

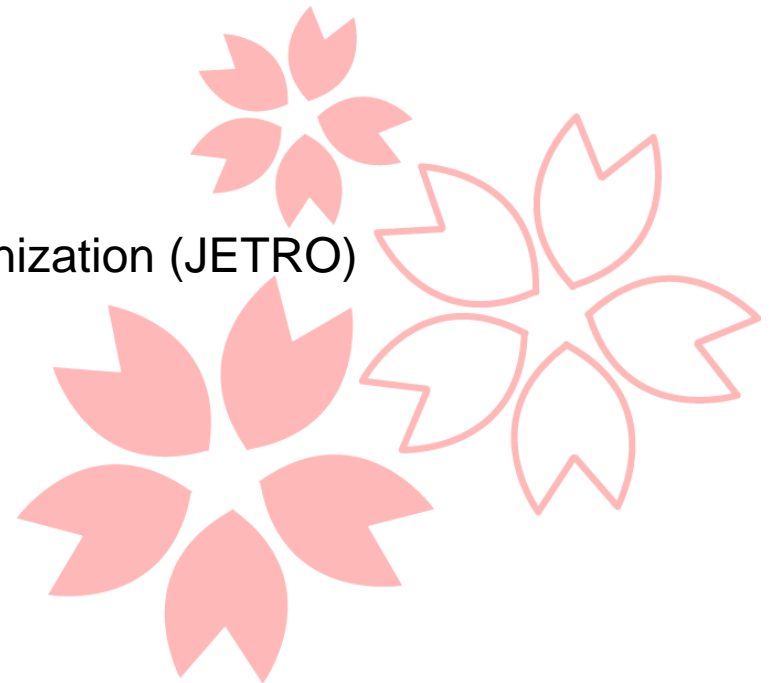
Canada-Japan Business Symposium 2008

Rising Opportunities

October 23rd

Yasuo Hayashi

Chairman & CEO, Japan External Trade Organization (JETRO)

