



# JETRO's Support

# for Business Expansion to Japan

January 29, 2016

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Director of Business Development  
JETRO Toronto*

# Presentation Outline

1. Introduction of JETRO
2. JETRO's Service for foreign companies
3. Related Information on Regenerative Medicine Industry in Japan

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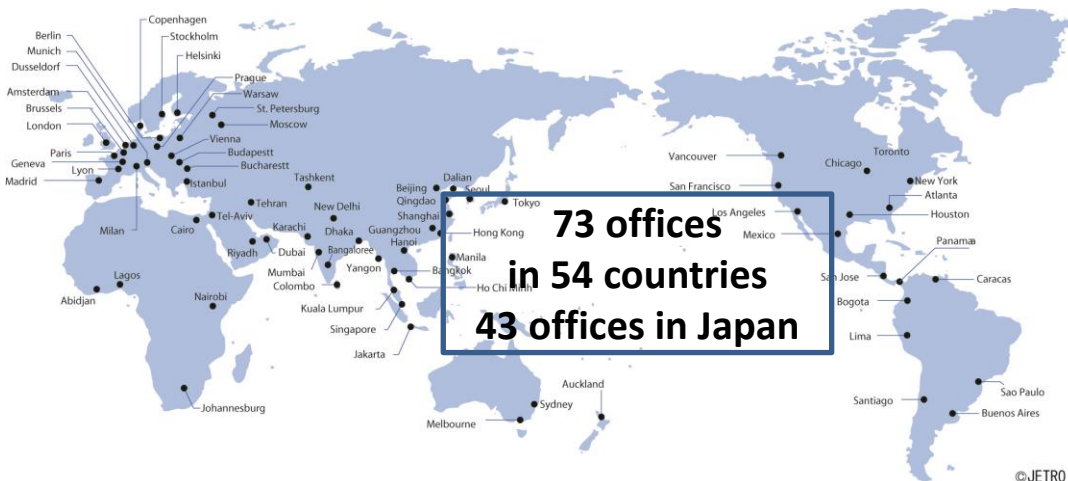
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Japan External Trade Organization

The Japan External Trade Organization (JETRO) is a Japanese governmental organization that promotes mutual trade and investment between Japan and the rest of the world

- JETRO helps foreign companies set up an office in Japan quickly and cost effectively by providing expertise, resources, and industry connections. As a Japanese governmental organization, JETRO offers its long menu of services free of cost.
- JETRO also assists Japanese companies by providing consultations, information and business matching opportunities to help their overseas business succeed.

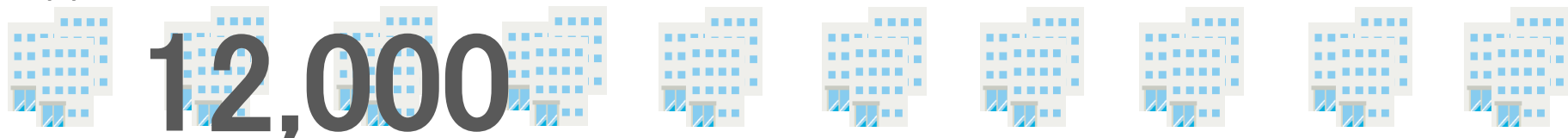


- 8 locations in North America:**
- Toronto*
  - Vancouver*
  - New York
  - San Francisco
  - Chicago
  - Los Angeles
  - Atlanta
  - Houston

## Supporting Foreign Companies

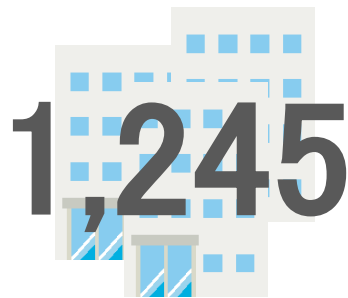
From FY2003-2014, JETRO has supported the following:

