

Connecting with the world.
Together, we move forward.





The Japanese economy has always grown in connection with the world.

Expanding overseas business and open innovation with overseas companies are essential for the development of Japan today and in the next generation.

JETRO is an independent administrative agency under the jurisdiction of the Ministry of Economy, Trade and Industry, which connects the Japanese and global economies. Positioned between the private and public sectors, we are developing projects that contribute to the economy and society that can only be done by a government-related organization.

JETRO was born in Osaka as a private entity in the 1950s, soon after the Second World War.

“What Japan needs is to conduct business in the global arena. For this, global market information is essential.”

With these thoughts in mind, a group of businesspeople decided to send representatives to various countries and share what they learned together.

Through the cooperation of companies, local governments and central governments that echoed this sentiment, our role expanded and we were established as a national organization.

Even after this long journey, we remain committed to our mission:

- To analyze and deliver the latest information from overseas to the Japanese business community
- To pursue knowledge and make it a shared asset
- To explore exciting new fields and accelerate global business

These have evolved with the passage of time and are still being passed down as enthusiastically as ever.

Times and needs will continue to change, but we will always hold dear these founding ideas for the sustainable development of Japan and the world.

Bringing Japan to the world, the world to Japan.

We are committed to connecting people, companies, and countries to achieve a prosperous and peaceful world. We will continue working together to keep moving forward towards that goal.

Message from the Chairman

JETRO, in its more than 60 years of history, has always responded to the needs of the times and developed a wide range of operations to connect Japan's businesses with the rest of the world.

Although the focus of our operations has changed with the times, our mission has remained unchanged since our establishment: to contribute to the growth and competitiveness of Japan and to the sustainable development of Japan and the world by standing by and supporting Japanese companies, regions and other entities aiming for growth through expanding business with overseas countries.

Today, the world is at a major turning point, and globalization, which was believed to bring unity, peace and prosperity to the world, is undergoing a transformation and metamorphosis. In this context, we recognize that, in line with Japan's trade policy of promoting trade based on free and fair trade rules, we are expected to play an even greater role than before in strengthening our ties with the world through trade and investment promotion, and to actively tap into its vitality and link it to the growth of the Japanese economy.

During the Sixth Mid-Term Plan period (FY2023-FY2026), which started April 2023, we will work on four pillars based on the government's growth strategy: (1) forming and strengthening an ecosystem where capital, technology and talent circulate domestically and internationally, (2) promoting global market development of agricultural, forestry, fishery and food products, (3) supporting overseas expansion of Japanese companies, including mid-tier enterprises and SMEs, and (4) addressing common issues in overseas expansion and trade policies of Japanese companies.

In our efforts, we will make maximum use of JETRO's strength, which is its network of more than 120 domestic and overseas offices, to actively collaborate with domestic and foreign governments, local governments, trade promotion agencies, research institutions, private companies, commercial and industrial organizations, etc., and also will strive to further improve the quantitative and qualitative aspects of our services by utilizing digital technology and data.

In January 2023, JETRO established its Vision, Mission and Values as a philosophy that forms the basis of all our activities. In order to realize the vision of "a prosperous and peaceful world achieved through connectedness" and the mission of "laying the foundations for business in exciting new fields together with people, companies and countries," we will mobilize the "power of will" of our staff members and push forward with our work with the values of "Purpose and Passion," a "Hands-on Approach," "Client Focus," "Forward Thinking," "Pursuit of Knowledge" and "Diversity" in mind.



Ishiguro Norihiko
Chairman and CEO

Japan External Trade Organization (JETRO)

We aim to contribute to the further development of Japan's economy and society through trade and investment promotion and research on developing countries.



Institute of Developing Economies

As a center for regional research and studies of emerging and developing countries in Japan, we aim to make intellectual contributions to the world.

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JETRO's initiatives

JETRO, as a trade and investment promotion agency, supports Japanese companies in exporting overseas and expanding into overseas business, while capturing the vitality of overseas markets in order to strengthen Japan's competitiveness.

Creation of innovation

We will form and strengthen an ecosystem that circulates capital, technology and talent in Japan and overseas.

