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## Japan focus on medical device market in the Middle East

### JETRO sets up Japan Pavilion at Arab Health 2013 in Dubai:

The Japan External Trade Organization (JETRO) will organize a team of Japanese companies at the forthcoming Arab Health 2013 in Dubai. Arab Health – the largest trade show in the healthcare industry in the Middle East will be held at the Dubai International Convention & Exhibition Centre from 28th to 31st January 2013. This will be Japan's 3rd endeavour setting up the Japanese National Pavilion for this event.

Over 3,500 exhibitors from around 65 countries, specialized in medical technology, laboratory equipment, diagnostics, physiotherapy/orthopaedic technology, commodities and consumer goods for hospitals, surgical products and services, information and communication technology in healthcare, medical disposables, healthcare building technologies, radiology etc. are slated to be present at the exhibition to showcase their products and services.

### Participation from Japan:

This year, 10 companies specialized in medical device manufacturing, will participate in the Japan Pavilion. Realizing the high potential growth of the medical and healthcare market in the Middle East, these companies will showcase a unique variety of high-tech and innovative products, aiming to expand their business in the Middle Eastern region.

### Companies from Japan's disaster hit area take part in the exhibition:

This year, 4 companies from the areas in Japan hit by the earthquake and tsunami in 2011, including companies from technologically advanced areas such as Ibaraki and Chiba, are participating in the exhibition, indicating the rehabilitation and fast recovery accomplished by the companies in such areas with the support of the Japanese government.

### Companies within the Japanese Pavilion:

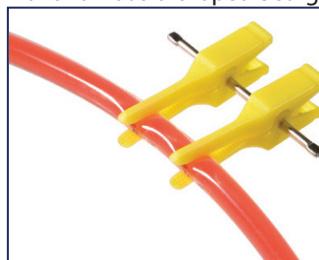
**Animo Limited:** - Specialized in software and services for healthcare, welfare and e-health, Animo is a solutions company that offers software and service centered on key technologies related to sound and speech, founded by Fujitsu Ltd. In 1994 as their first venture



company. The company is active in three business areas namely, Social Infrastructure, Call Center and Healthcare. Snoring check service is one of the unique solutions to make snoring self-check available on your Smartphone.

(Contact person: Mr. Masaya Motegi. E-mail: mmotegi@animo.co.jp)

**Bear Medic Corporation:** -This Company is specialized in Disposable Micro Vascular Clip and Micro Suture needles. Single-use disposable clips are developed under supervision of Dr. Tamai, a world-famous orthopedic surgeon. Its unique hemispheric shape in



jaws assures secure, atraumatic and non-slip occlusion. The single-use vascular clips can draw out doctors' best performance because clamping pressure is always exact and reliable. Non-necessity to scrub before use secures patients' trust for debris, corrosion and rust free

surgery equipments. (Contact person: Mr. Noriyuki Kawasaki. E-mail: Kawasaki-n@bearmedic.co.jp)

**Feather Safety Razor Co., Ltd.:** - This Company is a leading manufacturer of high-precision cutting tools and has a wide-ranging product lineup, including surgical blades and scalpels for general



surgery, isroscaples for ophthalmic surgery, micro blades and handles for fine incision, and disposable microtome blades and trimming knives for histology/pathology use. High precision and excellent quality of Feather products are all made in Japan and have earned

immeasurable trust from the users all over the world. (Contact person: Mr. Keiichi Sakaide. E-mail: feather@estate.ocn.ne.jp)

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**Ito Co., Ltd.:-** This Company was founded in 1916 as Japan's first electrotherapy manufacture, exporting rehabilitation and physiotherapy equipment to over 80 countries worldwide. All products are produced at its factory in Japan by highly skilled engineers and state-of-the-art machinery. The Company apply complete quality control to provide high-quality products. We adhere to International Standards for Quality Control and have acquired ISO 13485, CE certifi-



ations. We ensure customer trust and to uphold our responsibility for product quality, safety, and effectiveness to meet strict standards and requirements

**Job Corporation:-** This Company is an ISO 9001 and ISO 13485 certified company. They have a wide range of products such as portable X-ray units and Mono-Tank Generators. They also devote their energies to develop compact and light weight X-ray machines and have been receiving a favorable reputation on the reliability point of view since 2003 (Contact person: Mr. Kenzaburo Hara. E-mail: k.hara@job-image.com)



**Kaji Corporation:-** This Company is manufacturer of high quality wheel chair gel cushions, utilizing EXGEL, the unique material that Kaji Corporation has originally developed. EXGEL's flexibility redistributes body pressure and buffers shearing forces, making it an ideal cushioning material. Working closely with professionals of rehabilitation and pressure ulcers for product developments, the company's cushions are carefully designed and manufactured at its in-house factory under ISO 9001 management system. Their cushions are highly evaluated and achieved top share in Japan. CE marking approved. (Contact person: Mr. Atsuko Kawanishi. E-mail: a\_kawanishi@exgel.jp)