Supported



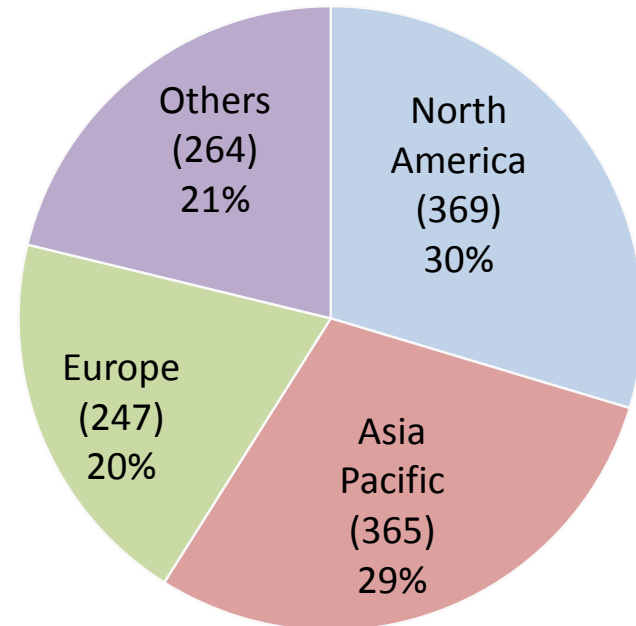
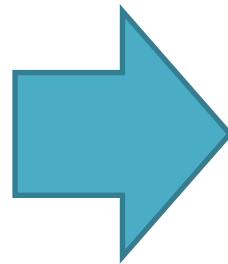
over

Projects



over

Foreign companies' establishments



Share of successful cases by region

# Supported Companies of JETRO Canada



➤ JETRO helps foreign companies set up an office in Japan quickly and cost effectively by providing expertise, resources, and industry connections. Because JETRO is an independent agency of the Japanese government, our services are offered free of cost

### Information & Guidance

#### ✓ Personalized Market information

- Industry specific market research information including market scale, trends, competitors
- Regulatory Information
- Advice for Market Entry

#### ✓ Governmental / Regional Incentive Programs

- Information on Japanese government subsidy program and regional incentives
- JETRO is the sole secretariat for certain national incentive programs.

### Hands-on Market Entry Support

#### ✓ Free Incubator Office Space

- Free temporary office space “IBSC” in Tokyo and other major cities (Free for 50 business days)
- On site support and consultations

#### ✓ Office Start-up Support

- Free consultations with business consultants including corporate registration, visa, tax/accounting, HR, and legal professionals etc.
- Introductions to bilingual service providers including real estates, staffing agencies, accountants, & legal support

### Networking Support

#### ✓ Business Partner Matching

- Facilitate partnering through our free business matching events and industry partnering programs
- Business matching databases

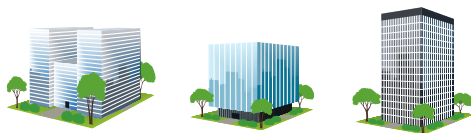
#### ✓ Global Network

- Expansive network of company executives, advisors and more



**Support Program for Global Innovation Sites Budget Amount: 1.0 billion JPY (FY2015 Supplementary Budget)**

- Target industries: Industries with high future growth potential such as regenerative medicine and IoT (Internet of Things)
- Target projects: Projects by foreign companies which collaborate with Japanese companies or organizations
  - ✓ Establishment of “Global Innovation Sites”  
(Project costs such as equipment and machinery, rent, construction, etc.) **subsidy rate:1/3**
  - ✓ Demonstration experiments in Japan  
(Researchers’ personnel costs, outsourcing, equipment, business trip costs, etc.) **subsidy rate:2/3**
  - ✓ Feasibility studies (F/S) in Japan  
(Researchers’ personnel costs, outsourcing, business trip costs, etc.) **subsidy rate: fixed amount**  
(up to 10 million JPY)



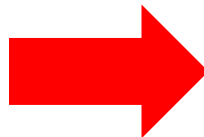
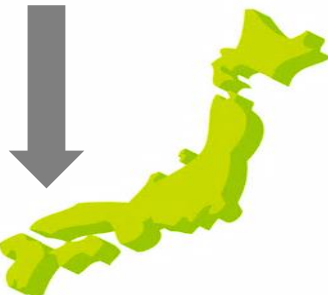
**Support**

**JETRO**



- ✓ Target : Foreign companies who possess advanced technology/resources  
(Corporate status in Japan is not necessary at the time of application)
- ✓ Target industries : Regenerative medicine/ IoT
- ✓ Target projects: Establishment of innovation sites, demonstration experiments, F/S with Japanese companies or organizations  
(Projects shall be continued for 3 years after the end of the subsidy)

