

Let JETRO be a part of your Japan plans

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Presentation Outline

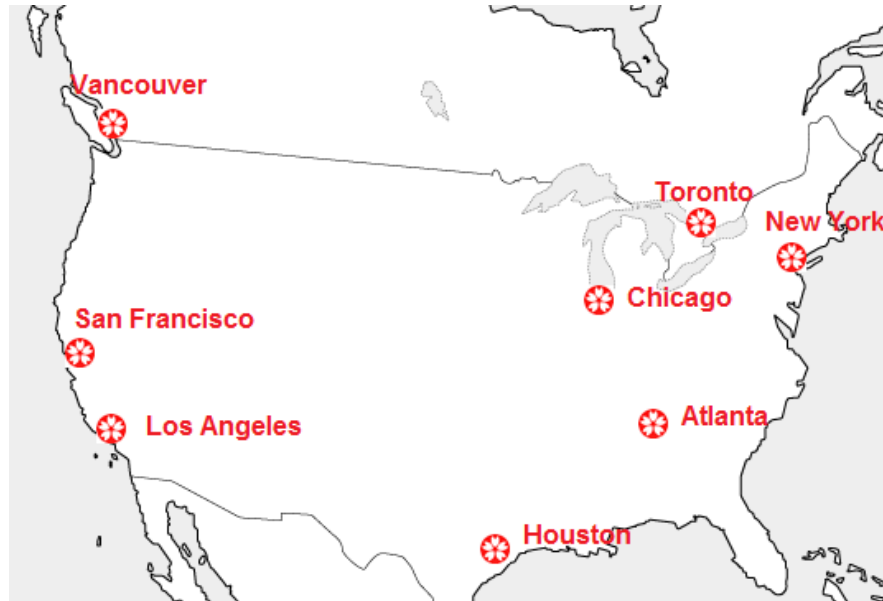
1. JETRO in North America
2. Successful Case Studies of Expansion into Japan
3. Canadian Presence in Japan
4. How can JETRO help?



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

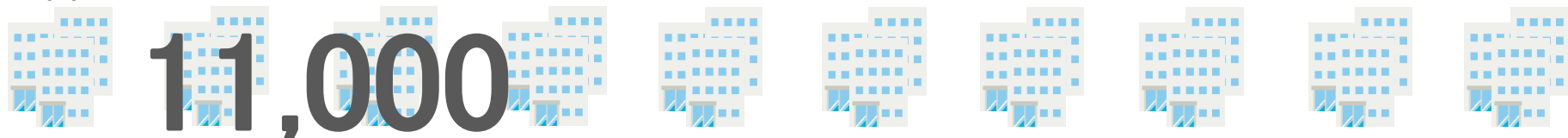
- ✿ 2 locations in Canada: Toronto and Vancouver. Toronto office is the main branch looking after the entire Canadian market.
- ✿ 6 locations in the United States: New York, San Francisco, Los Angeles, Chicago, Atlanta, Houston



Foreign Direct Investment

From FY2003-2013, JETRO has supported the following:

