



JETRO TORONTO

Newsletter

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Executive Director's Message



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Welcome to JETRO Canada's new newsletter.

I hope that this regular update on JETRO's activities will help you understand the work that we do and inspire you to

look more closely at the huge potential of the Japanese market.

I am excited about Canada-Japan economic activity at the moment with a new Economic Partnership Agreement (EPA) on the horizon and both Canada and Japan participating in Trans Pacific Partnership (TPP) negotiations.

It's also good to hear positive news resulting from Prime Minister Abe's three-pronged strategy to revitalize Japan's economy, popularly known as 'Abenomics'.

I am looking forward to learning the priority growth areas to be selected by the Abe government in the next month or so. These 'National Strategic Special Zones' will be the focus of deregulation to attract investors from abroad and JETRO's role in supporting potential foreign investors will become even more important.

This year, we worked closely with the Canadian Embassy in Tokyo to hold a series of seminars across Canada to promote R&D investment in Japan. In this first edition of JETRO Toronto's new newsletter, you can read more about these seminars as well as discover which companies have been awarded subsidies to invest in Japan and which companies are setting up in Japan to conduct leading-edge R&D.

Harnessing Japan's Innovation Power

JETRO and Canadian Embassy in Tokyo hold Cross-Canada Seminars Promoting R&D Investment into Japan

On the proposal of the Embassy of Canada in Tokyo, JETRO and the Embassy held a series of **Invest Japan Seminars** in three cities, Vancouver (June 17), Toronto (June 19), and Montreal (June 20), to encourage Canadian companies to tap into the **World's Most Innovative Economy** by establishing R&D Operations in Japan.



During the seminar, the Commercial Minister from the Canadian Embassy in Tokyo referred to the global competitiveness and strength of Japan in the field of R&D. JETRO gave an outline of **Japan's growth strategy** and explained about the country's strategic special zones.

Speakers from Canadian industries and organizations introduced examples of **successful R&D cooperation and joint research**. This was followed by active discussion of the excellent business opportunities in Japan.

For more information:

www.jetro.go.jp/en/invest/newsroom/announcements/2013/20130819783.html (*Overview*)

www.jetro.go.jp/canada/events/past/ (*Presentations*)

Asian Site Location Subsidies Awarded

Four projects were selected by Japan's Ministry of Economy Trade and Industry (METI) for the 2013 Subsidy Program for Projects Promoting Asian Site Location in Japan.

BASF Japan, Ltd., Siemens Japan K.K. and Comverge Japan K.K. plan to establish R&D centres in Japan and **Nippon Busch K.K.** a headquarters / R&D site. Previous subsidy recipients include GE, DSM, Eurocopter, Johnson & Johnson, Sanofi-Aventis and Volvo among others.

This subsidy program is intended to renovate Japan as an Asian business hub by **subsidizing the facility costs, equipment costs, facility rental charges and other costs** of the establishment of global companies' high-value-added sites in Japan, such as Regional Head Quarters or R&D Centres.

For more information:

www.jetro.go.jp/en/invest/newsroom/announcements/2013/20130710157.html

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The Japan External Trade Organization (JETRO), is a Japanese 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.

www.jetro.go.jp



Success Stories

Three companies that have been awarded subsidies by the Japanese government in previous years have set up their regional headquarters or R&D centre in Japan.

Eurocopter Japan establishes R&D center in Kobe

In April 2012, Eurocopter Japan Co., Ltd. established an R&D center in Kobe, the first foreign aviation manufacturer to establish an R&D center in Japan.

The center has a key role in developing optional equipment for special-mission helicopters, designing onboard installation and installing equipment. Eurocopter Japan aims to meet the growing and expanding needs of the Asian market, accelerating the development and design through alliance with local manufacturers.

Eurocopter Japan was selected for the Japanese Fiscal Year 2010 Subsidy Program for Projects Promoting Asian Site Location in Japan.

For more information:
www.jetro.go.jp/en/invest/newsroom/businesses/2013/20130409434.html

Neophotonics Japan establishes R&D center in Tokyo

In November 2012, Neophotonics Japan newly established its R&D center in Hachioji City, Tokyo. The company manufactures, sells, researches and develops high-speed optical transmission devices. It established its new R&D center adjacent to its existing base, for its high-speed optical communication devices.

At the new center, the company will research and develop low-power drivers,

which are the main components for next-generation optical transmitter modules, aiming to contribute to the development of compact, low-power, high-speed, high-capacity and low-cost communication systems.

Neophotonics Japan was selected for the Japanese Fiscal Year 2011 Subsidy Program for Projects Promoting Asian Site Location in Japan.

For more information:
www.jetro.go.jp/en/invest/newsroom/businesses/2013/20130507203.html

Sanofi subsidiary establishes regional headquarters in Tokyo

In January 2013, Sanofi K.K. established its regional headquarters in Tokyo for its medical and pharmaceutical product business.

The company had designated Japan, Korea, Australia and New Zealand as its JPAC (Japan & Pacific) Region, an area of advanced markets for medical and pharmaceutical products, establishing its regional office in Tokyo to comprehensively manage the region's financing, human resources, strategies, and regulatory affairs. By positioning supervisory functions for its JPAC Region in Japan, it is expected that the Japanese subsidiary will grow in importance in the region and become a focal point for global resources.

Sanofi K.K. was selected for the Japanese Fiscal Year 2011 Subsidy Program for Projects Promoting Asian Site Location in Japan.

For more information:
www.jetro.go.jp/en/invest/newsroom/businesses/2013/20130718052.html

Events & Programmes

Buyer Mission Programmes

To promote Japanese products for export, JETRO provides assistance to companies wanting to procure products from Japan. Some of the programmes will coincide with major trade shows and others will be organized to be product and region specific. This year, buyer invitation programmes focus on the agri-food, aerospace, game-software and cleantech sectors.

For more information:
www.jetro.go.jp/canada/progs/current/

Nerima Animation Mission Headed to Quebec

Nov. 18-23 JETRO brought 5 animation companies from Nerima Ward in Tokyo to Montreal. Nerima is the birthplace of *anime* in Japan and home to over 90 animation studios including Toei Animation and Mushi Production (*Astro Boy* TV series). Under its Regional Industry Tie-up (RIT) Programme, JETRO's aim is to foster business between animation companies in Nerima and Quebec by organizing missions in both directions in cooperation with the Nerima Animation Association and the Quebec Film and Television Council, who signed an MoU cooperation agreement in 2012.

For more information:
www.jetro.go.jp/jetro/activities/support/rit/
www.animation-nerima.jp/eng/

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