

This article features the Japan External Trade Organization's (JETRO) participation in Collision from Home 2020. The original post was published on June 15, 2020 by Collision from Home. For the original post please click - [HERE](#)



## Regional partners, global audience

Our Collision from Home partners don't just include the world's largest companies. We're also welcoming regional organizations and delegations from North America and further afield. They'll bring some of the most exciting startups in their respective areas to share ideas, plans and visions with our Collision from Home attendees. We talked to a few of these regional partners about what their areas have to offer, and why they're so excited to bring their startups to an online conference.



### Tell us a little bit about your organization...

**JETRO:** JETRO, or the Japan External Trade Organization, is a government organization that works to promote mutual trade and investment between Japan and the rest of the world.



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#### *Startups Support Division:*

In recent years JETRO has been focusing on innovation, bringing about various programs for Japanese startups to scale their businesses globally.

#### *Innovation Promotion Division:*

That support includes accelerating open innovation between Japanese corporates and foreign startups, and providing fast tracks for those with cutting-edge technologies and disruptive business strategies.

### What's the biggest challenge facing entrepreneurs right now?

**JETRO:** Our startups represent a wide range of industries, including environment, energy and cleantech, hardware and IoT, AI and machine learning, and security.

### What kinds of industries do your startups represent?

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### What brings you to Collision from Home?

**JETRO:** This is our first delegation with Collision and we're thrilled with the interest from our startup communities. Selection was very competitive, and the startups that were chosen bring really attractive qualities like experience in Silicon Valley (or CES) and some very unique products. We hope this event will serve as a useful platform for them to scale up and to find good partners in both the US and Canada.