**Keisei Medical Industrial Co., Ltd.:-** Keisei Medical is a dedicated plastic surgery related products manufacturer such as Air fluidized bed, Electric Dermatome, various types of Needle and Suture including microsurgery, Skin stapler, Surgical Instrument, orthopedics implants, vascular clamps and so on since 1964. This company is ISO 13485 certified with CE marking approval and FDA registration. Distributor wanted in Middle East countries, Africa and Europe. (contact person: Mr. Tomohito Fukuyama. E-mail: tfukuyama@keiseimed.com)



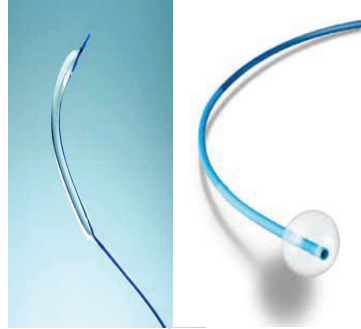
**Medica Co., Ltd.:-** Protec (Floating Manipulative Therapy) is a device that provides a safe, stress-free, and comfortable treatment for Low Back Pain Patients. It is designed to allow a wide variety of Mobilization and Manipulative Therapy options, depending on the physician's treatment preferences. (Contact person: Mr. Fumio Katane. E-mail: katane@medica7.com)



**MPI Inc.:-** The First Mobile Fiberscope System. The MPI Multi View-Scope is a hand-piece with integrated light source, monitor and camera with interchangeable blades, Styletscopes and Fiberscopes. The Air View is a Wireless Imaging Transmission System. (Contact person: Mr. Hiro Ogawa. E-mail: ogawa@mpi-inc.co.jp)



**Tokai Medical products, Inc.:-** Since it was founded in 1981, Tokai Medical has kept "To save as many patients as possible" and endeavored to realize the needs of medical professionals out of view of the patients. We succeeded in the development of IABP in 1986 for the first time in Japan and our current product line includes PTCA balloon catheter for coronary treatment, PTA balloon catheter used in dialysis, Micro-catheter for liver treatment and Balloon guide catheter for Neuro-Intervention. ISO 13485 certified. (Contact person: Mr. Ichihiko Wakimoto. E-mail: wakimoto-i@tokaimedpro.co.jp)



## JETRO continues promoting trade through Invitation Programs:

In continuation of JETRO's trade promotion through programs targeting different segments in the market, and after the successful completion of the Buyer's Invitation Program for the women's fashion industry, beauty products and the entertainment industry, JETRO has organized an invitation program for buyers from the Digital Contents Industry during the month of October 2012. Out of 13 members of the group from different countries, three were from the UAE, namely Fox Channels Middle East, 03 productions and Rubicon.

JETRO's Digital Contents Buyers Invitation Program was organized during the time of the Tokyo International Film Festival, and the associated Content Buyers Market (TIFFCOM 2012) held between 23rd and 25th October 2012 at the Grand Pacific De Daiba, in Tokyo's Odaiba area. The multi-content market, which is an annual event, is jointly organized by the Ministry of Economy, Trade and Industry and UNI Japan. TIFFCOM is slated to be held again at the same venue in October 2013.

The first invitation programs was targeted at the Women Fashion Industry, where, JETRO invited three companies from the region - two from Saudi Arabia and one from Dubai. The second invitation program was targeted at the beauty products segment, in which JETRO invited three business persons, representing 3 companies from the sector.

In the 3rd such program, JETRO Invited 8 business men from the entertainment industry for Business Matching Meetings in Japan during the Tokyo Game Show (TGS) held between 20th and 21st September 2012. Out of the 8 invitees, 2 were from Dubai.

## MY CONTENT JAPAN PAVILION AT THE BIG ENTERTAINMENT SHOW AND CONTENT SUMMIT 2012

JETRO has set up a Japanese pavilion at the MYCONTENT - the leading international entertainment content and media marketplace show in the MENA region between 27th and 28th November, at the Dubai International convention Centre. The Pavilion was established in association with the Osaka Digital Content Industry Promotion Council of Japan (ODCC), and the event was held in conjunction with the leading entertainment show in the region, "the Big Entertainment Show 2012".

ODCC is a platform organization of the content industries, educational institutions, economic organizations and governmental agencies etc. ODCC and JETRO have organized a team of companies aiming to partner with UAE's businesses, organizations, educational institutions and governmental agencies concerned with digital content in the Middle East countries in order to deploy various projects based business corporations. With the vast network in the industry, ODCC has the potential to bring significant value to businesses in the Middle East.

