

JETRO



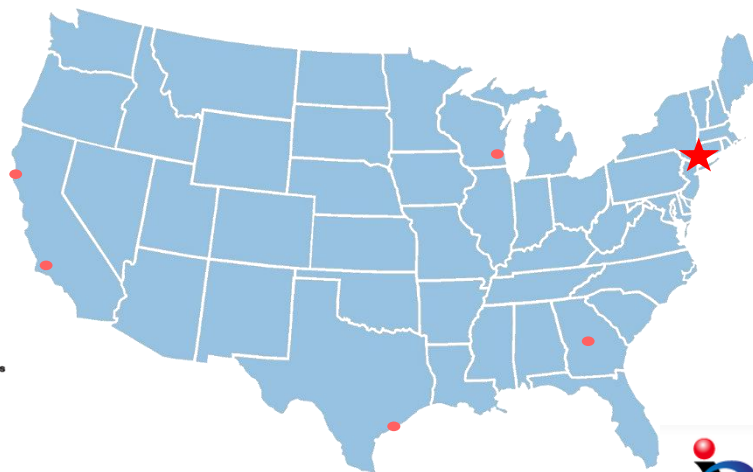
JETRO

Japan External Trade Organization



JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

Affiliated with government organizations in Japan





Headquartered in Tokyo with 45 offices in Japan and 74 offices in 54 countries. 7 locations in North America: New York, San Francisco, Chicago, Los Angeles, Atlanta, Houston in the U.S., and Toronto in Canada.

Facilitating innovation through inward FDI in Japan and support for overseas expansion of startups

JETRO assists with foreign companies establishing a business in Japan, in particular, companies that use new technology and business model contributing to improving productivity. JETRO also supports overseas business expansion for Japanese startups utilizing ecosystems around the world.

Supporting exports of Japanese agricultural, forestry, and fishery products and food

JETRO makes use of domestic and international networks to contribute to the government's goal of one trillion yen in exports of agriculture, forestry, and fishery products and food.

Supporting overseas business of Japanese companies

JETRO assists the development of sales channels and establishment of bases for Japanese small and medium-sized enterprises in overseas markets where expansion is expected due to strong demand and economic cooperation.

Contributing to the activities and trade policies of Japanese companies through surveys and research

JETRO conducts research and analyses utilizing its strengths such as its domestic and overseas bases; personnel with abundant knowledge in overseas regional and industrial surveys; networks of local governments, companies, research institutes and international organizations; and the accumulated results of studies conducted by IDE.



Put your business in Japan with JETRO.

JETRO connects businesses with the resources they need to successfully expand in Japan. Schedule a **free business consultation** to learn more.



JETRO has achieved the following numbers regarding FDI (Foreign Direct Investment):

1700

Successful number of clients invested into Japan globally.

- More than 10% of entire FDI has come from the NY office
- FDI from 55 countries that JETRO is located in

524

Successful number of clients invested into Japan from North America.

- 32% of the entire global FDI
- Average of 37 clients successfully entering Japan on a year-to-year basis

179

Successful number of clients invested into Japan from the New York office.

- Utilized JETRO's IBSC office in Japan
- Advised through our many consulting services as well as market information
- Promoting clients through our business matching programs

A new program starting in 2018, this project promotes business collaboration between Japanese companies and companies in Silicon Valley and Boston/NY. As with other programs, mentoring, feedback, and key connections are provided.



Global Acceleration Hub

Silicon Valley



Noriya Tarutani



Will Ferguson



Alfredo Coppola



Yeni Kim



Chris Burry

JETRO x CîC

Boston + New York



Chuck Goldstone



Hiroko Sato



David Saxner



J-Startup

91 JP Startups Selected

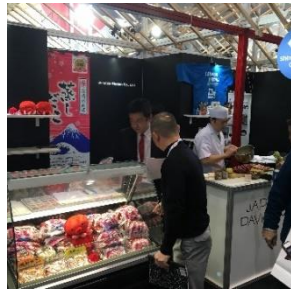
147 JP Company Supporters

32 JETRO supported

In Japan, over 10,000 startups are challenging the frontiers of the new business world. Few will be able to expand on a global level. The J-Startup project aims to make winning startups in the global market and bring new value to the world.

Summer Fancy Food Show 2018 June 30 – July 2, 2018

This was the eighth straight year for JETRO to set up Japan Pavilion; 12 Japanese companies displayed health-conscious popular food such as “organic Japanese sweets,” “plum wine,” and “gluten-free noodle.”



Seafood Expo North America (SENA) March 11 – 13, 2018

At SENA, the North America’s largest seafood exposition, JETRO set up Japan Pavilion where 13 Japanese companies displayed seafood such as yellowtail, scallops, as well as seaweed and wasabi for sushi.



*Japan – Where “delicious”
also means “beautiful”*

The Japan Food Product Overseas Promotion Center (JFOODO) was established on April 1, 2017 within JETRO. JFOODO will devote its resources to the branding of Japanese agricultural, forestry, fishery and food products.