**Investment**



**Expected Effects**

- ✓ Establishment of “high-value added sites” and “innovation centers” in global value chains

- **Maximum period of use: 75 business days**  
(free of charge up to 50 business days)
- **Office hours: 8:00 a.m. to 10:00 p.m.**  
(excluding Saturdays, Sundays, and national holidays)
- **Desks, chairs, telephones, fax, high speed internet connection**  
(telephone / fax charges borne by tenant)
- **Receptionists, advisory service (on the Japanese market, industry, legal and accounting issues, human resources, etc.)**  
(advisory service on appointment basis)



Private office space

- 13.5 m<sup>2</sup> (two-person office)
- 18.0 m<sup>2</sup> (three-person office)
- 36.0 m<sup>2</sup> (six-person office)



Conference room



Refreshment space

Located in 6 major cities across Japan;  
**Tokyo, Yokohama, Nagoya, Osaka, Kobe, Fukuoka**



## FIND YOUR PARTNER THROUGH JETRO'S TECHNOLOGY PARTNERING JAPAN PROGRAM

JETRO invites you to participate in the Technology Partnering Japan Program, a free business matching program designed to give you direct access to leaders and innovators in Japan's technology industries.



### Who Should Apply?

Any (non-Japanese) technology company who does not already have an exclusive partner in Japan.

### Sectors may include but are not limited to:

- Advanced Materials
- Computer Hardware
- Computer Software
- Renewable Energy
- Energy Efficiency & Management
- Environmental Protection
- Photonics
- Semiconductors
- Telecommunications & Internet
- Other

### How Does the Program Work?

JETRO will submit your company's information to Japanese companies who are seeking new technology. The Japanese companies will notify JETRO of their interest, after which time your nearest JETRO office will contact you with the Japanese companies' responses and contact information where appropriate.

### How Do I Apply?

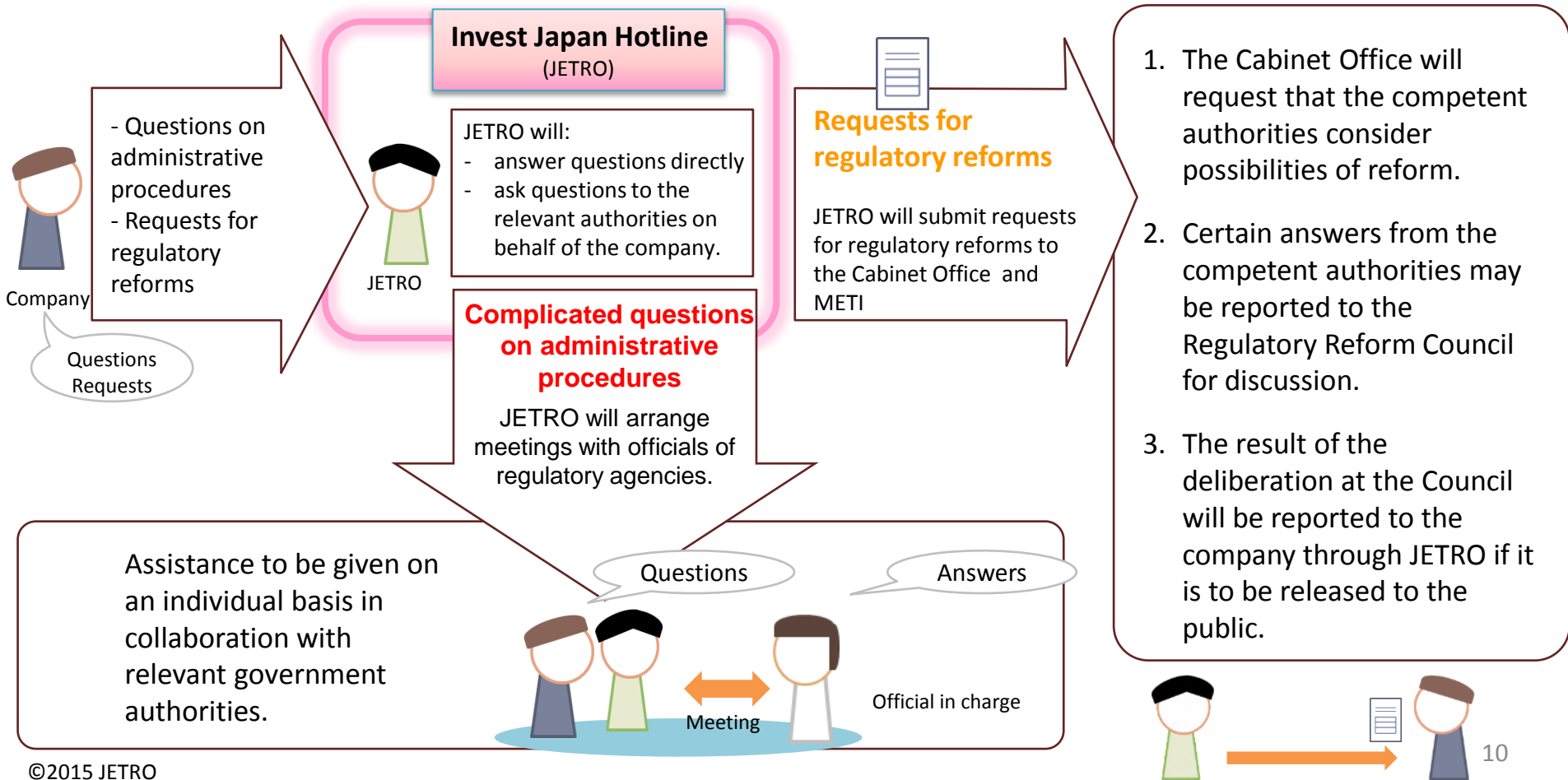
Obtain a program application from your nearest JETRO office and return your completed application to the same office. There is no application deadline, as this program is offered on an ongoing basis.

