



# DESIGN SELECT

## in SETOUCHI & KYOTO

Invitation Program for Business Matching with Japanese manufacturers

July 3<sup>rd</sup>-8<sup>th</sup> , 2016

April 2016  
Design and Lifestyle Products Unit  
Manufacturing Industry Department  
**JAPAN EXTERNAL TRADE ORGANIZATION**

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- JETRO will invite buyers to Japan for participating in the business matching program in Setouchi region and Kyoto city. The main purpose of the program is to support small-and-medium-sized Japanese companies to export their products to overseas market.
- Japan has a long history of traditional craft making, and its roots are found in much of Japanese design today. Using the same age-old techniques and local materials, craft makers are producing items that combine traditional crafts with the flair and appeal of modern design.

**【KYOTO】**

Kyoto, the ancient capital, has evolved as a city with a variety of industries, both traditional and cutting-edge, by combining reliable techniques elaborated throughout its long history with excellent human and cultural resources.

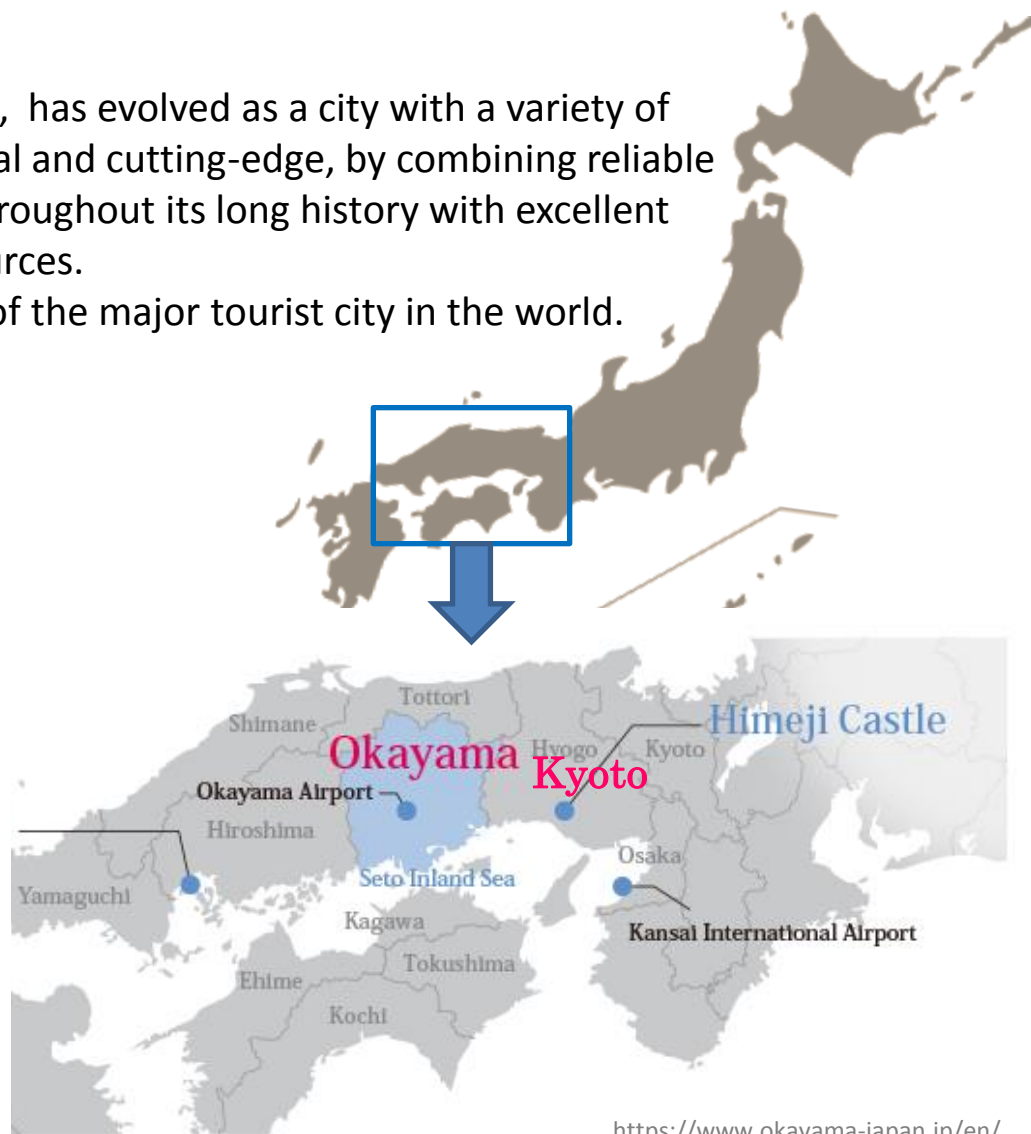
It also has grown as one of the major tourist city in the world.