To further boost the export of Japanese agricultural, forestry, fishery and food products, JFOODO will work to create a stronger platform for overseas B to C promotions and branding projects that stimulate international demand.



Liberty Fairs New York Men's July 23 – 25, 2018



Liberty partnered with the organization to showcase 10 talented brands including Japan Blue Jeans, Ones Stroke and Vanquish among others.

NY NOW Summer 2018 August 12 – 15, 2018



This was the 23rd time for JETRO to set up a Japan Pavilion since 2005; 25 Japanese companies displayed high quality lifestyle products to the US Market with 15 new participants in 2018.

Japan Textile Salon January 16– 17, 2019

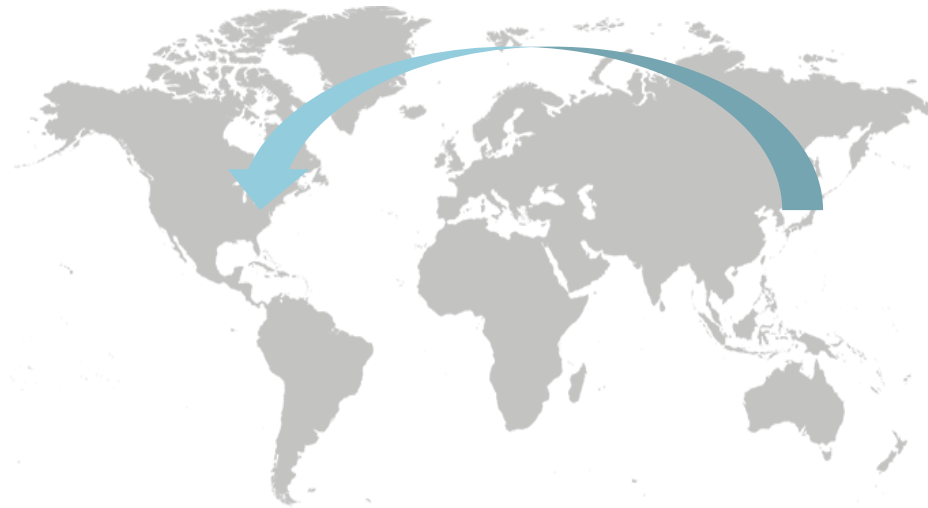


Through this event, Japan Textile Salon in NYC provides an opportunity for North American professionals to meet 21 selective textile companies from Japan, selected from among the world's top weavers, printing producers, designs studios and manufacturers with R&D capability.

ALEXANDER WANG

Brooklyn Museum

3.1 *Phillip Lim*



**Kamakura
Shirts**

And more....

Assistance in overseas development
through information provision

Human resource development
support for overseas business

Providing consistent business
support domestically and overseas

Overseas E-commerce Project
(Japan Mall)

In order to promote mutual trade and investment effectively, relationships with state and local governments and Japanese American Societies all over US are becoming increasingly important.

JETRO co-hosts business seminars to introduce latest information on Japan's economic features as well as investment attractiveness from US States to Japanese companies.



NGA Winter Summit
(February 2019)

JETRO & Keidanren USA co-hosted a round table meeting. 3 U.S. governors and 20 EOD attended and discussed about the importance of the supply chain industry formed with Japanese companies. The governors showed their interests and asked for the survey result after the meeting.



NGA Summer Summit
(July 2018)

JETRO hosted a panel discussion at the NGA Summer Summit in Santa Fe, NM. Panelists included key executives from Toyota Alabama, Hitachi Automotives, Daikin US and joined by Governor Bevin and Governor Hickenlooper. The discussion was based on strengthening partnerships between Japan and US in the supply chain industry.



Japan – US Governors Forum
(August 2018)

Held in Japan for the first time in 24 years. 5 State officials, including 3 U.S. governors, and 8 Japanese governors participated in the forum.

JETRO held a curated seminar for 3 U.S. governors to promote investment to their reputable states.

JETRO will co-organize Business Missions for Japanese companies to make a site visit to a US State. This activity enables an individual state to explain their business environment directly to potential Japanese investors.

JETRO – SELECT USA Site Tours



2018 Mission

- **Cincinnati, OH** – Tour focused on Advanced Technology such as 3D Metal Printing
- **Dallas, TX** – Visiting US-Japan Associations, Toyota, Fujitsu, NEC, University of Texas
- **New York, NY** – Tour focused on the Startup Ecosystem
- **Nashville, TN** – Touring State Government, Toyota, Tennessee Automotive Manufacturers Association, etc.



2019 Mission

- **Colorado** – 17 delegates focusing on innovation in CO
- **Georgia/Alabama** – 19 delegates focused on automotive
- **Mississippi/Alabama** – 8 delegates focused on automotive
- **Ohio** – 17 delegates focused on advanced manufacturing
- **Virginia** – 16 delegates focused on data centers and IT



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