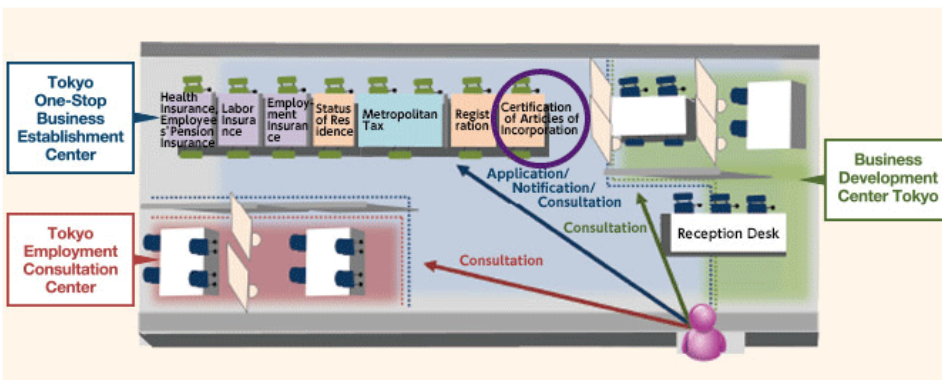
For contact information, visit <http://www.jetro.org>.

JETRO North America offices:  
New York, San Francisco, Los Angeles, Chicago, Houston, Atlanta, Toronto, Vancouver

JETRO supports foreign companies by

- Giving consultation regarding administrative procedures required for FDI into Japan.
- Arranging meetings with officials of regulatory agencies if needed.
- Reporting to the Japanese government about requests for regulatory reforms.





## ■ Consultation Hours

Weekdays 9:30 a.m. to 5:30 p.m.

Closed 12:00 p.m. to 1:00 p.m.

Closed weekends, national holidays, and the new year's holidays (December 29 – January 3)