**SETOUCHI Region\***

(\*The area alongside the Seto Inland Sea)

A variety of traditional products by artisan are dotted around this area.

**【OKAYAMA】** - the Land of Sunshine, is the crossroads where Kansai and Kyushu, Shikoku meet. It's been an important central location as the transportation nexus of west Japan. Okayama is also the Kingdom of Fruit thanks to the many varieties of nationally famous fruit that are cultivated here due to the mild climate.



<https://www.okayama-japan.jp/en/>

# PROGRAM SCHEDULE



July. 3<sup>rd</sup> Arrival (Kansai Int'l Airport)



4<sup>th</sup> Company Visit in Okayama (Manufacturing Site)



5<sup>th</sup> Business Meetings with Japanese Manufacturers in Okayama



6<sup>th</sup> Company Visit in Kyoto



7<sup>th</sup> Business Meetings with Japanese Manufacturers in Kyoto



8<sup>th</sup> Departure

\*Schedule is subject to change without prior notice.

<https://www.okayama-japan.jp/en/spot/1101>



[http://www.baistone.jp/index\\_e.html](http://www.baistone.jp/index_e.html)



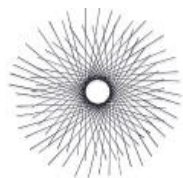
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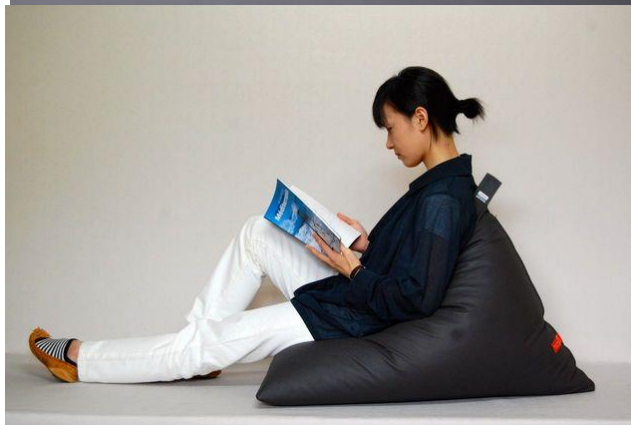
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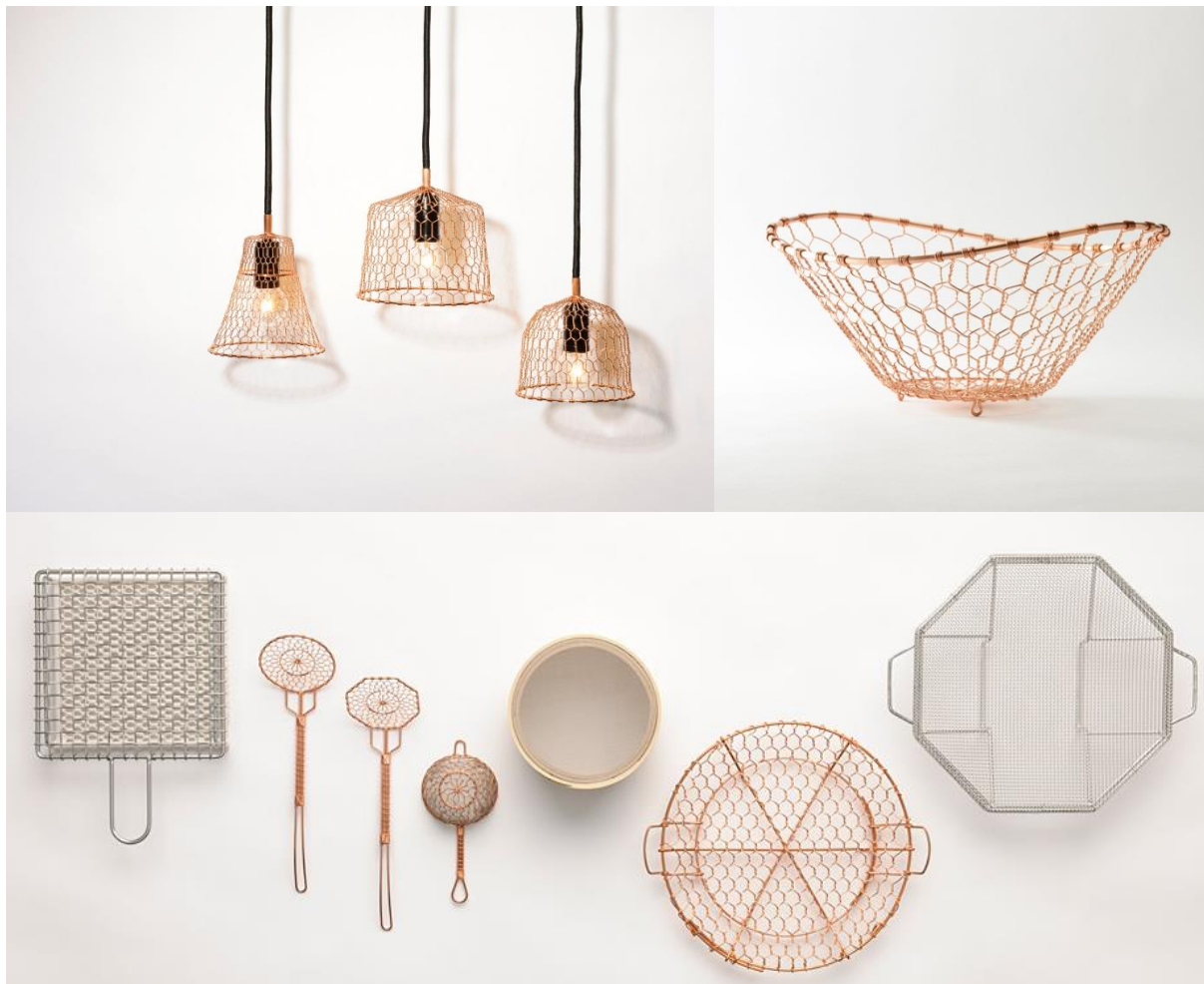
<http://en.kohchosai.co.jp/>



<http://www.daitoushingu.net/category/291.html>



<http://www.kanaamitsuji.net/>



JETRO will provide:

- A round-trip business class airline ticket via the most direct route between the closest airport to the participant's home and Japan(Kansai Int'l Airport)
- Program-related domestic transportation in Japan during the period of the program
- Accommodation in Japan designated by JETRO during the period of the program
- Interpreter during the business meetings and other programs if necessary

\*Schedule is subject o change without prior notice.

## Qualifications/Requirements

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Participant companies must meet the below:

- Interested in importing and purchasing products from Japanese manufactures (Experience of importing Japanese products in the past is preferable.)
- Participants understand the purpose of the program to aiming to support small-and-medium-sized Japanese companies to export their products to overseas market. Participants are required to take part in business meetings with these companies.
- Participants must be able to take part in the entire official program.
- Participant should be a person responsible for purchasing products for the company.



THANK YOU!

