



JETRO TORONTO

Newsletter

October 17, 2014 - vol.2 no.2

Executive Director's Message



Kazuo Nakamura
Executive Director
JETRO Toronto

Firstly, I would like to introduce myself as the new Executive Director of JETRO Toronto.

Having already lived in Canada for about 7 years, I have gained a good understand-

ing of Canada and Canadian industries. However, there is always more to learn and I look forward to my time in charge of JETRO Toronto promoting increased business ties between Canada and Japan.

In other changes, we also welcomed a new Deputy Executive Director, Mr. Toshikazu Ito, and we moved our office to a new location.

This edition of the newsletter will focus on the 'Regions of Japan'. Many companies looking to invest in Japan think first of setting up in Tokyo. Naturally, it is the capital of Japan and its largest city. However, there are many large regional markets where competition may be less intense and costs less.

You may not be aware that the southern island of Kyushu has a similar GDP to that of Switzerland or that the northern Tohoku region has a GDP almost as big as Poland and Belgium combined.

JETRO is pleased to support foreign companies throughout every region of Japan. We have over 40 regional offices from Okinawa in the south to Hokkaido in the north and, in addition to the main site located in Tokyo, we have 5 other Invest Japan Business Support Centers (IBSC) located in Yokohama, Nagoya, Osaka, Kobe and Fukuoka.

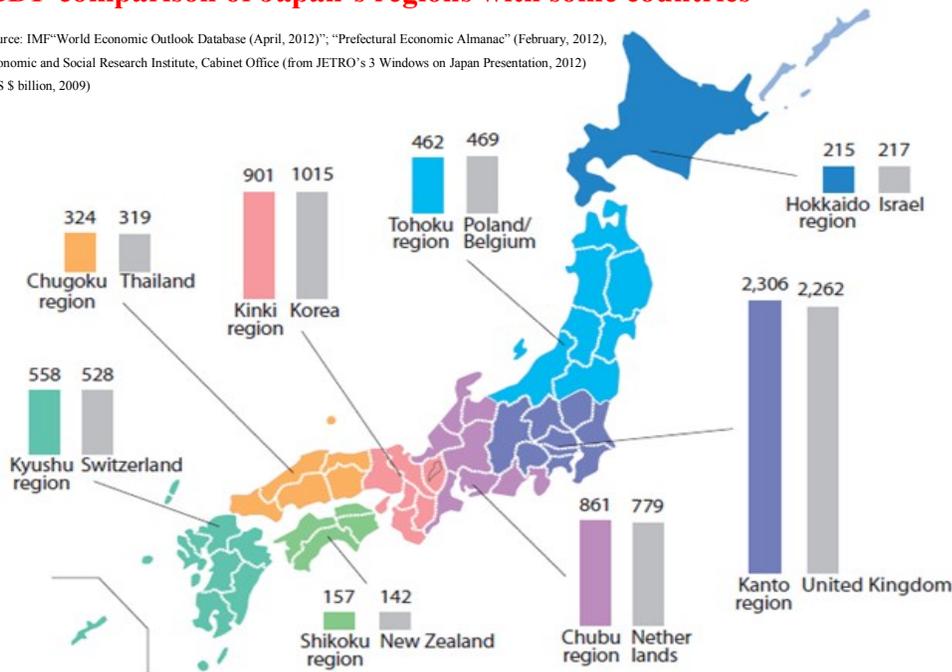
I urge you to take a closer look at the regions of Japan.

Regions of Japan

JETRO encourages foreign companies looking to access the Japanese market to look beyond Tokyo and to consider setting up in other areas of Japan. In this edition, we will focus on opportunities in the 'Regions of Japan'.

GDP comparison of Japan's regions with some countries

Source: IMF "World Economic Outlook Database (April, 2012)"; "Prefectural Economic Almanac" (February, 2012), Economic and Social Research Institute, Cabinet Office (from JETRO's 3 Windows on Japan Presentation, 2012) (US \$ billion, 2009)



Inside this issue...