## ■ Telephone

03-3582-8352

## ■ Fax

03-5561-4123

<b>Company Registration</b>	Consultation related to company registration, support for online procedures
<b>Tax (National Tax)</b>	<ol style="list-style-type: none"> <li>1 Notification of Incorporation</li> <li>2 Application for Approval of Filing a Blue-form Tax Returns</li> <li>3 Notification of Establishment/Relocation/Discontinuance of an Office</li> <li>4 Application for Approval of Extension of Withholding Tax Payment</li> </ol>
<b>Tax (Metropolitan Tax)</b>	<ol style="list-style-type: none"> <li>1 Notification of Incorporation</li> <li>2 Notification/Application for Extension of Time to File Tax Statement</li> </ol>
<b>Immigration</b>	Certificate of Eligibility for Resident Status under the categories of "Intra-company Transferee" and "Business Manager" when related to the establishment of a business (includes forms for family members applying at the same time)
<b>Employment Insurance</b>	<ol style="list-style-type: none"> <li>1 Notification for Establishment of a Business Covered by Employment Insurance</li> <li>2 Notification for Qualification Acquisition of Employment Insurance</li> </ol>
<b>Labor Insurance</b>	<ol style="list-style-type: none"> <li>1 Notification for Establishment of Insurance Relation</li> <li>2 Estimated Insurance Premiums Declaration</li> <li>3 Notification of Applicable Understanding</li> <li>4 Notification of Rules of Employment</li> <li>5 Labor-Management Agreement for Overtime and Holiday Work</li> </ol>
<b>Health Insurance/Pension Insurance</b>	<ol style="list-style-type: none"> <li>1 Notification for New Application</li> <li>2 Notification for Qualification Acquisition</li> <li>3 Notification for Changes of Insured Person's Dependents/Notification of Third Insured Person Qualification</li> <li>4 Notification of Name in Romaji</li> </ol>

Why JAPAN

Setting Up Business

JETRO's Support

## Setting Up Business



Q&A

[More details](#)



How to Set up Business  
in Japan

[More details](#)



JETRO IBSCs

[More details](#)



Regional Information

[More details](#)



Incentive Programs

[More details](#)



Success Stories

[More details](#)



<https://www.jetro.go.jp/en/>



## Johnson & Johnson K.K.

[https://www.jetro.go.jp/ext\\_images/en/invest/success\\_stories/pdf/johnson\\_and\\_johnson\\_en.pdf](https://www.jetro.go.jp/ext_images/en/invest/success_stories/pdf/johnson_and_johnson_en.pdf)

Since the start of its business in Japan in 1961, J&J established its Tokyo Science Center (TSC) in the King Skyfront Tonomachi International Strategic Zone on August 6, 2014, an area designated as a national strategic special zone. TSC is a research and training facility for healthcare professionals and functions as a center that collects knowledge and experiences from domestic and Asian healthcare professionals for further improvement of medical devices, as well as to reflect them in product development that address the needs of those countries.

Mr. Tamotsu Hiroyoshi, President of Johnson & Johnson K.K. Johnson & Johnson, Tokyo Science Center says “**Japan is very advanced in Asia in the field of medical technology.** We see a significance of establishment of TSC in the Tokyo Area, where **we discover new solutions and unmet needs in synergy with Japanese doctors’ advanced techniques and Japan’s unique technology, and leading them to world-class development.** I have no doubt that TSC will become a hub in Asia as well as globally.”

➤ Support provided by JETRO:  
Consultation on Incentive Program such as the Subsidy Program for Promoting Asian Site Location



## Shire Japan K.K.

[https://www.jetro.go.jp/ext\\_images/usa/pdf/shire.pdf](https://www.jetro.go.jp/ext_images/usa/pdf/shire.pdf)

Shire plc (Shire), a biopharmaceutical company with corporate headquarters in Ireland, has been providing treatments in Neuroscience, Rare Diseases, Gastrointestinal, Internal Medicine, and Regenerative Medicine since its founding in 1986

In 2008, Shire decided to open its representative office in Japan. In 2012, the company incorporated in Japan, and in February 2013, opened its new office in Shinjuku, Tokyo. Shire’s Japan office plays a key role in taking advantage of regulatory changes and the government network

Mr. Steve Engen as Vice President and Representative Director explains “**A notable advantage in Japan is that drugs that are approved will be included on the national reimbursement list within three months of approval.** The Japanese government serves as one single payer, significantly more streamlined than the complicated processes that companies need to go through in other countries.”

➤ Support provided by JETRO:  
Consultations, office registration information and information about Japanese industry organizations



## Osaka (Saito)

- Osaka has the largest number of top pharmaceutical companies.
- It is developing a cluster centered on Osaka University.
- It ranks 3rd in the nation in terms of the monetary value of medicines and pharmaceuticals.



## Kyoto

Kyoto is the location of Kyoto University, famous for its iPS cell research



## Kanagawa (Yokohama/Kawasaki)

Kanagawa has a cluster of medical and pharmaceutical research institutions that pursue research based on collaboration by industry, government and academia. It ranks 6th in the nation in terms of the monetary value of medicines and pharmaceuticals (2013).