1. Investment in Japan and cooperation and collaboration with foreign companies
2. Promoting the active participation of highly-skilled foreign professionals
3. Promoting overseas expansion of Japanese startups

Export of Japanese agricultural, forestry, fishery and food products

We will promote the development of global markets for Japanese agricultural, forestry and fishery products and food.

1. Expansion of Japanese exporters' base and diffusion of Japanese food culture overseas
2. Coordination with product associations that promote exports

Overseas expansion of Japanese companies

We support the overseas expansion of Japanese companies, including mid-tier enterprises and SMEs.

1. Support for overseas market development by utilizing digital business such as cross-border e-commerce
2. Support for collaboration with local governments and financial institutions nationwide
3. Fostering companies that can win in overseas markets

Surveys and research

We will address common issues in overseas expansion and trade policies of Japanese companies.

1. Research and study activities in Asia and other regions
2. Trade and investment consultation
3. FTAs/EPAs and promotion of utilization of intellectual property
4. Promotion of bilateral and multilateral cooperation

Creation of innovation

Incorporation of overseas vitality

In collaboration with foreign and domestic ecosystem stakeholders, we provide integrated support for attracting foreign companies that contribute to improving Japan's competitiveness and solving problems, collaboration and cooperation between foreign and Japanese companies and overseas expansion of startups.

Main activities



Promoting foreign direct investment into Japan

We support projects that contribute to the creation of innovation and regional economic revitalization in Japan, the attraction of foreign and foreign-affiliated companies to Japan that will contribute to strengthening Japan's innovation ecosystem and their business expansion in Japan.



J-Bridge (International collaboration/cooperation)

A business platform that aims to create new business through collaboration and cooperation between Japanese companies and overseas startups. In addition to identifying promising foreign companies and projects and providing business opportunities through various events, we promote international open innovation through individual company introductions, acceleration programs, professional advice and the formation of joint demonstration projects.

Promoting the active participation of foreign talent

We will create Japanese companies in which foreign talent can play an active role in order to internationalize Japan and strengthen its competitiveness.

Main activities



Platform for promoting the active participation of highly-skilled foreign professionals

Operation of a portal site that contains all the information necessary for hiring highly-skilled foreign professionals. Hands-on support by specialized consultants to companies interested in hiring, training and retaining highly-skilled foreign professionals.



Support for utilization of highly-skilled foreign professionals

Through the implementation of one of the largest joint company information sessions in Japan and other measures, we provide opportunities for companies seeking to expand their business overseas to meet with foreign talent who want to work in Japan.

Creation of innovation Overseas support for startups

In order to contribute to making the Japanese economy stronger and promoting growth, we will contribute to expanding the base of Japanese startups that boldly challenge the global market. We also provide intensive support for global expansion, focusing on J-Startup companies.

Main activities



J-Startup

A support program for cultivating startups promoted by the Ministry of Economy, Trade and Industry. We provide intensive support for global expansion focusing on "J-Startup" companies, which have been selected as companies that can provide new value to the world with innovative technologies and business models.



Global acceleration hub

Providing briefings, mentoring and co-working space for Japanese startups seeking to expand overseas or raise funds overseas



Overseas exhibitions

Setting up J-Startup pavilions at major startup-related exhibitions around the world, providing demo booths and pitch opportunities.

Export promotion of agricultural, forestry, fishery and food products

In order to contribute to the government's target of an export value of "2 trillion yen by 2025 and 5 trillion yen by 2030," we will support exports of Japanese agricultural, forestry and fishery products and food products. In addition, we will promote Japanese food and food culture overseas to raise awareness.

Main activities



Providing skill improvement support and trade information

We have set up a trade consultation service desk to provide consultation for companies that intend to export agricultural, forestry and fishery products and food products to overseas markets. In addition, our trade experts provide one-stop support for companies with promising export products. We provide information on import regulations by item in each country and region.



Expansion of export base

Experts living abroad provide information and advise on overseas markets. We also provide support for business matching, such as finding buyers.



Providing opportunities for business negotiations

Support for exhibiting at leading overseas trade fairs and holding business meetings in Japan by inviting top quality buyers from around the world. Propose food samples to overseas buyers by setting up "Food Sample Showrooms" overseas.