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JETRO Toronto has moved!

As of September 2, 2014, JETRO Toronto has changed office locations:

OLD: 181 University Avenue, Suite 1600,
Toronto, ON, M5H 3M7

NEW: 120 Adelaide St. West, Suite 916
Toronto, ON, M5H 1T1

Tel, Fax and Email remain the same.

JETRO Canada

JETRO Toronto

120 Adelaide St. West, Suite 916
Toronto, ON, M5H 1T1
Phone: (416) 861-0000
E-mail: Inquiry@jetro.go.jp

JETRO Vancouver

Oceanic Plaza,
1066 West Hastings Street, Suite 2000
Vancouver, BC, V6E 3X2
Phone: (604) 684-4174
E-mail: office@JetroVancouver.org

www.jetro.go.jp/canada/



Prime Minister Abe joins JETRO's Invest in Japan Seminars in London and New York



This year, JETRO held two large **Invest in Japan seminars** in **London** (UK) on May 1 and **New York** on September 23. On both occasions, **Prime Minister Shinzo Abe** attended in person as well as a number of Japan's City Mayors and Prefectural Governors.

Mr. Abe explained that his goal was to **double foreign direct investment stock into Japan** by the year 2020 as an important pillar of his **growth strategy**. To help achieve this, he is planning a **series of reforms** which will transform Japan into a more market friendly and a **more exciting destination for investors**. "The dark and heavy atmosphere that had hung over Japan has started to change."

One of the main themes of Abenomics is '**regional revitalization**'. "In order to revitalize the regions all across Japan that are rich and dynamic, I will open the Japanese market to the world and **change Japan through investments from overseas**."

During the two events, **3 Prefectural Governors** and **5 City Mayors** joined Mr. Abe and gave presentations on investment **opportunities in their regions**. Below are brief summaries as well as links to each presentation.

Mr. Abe also explained that JETRO and Japan's diplomatic establishments abroad are **committed to making the utmost efforts** to support investment projects by listening closely to the voices of business leaders.

www.jetro.go.jp/en/jetro/topics/1405_topics1.html / www.jetro.go.jp/en/jetro/topics/1409_topics6.html



Hiroshima Prefecture

Hidehiko Yuzaki, Governor of Hiroshima Prefecture, introduced his prefecture as a prominent region with accumulations in automobiles, cutting-edge technology and other industries, which also boasts an environment easy to live in for non-Japanese.

www.jetro.go.jp/jetro/topics/pdf/1405_topics1_annexion5_rev.pdf



Mie Prefecture

Governor Eikei Suzuki of Mie Prefecture emphasized Mie's proximity to both Osaka and Nagoya as well as its prominence in business, stating that the area has a diverse concentration of industries.

www.jetro.go.jp/jetro/topics/pdf/1405_topics1_annexion4.pdf



Wakayama Prefecture

Governor Yoshinobu Nisaka of Wakayama Prefecture made clear how overseas companies are welcome in his prefecture by describing actions he has taken to support them, such as establishing a combined joint task force for each individual case of investment from abroad which operates under the direct supervision of the governor.

www.jetro.go.jp/jetro/topics/pdf/1409_topics6_annexion2.pdf



Fukuoka City

The Mayor of Fukuoka, Soichiro Takashima, spoke about how his city has developed as a node connecting Japan with the rest of Asia from long ago. He also brought attention to the fact that the economic scale of the Fukuoka metropolitan area is even greater than Barcelona or Rome and that service industries such as the IT and digital fields are flourishing.

www.jetro.go.jp/jetro/topics/pdf/1405_topics1_annexion3.pdf



Kobe City

Kobe Mayor Kizo Hisamoto emphasized Kobe's status as an international city in the heart of West Japan with over 240 foreign companies operating and introduced the Kobe Medical Industry Development Project which the city is advancing.