## Hyogo (Kobe)

The Kobe Biomedical Innovation Cluster (KBIC) has nearly 292 companies (as of April 1, 2015). The world's first clinical research for retina regeneration using iPS cells is being done here



## Shizuoka

- Shizuoka ranks 2<sup>nd</sup> in the nation in terms of the monetary value of medical device shipments (2009-2013).
- It is currently promoting the Pharma Valley Project centered on the Shizuoka Cancer Center.
- (Aichi is the location of Japan Tissue Engineering Co., Ltd. (J-TEC), a leader in regenerative medicine.)



Kyoto University's CiRA Research Institute, the world leader in iPS cell research, is targeting the initiation of regenerative medicine research in humans, the search for drugs for intractable diseases, and the "iPS cell stock project". Active research is also being conducted at other universities. In addition, numerous regenerative medicine associations have been newly established, and the research environment is in place.

### Keio University

**Prof. Okano**  
Regenerative therapy for spinal cord injuries



### Osaka University

**Prof. Sawa**  
Regeneration of heart muscle using cell sheets



### Kyoto University

**Prof. Yamanaka**

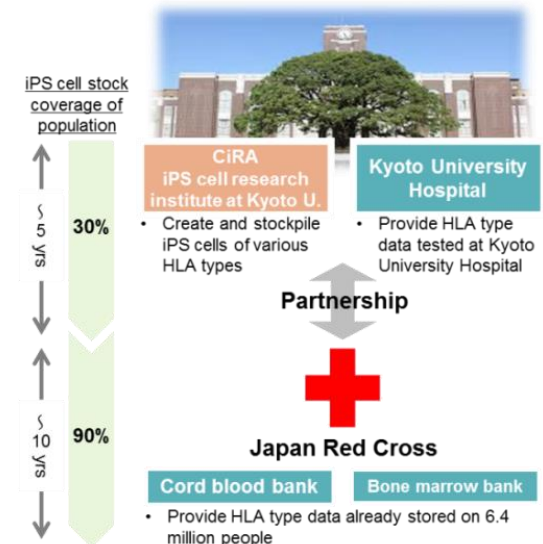
- Regenerative medicine research in humans
- The search for drugs for intractable diseases
- The "iPS cell stock project"

- The Japanese Society for Regenerative Medicine (JSRM)
- The Japanese Society of Inflammation and Regeneration (JSIR)
- World Academy of Anti-Aging & Regenerative Medicine (WAARM)
- Japanese Society for Repro-RegeneraI Medicine (JSRR)
- Japanese Association of Regenerative Dentistry (JARD)

Source:  
 Kyoto University  
<http://www.cira.kyoto-u.ac.jp/j/research/stock.html>  
 Osaka University  
<http://www.med.osaka-u.ac.jp/pub/surg1/www/result/01.html>  
 Terumo Life Science Foundation  
<https://www.terumozaidan.or.jp/labo/class/11/interview01.html>  
 Keio University  
[http://www.keio.ac.jp/ja/about\\_keio/publications/kr7a43000000ifi-att/P3\\_4\\_2013.pdf](http://www.keio.ac.jp/ja/about_keio/publications/kr7a43000000ifi-att/P3_4_2013.pdf)  
 National Research and Development Agency  
<http://www.jst.go.jp/ips-trend/column/interview/11/no01.html>  
 Riken  
<http://www.cdb.riken.jp/research/laboratory/takahashi.html>

### RIKEN

**Dr. Takahashi**  
Implementation of clinical trials for retina implants



Regenerative medicine-related businesses are brought together at events held throughout the year; presenting opportunities to seek potential business partners and identify trends in the Japanese market.