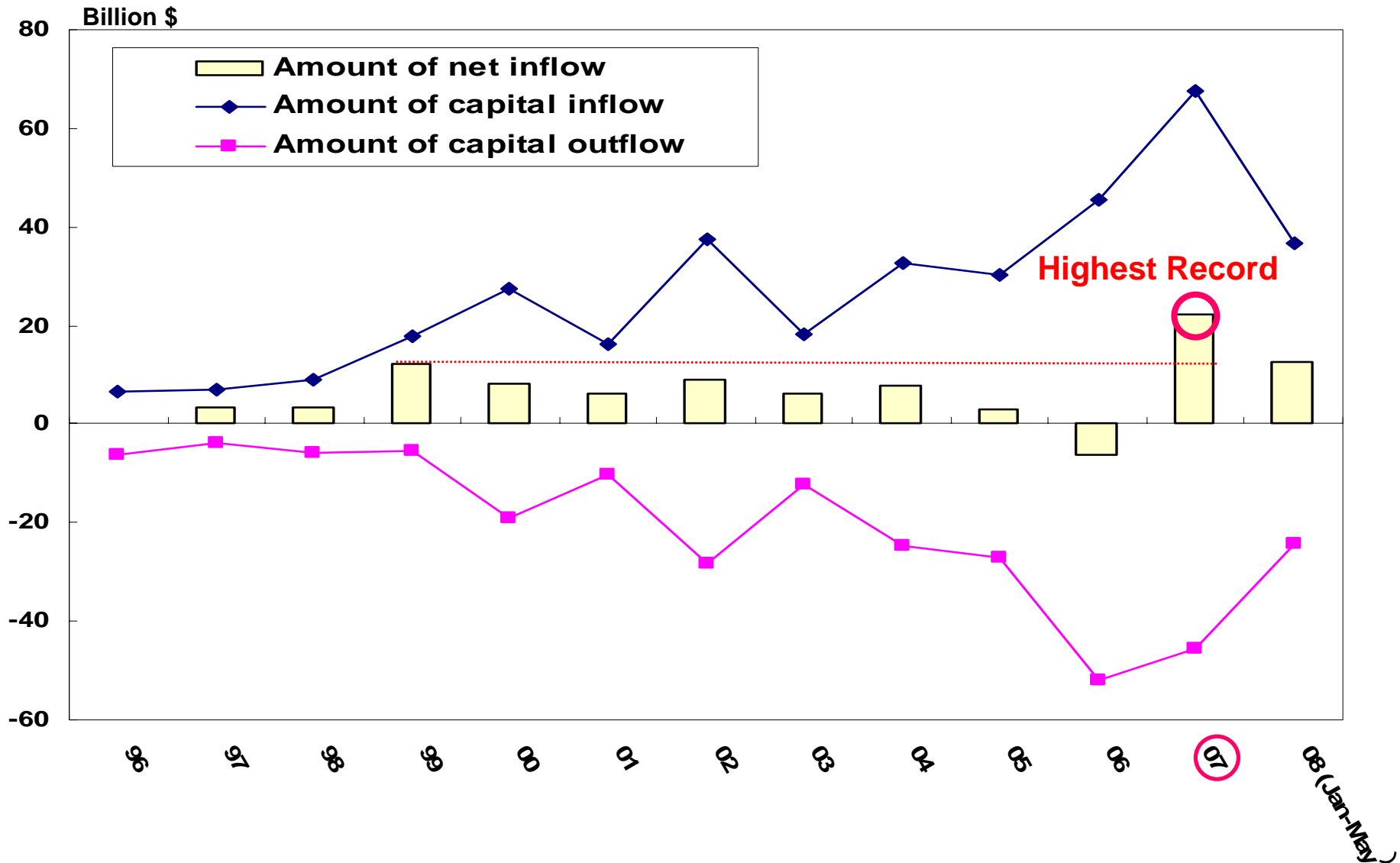


Cirque Du Soleil opened a permanent theater in the Tokyo Disney Resort.