www.jetro.go.jp/jetro/topics/pdf/1405_topics1_annexion2.pdf



Kyoto City

Mayor Daisaku Kadokawa of Kyoto discussed the attractiveness of his city as a sightseeing destination which is renowned all over the world. He also demonstrated cases in which local traditional industries produced advanced technology.

www.jetro.go.jp/jetro/topics/pdf/1409_topics6_annexion4.pdf



Mimasaka City

Seiji Hagiwara, Mayor of Mimasaka, introduced the active international exchange of his hometown. With people moving there from both inside and outside Japan, he pointed out the city's high potential for micro investment from the world.

www.jetro.go.jp/jetro/topics/pdf/1409_topics6_annexion5.pdf



Tokamachi City

The Mayor of Tokamachi City, Yoshifumi Sekiguchi, introduced his region with its beautiful nature and affluent art. He said that he expects investment in the fields of resort development, aged care and environment-friendly industry.

www.jetro.go.jp/jetro/topics/pdf/1409_topics6_annexion3.pdf

JETRO Support in the Regions

Over the past year or so, a number of foreign investors supported by JETRO have been looking outside Tokyo for the location of their Japan operations including Osaka, Kyoto, Nagoya, Yokohama and Chiba.

JETRO's Regional Office Network

JETRO has a network of over 40 regional offices across Japan, (see map below) providing **local expertise and support** on the ground for foreign companies looking to locate outside Tokyo. In the last 2 years, JETRO has **opened 4 new local offices** in Yamanashi, Hamamatsu, Saga and Ibaraki and hopes to open more in the future. JETRO **works closely** with prefectural and municipal governments as well as local firms in each region.

For more information: www.jetro.go.jp/en/jetro/worldwide/japan/

'Success In The Region' Newsletter

JETRO has an email newsletter devoted to **regional news** called 'Success in Region'.

For sample and to sign up: www.jetro.go.jp/en/jetro/mail/list/



Invest Japan Business Support Centers (IBSC)

As well as JETRO Tokyo's Invest Japan Business Support Centers (IBSC), there are **5 other IBSCs** located in Yokohama, Nagoya, Osaka, Kobe and Fukuoka.

For more information: www.jetro.go.jp/en/invest/ibsc/locations/



Regional Information

JETRO provides in-depth profiles of Japan's regions:

- **Industrial Cluster Information** (size, attractive features, major companies, related research institutions, etc.)
- **General Business Information** (population, GDP, etc.; as well as support services for companies)
- **Logistics Information** (land, sea air logistics infrastructure)
- **Living Information for Foreigners** (living environments, international schools, health services for foreigners, etc.)
- **Data comparison** (of each regional business information)

For more information: www.jetro.go.jp/en/invest/region/

Success Stories

Recently, a number of foreign investors supported by JETRO have been looking outside Tokyo for the location of their Japan operations including Osaka, Kyoto, Nagoya, Yokohama and Chiba.

Ceres Power

In May 2014, British fuel cell company, Ceres Power, established a representative office in Kyoto. It plans to establish a Japanese subsidiary in the future in order to participate in joint development business and expand functions such as sales.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140815184.html

Jiangsu Hengrui Medicine

Chinese generic drugs firm Jiangsu Hengrui Medicine established a stock company in Nagoya in May 2014, commencing full-scale business operations in July. The aging population and government policies make Japan a target market for them.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140818837.html

Tejix

France's Tejix, which offers system development, design and consulting for theme parks, shows and attractions, established a Japanese subsidiary in the city of Urayasa, Chiba Prefecture in June 2013. It plans to establish a foothold in Japan and then become active in the Asian market.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140530009.html

Granding Century Limited (GCL)

GCL operates a Macanese restaurant in Hong Kong offering a fusion of Chinese, Portuguese and other cuisines. It established a Japanese subsidiary in Osaka in February 2014 and is planning to open three restaurants and shops within the next five years, mainly in Osaka before expanding to Tokyo.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140612734.html

Justek

In October 2013, Justek, a Korean industrial precision motion control equipment manufacturer, set up a branch in the City of Yokohama in order to strengthen after-sales services for existing customers and to further expand its reach in the Japanese market.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140108732.html

TeleTek Services

TeleTek Services, a Chinese based provider of telecom infrastructure construction, management, and consulting services, established a company in Yokohama in September 2014 in order to support the business development of its main clients that are partners with major communications companies in Japan.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140606144.html

Incubator / Office Space for Foreign Companies

Foreign companies looking for a more **cost-effective** way to set up an office in Tokyo may want to look just outside the capital where **rental costs** may be **less** but Japan's extensive transportation network still allows them **easy access** to Tokyo and to its two international airports, Narita and Haneda.