## Regenerative medicine related events

## Related industry organizations

### Event Overview

### Location /Timing

#### BIO JAPAN

- Event aimed primarily at business partnering with a focus on bio-clusters and ventures
- Over 600 exhibiting companies

#### Yokohama /Annual

Next meeting:  
October 14-16, 2016

#### BioPh Japan

- Biotechnology industry showcase for medical-related products and services, including bio-pharmaceuticals and regenerative medicine products, contract services, licensing, etc.
- Over 420 exhibiting companies

#### Tokyo /Annual

Next meeting:  
April 20-22, 2016

#### Regenerative Medicine Expo & Conference

- Showcase for products and services related to the commercialization of regenerative medicine, including media, reagents, culture/cell products, contract services, licensing, etc.
- First meeting was held in February 2015

#### Osaka /Annual

Next meeting:  
February 24-26, 2016

### Forum for Innovative Regenerative Medicine (FIRM)

- An industry body with approximately 180 members. FIRM is focused on supporting regenerative medicine businesses all the way from discovery of seeds up to development of advanced technology in the industrial manufacturing base
- Activities include recommendations on regenerative medicine commercialization strategies and issues, exchanges and partnerships among stakeholders in regenerative medicine in Japan and abroad, and implementation and publication of research and statistics on regenerative medicine.
- Participating companies include a wide variety of regeneration medicine related companies covering products, reagents, mediums, culture vessels, devices, chemicals, insurance, etc.

### Japan Bioindustry Association (JBA)

- JBA's membership base spans a wide array of corporations that use applications of biotechnology in areas ranging from pharmaceutical and medical supplies, food and cosmetics, as well as chemicals, information, machinery, construction and energy and natural resources, as well as universities and public research institutions.
- The JBA seeks to advance the science and technology relating to biotechnology, and to promote Japan's biotechnology sector, through industry, academia and government cooperation.



## ➤ Incentives provided by local governments for foreign affiliated companies

Applicable Area	Type	Responsible Agency/ Government	Name	Target Industries and Eligibility Requirements	Benefit Ratio and Limit Amount	Contact Information URL
Kanagawa Pref.	Subsidy	Kanagawa Prefecture	Subsidy to attract foreign companies	Target industries: Manufacturing industries, information and communications industries Eligibility requirements: 100% foreign ownership, new local facility establishment, hiring of 5 or more full-time employees (of which 3 are Japanese or long-term foreign residents)	Benefit Ratio: Factory/research center rent (1/3 of monthly rent for 6 months) Limit Amount: US\$30K	International business division (Only in Japanese) <a href="http://www.pref.kanagawa.jp/cnt/f470403/">http://www.pref.kanagawa.jp/cnt/f470403/</a>
Yokohama City (Kanagawa)	Subsidy	Yokohama City	Subsidy program to invite companies to Yokohama City from key exchange partner countries and regions in Asia	1) Subsidy program to invite companies to Yokohama City from key exchange partner countries and regions in Asia Target companies: Companies (including newly established companies) in key exchange partner countries and regions in Asia (China, Taiwan, South Korea, Vietnam, Thailand and India) in the sectors of medical care and health, environment and energy, IT and other key industry sectors. Subsidy requirements: At least 2 employees in addition to owner  2) Special exception to 1), for expansion or relocation of head office or research and development facility Target companies: Companies in key exchange partner countries and regions in Asia (China, Taiwan, South Korea, Vietnam, Thailand and India) in the sectors of medical care and health, environment and energy, IT and other key industry sectors, etc. that plan to expand or relocate their head office or research & development facility from outside the city to inside the city Subsidy requirements: Area 100 m2 or more  3) Subsidy to attract small-scale companies from other parts of Asia Target companies: Companies from Asia (China, Taiwan, South Korea, Vietnam, Thailand, India, Indonesia, Cambodia, Singapore, Sri Lanka, Nepal, Pakistan, Bangladesh, East Timor, Bhutan, Philippines, Brunei, Malaysia, Myanmar, Maldives, Mongolia and Laos) in the key sectors of medical care and health, environment and energy, IT and other key industry sectors Subsidy requirements: At least 1 employee in addition to owner	Benefit Ratio: 1),2) Amount equivalent to 6 months rent  3) Amount equivalent to 3 months rent  Limit Amount: 1),2) US\$ 30K  3) US\$ 5K	(Only in Japanese) <a href="http://k-yuchi.jp/yugu/yokohama.html">http://k-yuchi.jp/yugu/yokohama.html</a>
	Subsidy	Yokohama City	Subsidy to attract foreign companies to Yokohama City	Foreign companies that meet the following three conditions (1) Type of industry: Environment and energy, medical care and health, IT, new technology and new product development (2) At least 2 employees in addition to owner and floor area of 60 m2 or more (3) No head office, branch office or sales office in the city	Benefit Ratio: Amount equivalent to 3 months building rent Limit Amount: US\$15K	<a href="http://www.city.yokohama.lg.jp/keizai/yuchi/support/subsidy.html">http://www.city.yokohama.lg.jp/keizai/yuchi/support/subsidy.html</a>
	Facility Support	Yokohama City	Yokohama World Business Support Center	① Foreign companies which newly establish in Yokohama, Corporations, branch offices, or representative offices, including the companies which established within one year in Yokohama. ② Companies have three year business plan after move-in this facility and expect to establish the office in Yokohama after moving-out this facility.	Contact: City of Yokohama, Invitation promotion Division of Economic Affairs Bureau TEL: 045-671-3834 <a href="http://www.ywbc.org/cgi-bin/index.cgi">http://www.ywbc.org/cgi-bin/index.cgi</a>	