Supported

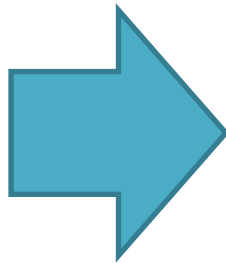


over

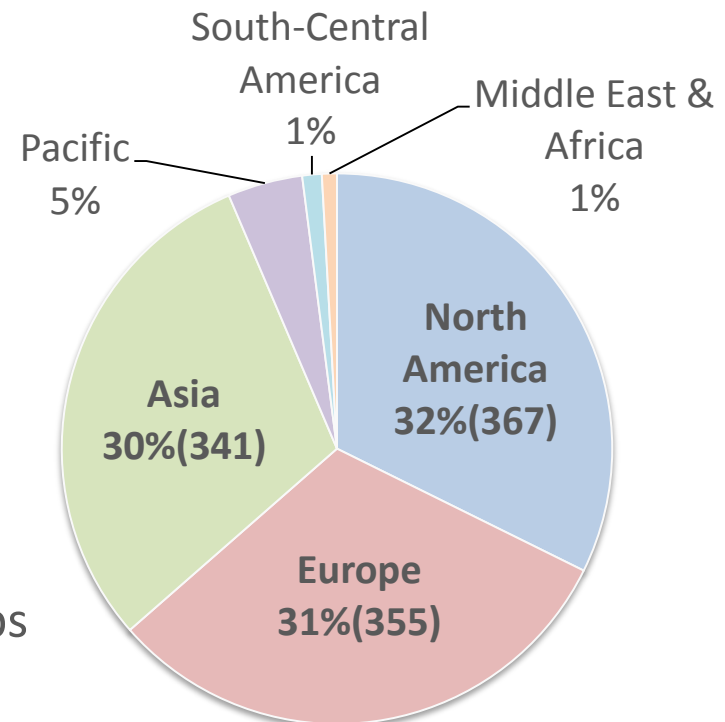
projects

over

1,100



Foreign companies' startups



Share of successful cases by region

Case Study

Corporate Background

Industry: Retail

Founded: 1892

Headquartered: Albany, Ohio

Area Served: Approx. 1,000 locations in 20 countries (as of Feb 2014)

of Employees: 7,500(all locations)

Business: Casual Apparel

Location in Japan:

7 total locations in Japan -
3 Abercrombie & Fitch
4 Hollister Co.

Entry into Japan

- A&F opened its first Asia flagship store in the trendy Ginza district of Tokyo in December 2009
- The flagship store aimed to transition most of its traditional brand ideals in its concept and marketing to the Japanese location
- Over 1,000 full time and part time employees were hired prior to the opening
- Currently there are 3 total locations with additional stores operating in Gotemba and Fukuoka

Case Study

Corporate Background & Entry into Japan

Industry: Airlines

Founded: 2006

Headquartered: Shanghai, China

Area Served: Destinations throughout domestic China, SE Asia, Korea and Japan

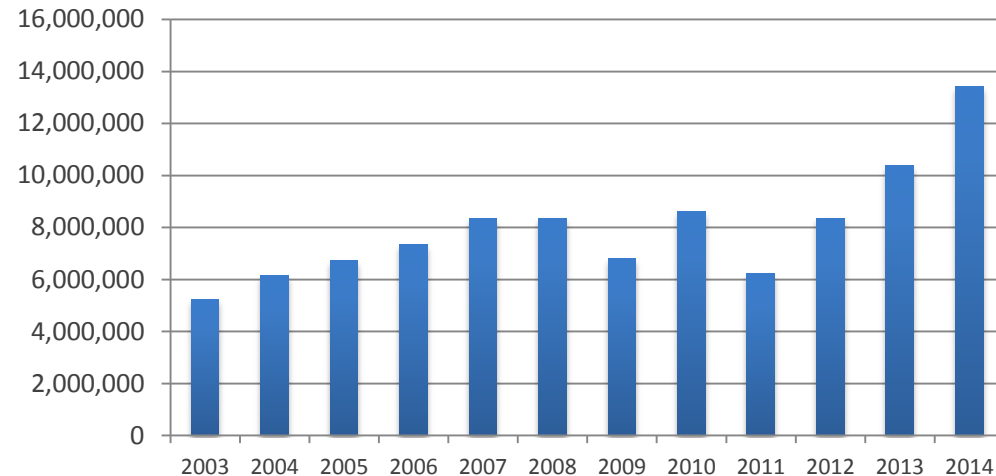
of Employees: 900 (all locations)

Business: Flight services

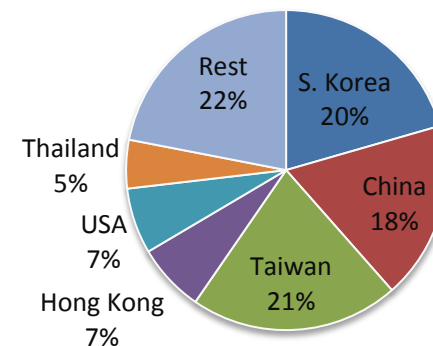
Location in Japan: 2 Offices: Osaka and Okinawa

- Increased demand for direct flight from Shanghai to Kansai region and Okinawa led to establishing of Japanese branch offices

Total Tourist Visit to Japan per Year



2014 Top Source of Tourist Visitors to Japan



Canadian Companies in Japan

Automotive / Machinery

Alcohol Countermeasure Systems

ABC Group

Linamar

Magna International

Woodbridge

Servo-Robot etc.