Kanagawa Global Business Center

Provides rental space in Yokohama for up to 3 years to foreign-affiliated firms conducting business centered in Kanagawa Prefecture.

www.pref.kanagawa.jp/mlt/f530892/

Yokohama World Business Support Center (WBC)

Provides 22 rental offices spaces to foreign affiliated firms until they set up their permanent offices or branches in Yokohama .
www.ywbc.org/en/office.html

Chiba's Foreign Affiliates Start-up Center (FASuC)

Incubation facility consists of small-to medium-size office spaces for 1-10 people, well-suited for overseas companies taking their first step into Japan .

www.businesssupport-chiba.jp/eng/incentive/fasuc/

CASL Thank You!

Canada's Anti-Spam Legislation (CASL) came into effect on July 1, 2014. Thank you to all our readers who gave us their 'express' consent to receive communications from JETRO.

For those who did not, we assume, under CASL's concept of 'implied' consent, that you are still interested in receiving news from JETRO about our programmes and business opportunities in Japan.

However, the time-limit for such 'implied' consent is limited to 3 years (effectively until July 1, 2017) after which time we will need to delete all contacts on our database that have not given their 'express' consent.

If you did not reply to us before July 1, we urge you to send a quick email to us asking us to be included on our 'express' mailing list. That will ensure no disruption to JETRO communications.

If you would like to stop receiving emails from JETRO, of course you can unsubscribe at any time by sending us a quick e-mail with "unsubscribe" in the subject .

jetronews-tor@jetro.go.jp

Reports and Surveys

JETRO's Global Trade & Investment Report

JETRO has released its 2014 *Global Trade and Investment Report – On making Japan a base for international business circulation*. The report features **in-depth stats and insights** on global and Japan economic and business trends.

For more information:
www.jetro.go.jp/en/reports/white_paper/trade_invest_2014.pdf



Tomodachi means 'friend' and this Japanese Cabinet publication goes out to all **friends of Japan** around the world. In the latest edition, the focus is on 'Womonomics' and the increasingly **active role women are playing** in Japan especially in the workplace.

To sign up for this e-magazine:
www.japan.kantei.go.jp/letters/

Events & Programmes

Shale Gas/LNG Mission to BC

JETRO is organizing a **business mission to BC** for Japanese companies looking to become involved in the potential of **BC's burgeoning shale gas & LNG industry**. From October 20-24, 2014, the group will visit various locations, **from upstream exploration and production to downstream processing**, and meet with key related companies and organization.

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

Buyer Missions to Agrifood Expo Osaka & FoodEx Japan

JETRO will invite overseas food buyers to the Agrifood Expo Osaka (**February 18-25, 2015**) and FoodEx Japan (**March 3-13, 2015**). JETRO will coordinate **one-on-one business meetings** and will provide transportation, accommodation and interpretation for business meetings. JETRO will also arrange company and market **visits to various regions** in Japan. Application deadlines: October 27, 2014.

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

2nd Nerima Animation Mission to Quebec

After a **successful** mission to Quebec and return mission to the Japan Anime Fair 2014 in FY2013-14, JETRO's **Regional Industry Tie-up (RIT)** Programme between the Nerima Ward of Tokyo and the Quebec Film and Television Council (QFTC) continues into FY2014-15 with a **mission of Japanese animation companies to Quebec** from November 17-21, 2014. A **return mission to Japan** is also being planned in January 2015.

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