Applicable Area	Type	Responsible Agency/ Government	Name	Target Industries and Eligibility Requirements	Benefit Ratio	Limit Amount	Contact Information, URL
Chiba	Subsidy	Chiba Prefecture	Subsidy for rental of offices, etc. by foreign-based companies in Chiba Prefecture	<p>Target recipients:</p> <p>(1) Foreign-based companies that move their head office or other key facilities from other prefectures to Chiba Prefecture</p> <p>(2) Foreign-based companies that come from overseas to establish new enterprises in Chiba Prefecture</p> <p>Target facilities: Offices, factories, natural science or other research facilities, etc. (does not include commercial establishments such as stores, etc., warehouses, public incubation facilities or service offices)</p>	Subsidy for 1/3 of rent for 1 year for companies that rent offices, etc. in the prefecture	<ul style="list-style-type: none"> <li>Number of employees from 1 to 4: US\$6K</li> <li>Employees 5 or more: US\$18K</li> </ul>	<a href="http://www.businesssupport-chiba.jp/incentive/office-lease-subsidies/">http://www.businesssupport-chiba.jp/incentive/office-lease-subsidies/</a>
	Support Facilities	Chiba Industry Advancement Center	World Business Garden Foreign Affiliates Start-up Center(FASuC)	Corporations, branch offices, or representative offices to operate business in Japan, founded by foreign affiliate companies, investment ratio of more than 1/3 by foreign capital	3years		<a href="http://www.businesssupport-chiba.jp/incentive/fasuc/">http://www.businesssupport-chiba.jp/incentive/fasuc/</a>
Osaka	Subsidy	Osaka	Subsidy to attract foreign-based companies, etc.	<p>Business establishment area of 250 m2 or more, employing 25 or more full-time employees</p> <p>In the case of relocation to a site within the prefecture, hiring of 25 or more additional employees</p>	<p>Building acquisition: 5% of building, equipment etc.</p> <p>Building rental: 1/3 of rent, etc.</p>	<p>(Acquisition)</p> <p>(25~99 persons) US\$300K</p> <p>(100~199 persons) US\$600K</p> <p>(200 or more persons) US\$1M</p> <p>(Rental)</p> <p>(25~99 persons) US\$200K</p> <p>(100~199 persons) US\$400K</p> <p>(200 or more persons) US\$600K</p> <p>(Figures in parentheses: number of full-time employees)</p>	<p>Osaka Prefectural Government, Investment and Growth Support Division Growth Industry Promotion office</p> <p>TEL 06-6210-9406, 06-6210-9482/FAX 06-6210-9481</p> <p><a href="http://www.pref.osaka.lg.jp/attach/1912/0000000/ritti-26.5.9%20-7.pdf">http://www.pref.osaka.lg.jp/attach/1912/0000000/ritti-26.5.9%20-7.pdf</a></p>
Fukuoka	Subsidy	Fukuoka	Grant to attract entities to Fukuoka City	Foreign (foreign-based) companies establishing operations in Japan for the first time	Target: Market research costs (outsourcing costs), various permit and registration costs, interpreter fees, costs needed for personnel hiring Standard: 50% of aforementioned amounts	US\$30,000	<a href="http://www.kigyorich.i.pref.fukuoka.lg.jp/spc/images/preferenti-004.pdf">http://www.kigyorich.i.pref.fukuoka.lg.jp/spc/images/preferenti-004.pdf</a>

Thank you for your attention.

JETRO

Japan External Trade Organization

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