meeting Requests Open: Monday, Jan 31st – Tuesday, Feb 15th, 2022

Showcase Dates: Wednesday-Thursday, February 16th-17th, 2022

Main Technology Areas for Selection

Suppliers are preferred to have global business & production capability as well as *unique* design or manufacturing technology that could deliver *significant* quality, function, cost or weight advantages versus the present position of OEMs and Tier 1's.

Main Technology Categories

- **Materials / Lightweighting**
- **ADAS & related technologies**
- **Infotainment / UX**
- **xEV (PHEV, BEV, FCEV (hydrogen), battery, & related technologies)**
- **Other innovative automotive related technologies**

Guidance for Participation

- If there are any changes to the information on the application form, please contact the JETRO Chicago office. Please note that JETRO may not be able to respond to any changes made to the application form. Please note that JETRO may not be able to respond to any changes after the deadline.
- Participation in this event does not guarantee business meetings with OEMs or Tier 1 suppliers. Please note that even if you request a business meeting on the platform, the meeting request must be accepted by the other party.
- JETRO will not provide interpreters for this online showcase. If an interpreter is required, it is the responsibility of the participant to make arrangements.
- Subletting, selling, exchanging, or transferring of the virtual “booth” is prohibited.
- This showcase will be open from 8:30am to 8:30pm (EST), and participants can set their individual availability for meetings. We ask that you remain on the platform during the slots you mark as "available".
- This showcase allows participants to set flexible meeting schedules.
- Please be aware that due to the online nature of this event, there may be a time zone differences between participants. Please make sure to consider the location and time zone of the potential partner you are sending requests to.
- Actual business negotiations and transactions will be conducted at the discretion and responsibility of each company. JETRO cannot be held liable for any damages incurred.
- In the event of natural disaster, transportation disruption, etc. JETRO may cancel the showcase even after receiving the application form. In this case, JETRO will not be able to compensate for any losses incurred by the participants.
- If a participant cancels or withdraws their application after being notified of their selection results, the participant may be disqualified from future JETRO events.
- The information you submit will be handled in accordance with JETRO's "Privacy Policy". Personal information will be strictly controlled and used for the purpose of this event and related services of JETRO.
- We request that each company completes our questionnaire after the event.