Energy / Environment

Celestica

Canadian Solar

Husky Energy

Solar Power Networks.

Food

McCain Foods

Maple Leaf Foods

Information Technologies/Multimedia

Open Text

EXFO

Audiokinetics

Chipworks

Corel

Smart Technologies

Creaform

Vision Critical Communication

ViXS

Startech.com

Redknee Solutions etc

Financial / Insurance

Manulife Financial

CIBC

RBC

Bank of Nova Scotia etc

Survey of Trends in Business Activities of Foreign Affiliates, by METI

Top Factors inhibiting Business expansion in Japan

1. High Cost of Doing Business in Japan (78.5%)

2. Exclusivity and Distinctiveness of Japanese Market (44.3%)

3. High Standard that users demand from products and services (41.7%)

4. Difficulty securing personnel (36.6%)

5. Strict regulations, permits and license system (35.9%)

How JETRO can help with each issue

-Free Temporary Office Space in IBSC
-Government/Regional Subsidy Programs

-Specific Market Report
-Business Consultation with Sector Experts

-Custom industry market research and advisory service

-HR consultation services

-Industry experts provide clarification
-Invest Japan Hotline

- 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 m² (two-person office)
- 18.0 m² (three-person office)
- 36.0 m² (six-person office)

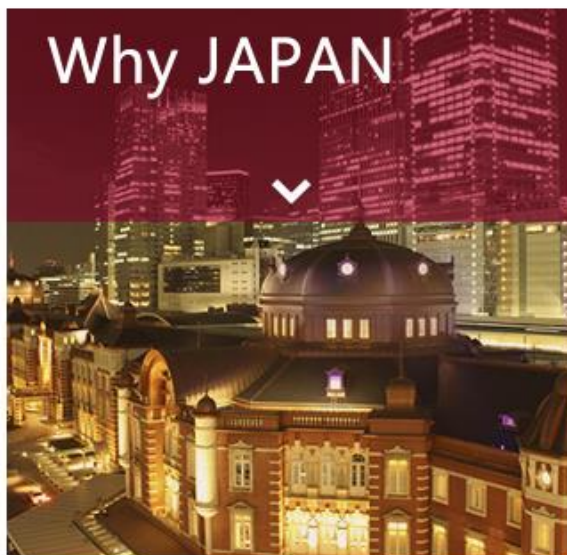
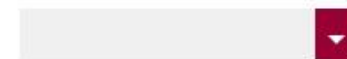


Conference room

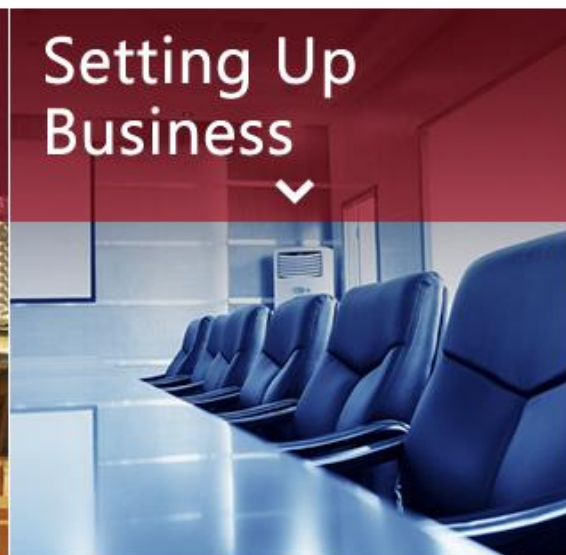


Refreshment space

Investing in Japan



Why JAPAN



Setting Up Business



JETRO's Support



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Feb. 23, 2015

Success Story: "Voices of foreign companies playing an active role in

Why JAPAN

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PAMPHLETS

Thank you for your attention.

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