Japan Food Product Overseas Promotion Center (JFOODO)

To brand Japanese agricultural, forestry, fishery and food products overseas, we conduct promotions for local consumers overseas.



Export Support Platform

Composed of overseas diplomatic establishments, JETRO's overseas offices and JFOODO's overseas representatives in major export destination countries and regions. In cooperation with domestic stakeholders such as product associations and local governments, it transmits information from the local market, conducts PR activities in an all-Japan manner, develops new commercial distribution channels and collaborates with local business operators.

Overseas expansion of Japanese companies

We help Japanese companies from the first step to overseas business. We create an environment where exports can be realized for companies that have no experience in exporting, or companies that have needs overseas but are not yet ready to export.

Main activities



Support overseas sales channel expansion through digital projects by crossborder EC

We support Japanese companies to expand overseas sales channels. We aim to expand the base of companies willing to export and expand their business into overseas markets through digital technology.

Various EC sales supporting tools



■ Japan Mall (project for overseas EC sales)

JETRO introduces Japanese products to the world's leading e-commerce (EC) buyers. In addition to coordinating and supporting business negotiations, JETRO and EC buyers carry out promotions for procured products.



■ Japan Store (cross-border EC listing and sales support)

We have set up "Japan Store," a special page for Japanese products on Amazon's (US/UK) website, to support the listing and sale of Japanese products.



■ Japan Street (online catalog exclusively for JETRO-invited buyers)

Online catalog site exclusively for overseas buyers invited by JETRO. Participation is free of charge, and JETRO provides extensive support for business meetings with buyers.



■ Japan Linkage (support for exhibiting at year-round online exhibitions)

Introduces Japanese companies' products at major overseas online exhibitions. Leads the way to business negotiations with overseas buyers.



Counseling by experts and hands-on support

Under the 10,000 New Exporters Support Program, upon registration on JETRO's portal site, experts provide one on one consulting and propose support measures suitable for businesses that are trying to export. The Consortium for a New Export Nation provides comprehensive support from assistance in creating an overseas expansion plan to the development of overseas sales channels and start-up.



International Business Training Courses for SMEs, "Ikusei-juku"

Support for the development of in-house talent responsible for overseas expansion. JETRO provides Japanese SMEs with free training program, "Ikusei-juku". Courses to prepare for Business Meetings, to enhance Negotiation Skills, and to manage Overseas Subsidiaries are offered.

Surveys and research

Utilizing our worldwide network, we provide useful information for business, such as on global political and economic trends. In addition, we will carry out activities to improve the overseas business environment for Japanese companies.

Main activities



Provision of overseas political, economic, trade and investment trends

We research and provide information necessary for Japanese companies to conduct overseas business, such as on overseas politics and economics, regulatory information, business costs and procedures for entering markets. We also take themes related to common issues such as “green,” “business and human rights,” and “economic security.”



Trade and investment consultation and information provision

Experienced advisors introduce basic systems and procedures for import and export and overseas expansion practices.



Utilization and protection of intellectual property rights

Disseminating information on IP law systems and the latest trends in various countries. Supporting small and medium-sized enterprises (SMEs) in acquiring IP rights overseas, subsidizing costs and preparing manuals for damage countermeasures.



Strengthening business relationships with other countries

In order to improve the business environment, we have conducted business forums with the governments of partner countries and dispatched missions. In addition, we will contribute to strengthening relations and promoting business with other countries on the occasion of the Osaka-Kansai Expo.



Institute of Developing Economies

A research institute affiliated with JETRO that conducts basic and comprehensive research on economic, political, social and other issues faced by emerging and developing countries and regions, collecting and providing data and information on these countries and regions and disseminating research results. It serves as a center for regional studies on emerging and developing countries in Japan.

Organization profile and history

Since the establishment of its predecessor, the Japan Export Trade Research Organization in 1951, the Japan External Trade Organization (JETRO) has conducted a wide range of research on Japan's trade promotion and developing countries and regions.

