



## Changes in Japanese Trade & Investment: Evolution of JETRO

Shifting focus to meet needs to the era

### 1950s

Resumption of private trade  
Export trade fairs  
Market research

- 51 Japan Export Trade Research Organization established
- 54 Japan External Trade Recovery Organization established
- 56 Japan Industrial Trade Show Cruise Ship launched
- 58 Japan External Trade Organization (JETRO) established  
\*Export-promotion projects begin  
Institute of Developing Economies (IDE) established

### 1960s

Export promotion  
Domestic & overseas networks grow  
Export promotion activities stepped up

- 63 Projects to support exports begin
- 65 Promotional caravan sent to Africa

### 1970s

Diversification  
Assistance for overseas investment  
Expansion of overseas PR

- 70 Japan Pavilion managed at the World Exposition in Osaka
- 71 Overseas PR Department established in response to increased foreign contact  
\*Projects for developing countries begin full scale
- 73 Overseas investment consultation begins
- 78 U.S. Export Development Mission to Japan
- 79 U.S. products promotional cruise ship (Boutique America)

### 1980s

International cooperation  
Expanded import promotion  
Cooperation with foreign industries and developing countries

- \*Import promotion projects begin full scale
- 83 Task force to promote imports formed  
\*Projects for internationalization of smaller businesses begin
- 85 Made in USA Fair (large-scale import fair) organized
- 89 Supplementary budget introduced (import promotion projects greatly expanded)

### 1990s

Import promotion  
Import promotion facilities

- 90 Import Promotion Department established  
Senior trade advisors sent overseas to promote Japan's imports
- 93 Import Business Support Center established
- 94 Imported housing exhibitions and imported consumer goods exhibitions established
- 95 Annual Survey on Actual Conditions Regarding Access to Japan inaugurated
- 96 Region-to-region initiatives inaugurated  
Imported automobile showroom established
- 98 JETRO and IDE merge

### 2000-

Japan's economic revitalization  
Promotion of exports and investment entering Japan  
Support for globalization of regional economies

- 00 Internet-based information system inaugurated
- 01 Joint studies on FTAs with Korea and Mexico begin
- 02 Economic Law Section established (to address intellectual property rights, FTAs, etc.)  
Countermeasures for business problems in China reinforced  
\*Export promotion projects resumed
- 03 Invest in Japan activities expands (IBSC, etc.)  
JETRO reorganized as incorporated administrative agency
- 05 JETRO supports EXPO 2005 AICHI, Japan  
\*JETRO provides various support to accelerating movements toward regional economic partnerships in East Asia
- 06 China-Japan-Korea Industrial Fair held in Qingdao, China
- 07 Phase II mid-term plan launched
- 08 Export promotion office for agricultural/forestry/fishery & regional products established  
50th anniversary