My Content is essentially a marketplace for networking, selling, buying and distributing entertainment content across all platforms, providing professionals involved in the TV, film, animation, documentary, kids programs, digital content, social & interactive media, mobile content, internet content, apps, interactive entertainment industry with the perfect platform to make deals. The exhibition allows participants to gain unparalleled exposure by giving them the opportunity to meet with broadcasters and distributors from the entire MENA region.

Following were the Japanese companies that participated in the Japan Pavilion at the MY CONTENT.

1. Engines Inc, Aoyama Bldg., Fushimi-Chuo 2-Chome, Chuo-ku, Osaka 541-0044, Japan. Phone: +81-6-6231-1123, E-mail: info@engines.co.jp.

Engines Inc. puts its focus on active development of digital entertainment business. The company develops many kinds of service including games software, social contents, amusement, animation design etc., and provides new ways of recreation for their customers by utilizing advanced designing capability, IT technology and networks. Since 2010, the company is moving forward with its global operations targeting at overseas markets and working on projects that can be enjoyed in various life scenes for people all over the world.

2. Solu Mediage Inc., 1-2-27 Tenjino, chuo-ku, Niigata city, Niigata, Japan. Phone: +81-25-290-5674, E-mail: info@solu-mediage.com

This company has now recruited permanent specialists such as producers, directors, planners, designers and programmers. This company's consistent production system, and their aims of "Broad View & Brand New Ideas" and "Compact & Speedy Operation" have resulted in the maximization of effects.

3. Skill Information "S" Co., Ltd., 1-17-26, Higashinakajima, Higashiyodogawa-ku, Osaka, 533-0033, Japan. Phone:

+81-6-6320-4199, E-mail: info-font@sic-net.co.jp.

In 2001, this company has developed a system for automatic generation of Japanese fonts and commenced the service "Myfod" which creates handwritten fonts of Japanese language. In 2003, the company commenced the service "Webfont" which is able to show on Web the fonts stored in servers. In 2004, the company has completed the digitalization of 140 types of design fonts by an automatic generation system, working together with Font1000 Secretariat, a designers group. Commencing sales of a collection of handwritten fonts in July 2007, the company started providing service to foreign fonts such as fonts of European languages.

4. Yomiuri Telecasting Corporation, 2-2-33 Shiromi, Chuo-ku, Osaka-shi, 540-8510, Japan. Phone: +81-3-6253-7727, E-mail: licensing@ytv.co.jp

This company is a television broadcaster and a producer of television programs and films, based in Osaka, serving the entire Kansai region. They are a member of Yomiuri Group, which boasts the world's highest circulation figures.

5. Yomiuri - TV Enterprises Ltd., Twin21 Mid Tower, 33F, 2-1-61, Shiromi, Chuo-ku, Osaka, 540-6133, Japan. Phone: +81-6-4791-3600, E-mail: sugae@yte.co.jp

This company is specialized in the distribution and ancillary development of quality TV programs for domestic and international markets as a subsidiary of Yomiuri Telecasting Corporation, a terrestrial broadcasting corporation in Japan. This company is also specialized in music publishing and advertisement.

## Topics of Japanese Economy and Industry

### The Act for promotion of Japan as an Asian Business Centre enforced in November 2012:

The Act on Special Measures for Promotion of Research and Development by Certified Multinational Enterprises (hereinafter referred to as the "Act for Promotion of Japan as an Asian Business Center,") which was enacted in the ordinary Diet session this year, came into force on November 1, and support measures such as reduction of corporation tax would be implemented. Furthermore, patent applications relating to research and development businesses certified under said Act would be additionally included in the scope of applications for early examinations and proceedings (operational measures according to the existing provisions of the Patent Act).

1. Concerning the Act for Promotion of Japan as an Asian Business Center:

In order to promote activities to invite high-value added company bases, such as research and development bases and Asian headquarters of global enterprises, to Japan, the Act provides for measures to be taken for global enterprises certified by the competent minister, such as a reduction of corporation tax and patent fees. The Act, which was enacted in the ordinary Diet session this year, was promulgated on August 3 and would come into force on November 1.

2. Outline of new support measures:

In order to further promote activities to invite high-value added company bases upon the enforcement of the Act, as support measures, not only will legal measures be taken but also patent



applications relating to research and development businesses certified under the Act for Promotion of Japan as an Asian Business Center will be additionally included in the scope of applications for early examinations and proceedings (operational measures according to the existing provisions of the Patent Act).

