



JETRO Manages an Exhibit Zone for Japanese Companies at Career Fair Organized by the University of Kentucky's College of Engineering

As a follow-up event to the "Hiring and HR Development Workshop" that was organized by JETRO New York last November in Frankfort, Kentucky, we also managed an Exhibit Zone at a Career Fair organized by the University of Kentucky's College of Engineering. The University of Kentucky boasts the largest student population of any school in the state. JETRO's overall goal of the fair was to promote hiring within Kentucky and our objective was to introduce Japanese companies who have operations in the state expressing interest in recruiting talent. A total of 210 companies exhibited, with seven Japanese affiliated companies participating in our JETRO Zone.



Career Fair venue

Approximately 700-800 students participated in the event, and much interaction took place between students and companies. The turnout led to positive feedback from the participating companies, who commented for instance that, “We were able to fully achieve our goal. We definitely want to take part again next time,” and “We know the efforts being made by large enterprises when it comes to hiring and human resource development, but SMEs are so caught up in everyday operations that they can’t deal with these challenges proactively, so we’re very grateful to have this sort of push from the outside.”

Regarding JETRO’s participation, Rudolph G. Buchheit, Dean of the University’s College of Engineering, expressed a great deal of appreciation and commented that in addition to exhibiting at the Career Fair, JETRO has been actively involved in efforts to improve the hiring environment in Kentucky, such as by networking with key players in academia and economic development as well as holding seminars. Dean Buchheit added that having such a powerful ally in tackling these problems is very reassuring, not only for students but for other concerned parties in the state as well. He also voiced a desire to strengthen the school’s relationship with JETRO even further. Going forward, JETRO will continue to deepen its partnerships with local enterprises and other relevant persons in Kentucky, as well as to support human resource development efforts in the state.

JETRO New York