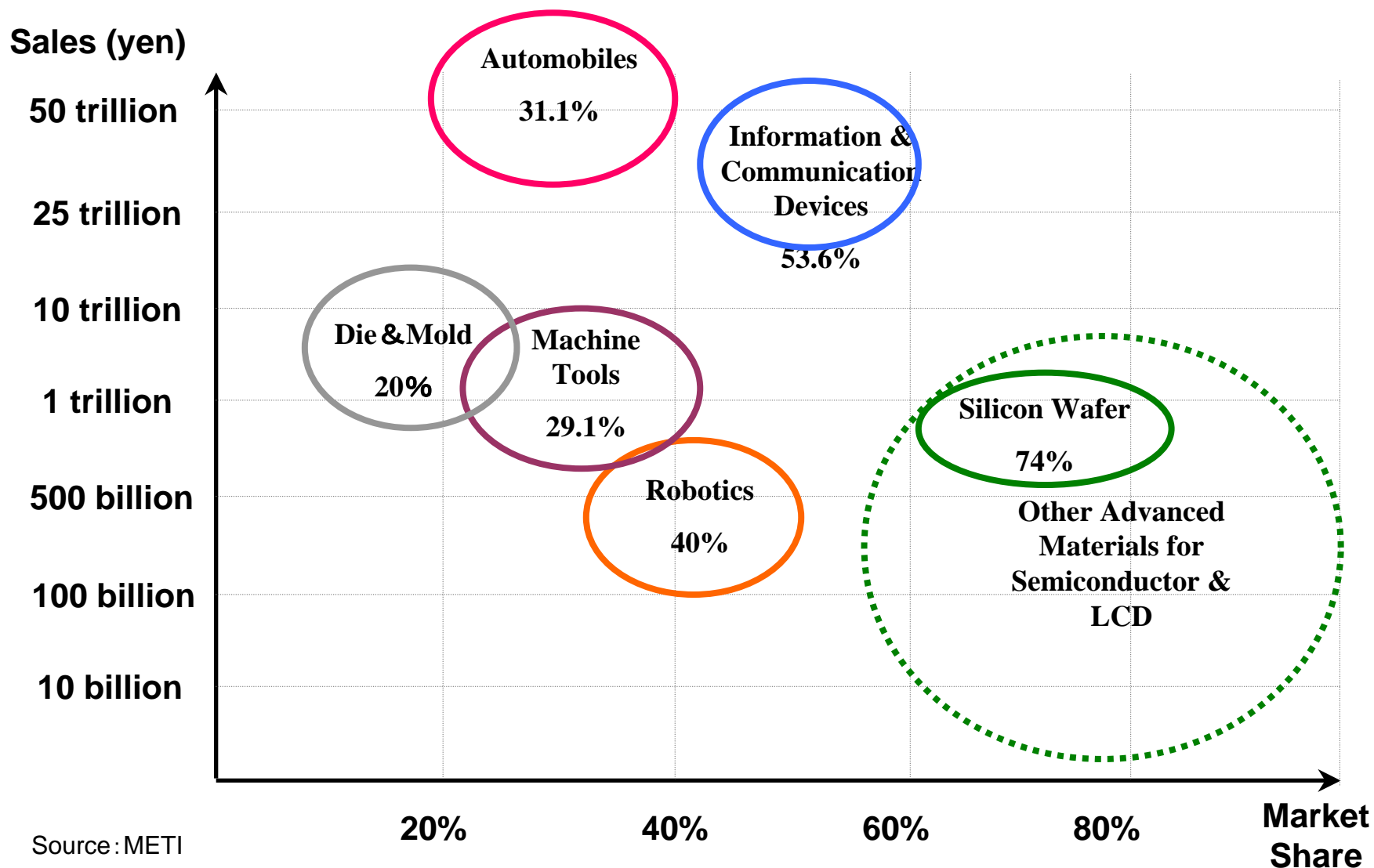


(Photos provided by Oriental Land Co., Ltd)

Japan's Inward Direct Investment



Japanese Manufacturers' Market Shares in the World



Source: METI

Investment in Japan Yields High Returns for US Firms

U.S. Foreign Direct Investment Yields by Country and Industry (Averages from 2001 to 2005)

	Japan	Canada	France	Germany	Italy	U.K.	General averages
All industries Total	13%	10%	7%	7%	9%	5%	10%
Total manufacturing	15%	10%	7%	7%	8%	7%	10%
Foods	14%	17%	10%	0%	17%	15%	14%
Chemicals	14%	12%	18%	11%	11%	6%	12%
Primary and fabricated metals	1%	6%	3%	14%	-1%	3%	8%
Machinery	9%	13%	13%	4%	10%	9%	11%
Computers and electronic products	10%	11%	-5%	5%	7%	7%	9%
Electrical equipment; appliances and components	19%	12%	3%	0%	6%	3%	8%
Transportation equipment	15%	5%	2%	6%	0%	-5%	5%
Wholesale Trade	11%	10%	23%	23%	11%	10%	17%
Information	22%	3%	1%	2%	31%	1%	11%
Depository Institutions	-24%	17%	6%	5%	-16%	2%	4%
Finance (except depository institutions) and insurance	13%	8%	6%	8%	9%	2%	6%
Professional; scientific and technical services	19%	4%	9%	9%	5%	8%	10%

Source: U.S. Department of Commerce

Note: The yield is calculated by dividing the direct investment income by the direct investment position at the end of the previous year. The global averages include data from countries other than those listed above. The shaded fields indicate the countries offering the highest yield in each applicable industry.

Improved Business Environment

Foreign-invested companies are finding it easier to do business in Japan.

Improved	Obstacles/Barriers to setting up/expanding business in Japan	1995	2007
	Difficulty in Securing Personnel	40.4	66.2
✓	High Business Cost	70.3	60.2
	High standards for products demanded by users	51.8	59.6
✓	Closed character and particularity of Japanese Market	56.7	50.6
✓	Complexity of administrative procedures	27.1	20.9
✓	Unsatisfactory preferential treatment and incentive	22.2	14.5
✓	Lack of Information and Services	18	14.2
	Uncomfortable Living Environment for Foreigner	8.3	10.9
✓	Dissatisfaction with Infrastructure	12.5	9.4
✓	Difficulty in Financing	15.9	8.7

Source: Survey of Foreign Affiliated Companies in Japan, JETRO

Note: 1995:N=616 , 2007:N=864

Invest Japan Business Support Center (IBSC)

Over **600** companies have established branches and/or corporations in Japan by using JETRO services since 2003

Consulting over **1,000** companies every year

Consulting Services

- Marketing
- Laws and regulations
- National and local government incentives
- Employment and labor issues
- Incorporation procedures
- Cost simulation



Facilities

- Free temporary office spaces (Tokyo IBSC has 35 spaces)
- Well-stocked library
- Exhibition space and auditorium

Locations: Tokyo, Osaka, Yokohama, Nagoya, Fukuoka, Kobe



Thank you