### A brief outline of the Act:

1. Targeted business activities:- Support measures shall be taken for research and development businesses and regional headquarters business that are newly conducted by global enterprises certified by the competent minister as conforming to the basic policy established by those ministers.
2. Support measures:- (1) Corporation Tax: realizing 7% of effective tax cut by 20% income deduction for 5 years. (2) Income Tax: Same treatment as Japanese enterprises for taxation of stock option benefits granted by parent companies (foreign enterprises).
3. Reduction of patent fees: Reduction of patent fees for outcome of R&D businesses (only for small and medium enterprises).
4. Shortening of investment procedures: The period from making a notification under the foreign Exchange and Foreign Trade Act during which investment cannot be made is shortened from 30 days to two weeks.
5. Assistance for fund raising: Assistance for fund raising by the Small and medium Business Investment & Consultation Co., Ltd.

In addition to the above, acceleration of examinations and proceedings for patent applications relating to certified R&D business and acceleration of entry examinations are also considered.

The overall effects of these initiatives are attracting global enterprises that realize high added value and creating employment opportunities, and developing new products and technology in collaboration between global enterprises and Japanese SMEs.

The articles of the Act in full can be found in the following website of the Ministry of Economy, Trade and Industry.

[http://www.meti.go.jp/english/policy/external\\_economy/investment/asian\\_center201104.pdf](http://www.meti.go.jp/english/policy/external_economy/investment/asian_center201104.pdf)

### Young Foreign Entrepreneurs See Opportunities in Japan

For a detailed report on the above, please log on to:  
[http://www.jetro.go.jp/en/topics/topics\\_20130107\\_01.html](http://www.jetro.go.jp/en/topics/topics_20130107_01.html)

### Japan carrying out a multidirectional strategy on FTA:

JETRO Survey report on Japan's FTA Strategy: (December 2012)

For the full text of the survey report, please log on to:  
[http://www.jetro.go.jp/en/reports/survey/pdf/2012\\_12\\_epa.pdf](http://www.jetro.go.jp/en/reports/survey/pdf/2012_12_epa.pdf)

## JETRO Updates

### JETRO Zone in FOODEX JAPAN

#### Application Now Closed

Application is now closed for the JETRO Zone booths at the FOODEX JAPAN 2013.

FOODEX JAPAN is one of the largest food & beverage trade shows in the Asia-Pacific region with 35 years of history. The show attracts 80,000 professional buyers from all over the world. Many key food & beverage trade buyers especially visit from neighbouring Asian countries such as Korea, China, and Taiwan. FOODEX JAPAN offers you a foothold in Asia and will become your gateway to expand opportunities in Japan and also across the world through Asia.

Date: March 6 (Tue) – 9 (Fri), 2012

Venue: Makuhari Messe, Chiba City

Exhibition scale: 3,217 booths (in 2011)

Visitors: 74,936 (in 2011)

Exhibitors: 2,399 (in 2011)

Organizers: Japan Management Association and five other associations

#### What is "JETRO Zone"?

"JETRO Zone" is a pavilion organized by JETRO in "FOODEX JAPAN" as a support program for companies in developing economies to enter the Japanese market. JETRO Zone welcomes 56 companies that want to introduce their products in person. There will be special offers for the exhibitors by JETRO.

Exhibition scale: -66 booths (56 exhibitor booths and 10 JETRO booths)

Participation fee (including bank transfer charges)

US\$1,025 (US\$525 for companies from Least Developed Countries [LDCs])

(The normal participation fee for a packaged booth stand in FOODEX is approx. US\$7,300.)

#### Attractive features of participation

- The large part of the participation fee will be borne by JETRO
- Shared-basis interpreter for business negotiations (1 interpreter per 2 booths)
- Individual consultation with experts in the Japanese food market
- Access to the business center and the kitchen in JETRO Zone
- Publicity and promotion of JETRO Zone

#### Costs borne by participants

- Travel and accommodation
- Transportation of exhibits from the place of shipment to the fair site, insurance, customs duties and taxes involved in the transportation. \* For African firms, JETRO will subsidize part of the transportation costs.
- Any other expenses not covered by the participation fee



## Who can take part in this program?

### Qualifications for exhibitors

Must be a food and beverage manufacturer or exporter  
Must be from developing countries listed in the DAC list of official development assistance recipients which do not have a national pavilion in FOODEX.  
Must not already have sole agency in Japan.

### FOODEX Jetro Zone Seminars

JETRO will hold seminars about FOODEX Jetro Zone and the Japanese market.



## Mr. Hikaru Mizuno joins JETRO Dubai:



Mr. Hikaru Mizuno has joined JETRO Dubai as the Director in charge of Iraq matters effective from October 2012. Mr. Mizuno has joined JETRO in Japan in 2007. Before being posted in JETRO Dubai, he has been working with the JETRO Suwa office in Nagano Prefecture, in the Manufacturing and Environment Industry Department for Small and Medium Establishments (SMEs). The JETRO team in

Dubai wishes Mr. Mizuno a successful tenure in the United Arab Emirates.



# JETRO