Profile

Name: Japan External Trade Organization (JETRO)
Established: October 1, 2003
Representative: ISHIGURO Norihiko, Chairman and CEO
Address: Ark Mori Building, 6F 12-32,
Akasaka 1-chome, Minato-ku,
Tokyo 107-6006 Japan
Tel: +81-3-3582-5511

Number of offices:

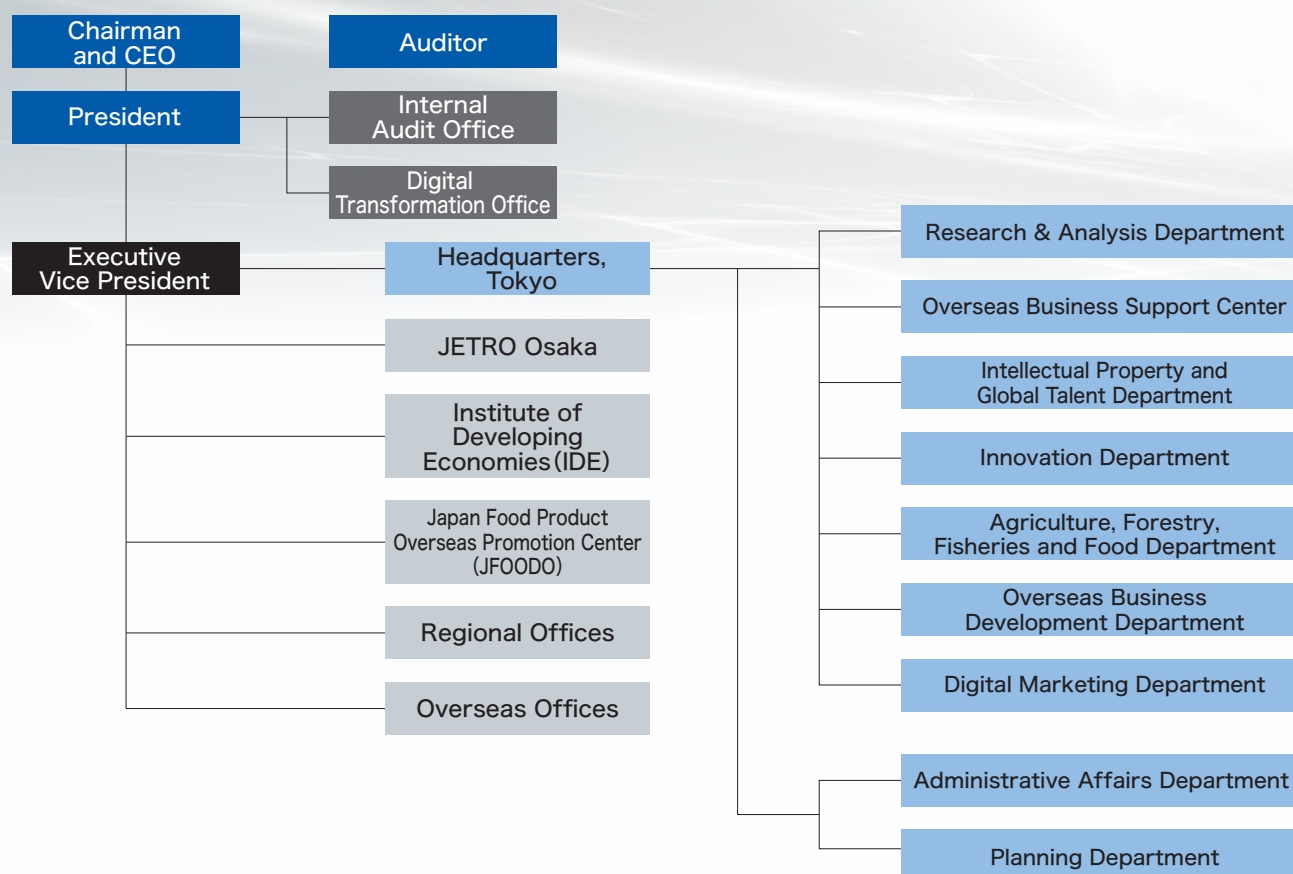
Regional: JETRO Headquarters Tokyo, JETRO Osaka,
Institute of Developing Economies,
JFOODO and 49 offices
Overseas: 76 offices (56 countries)

Website:

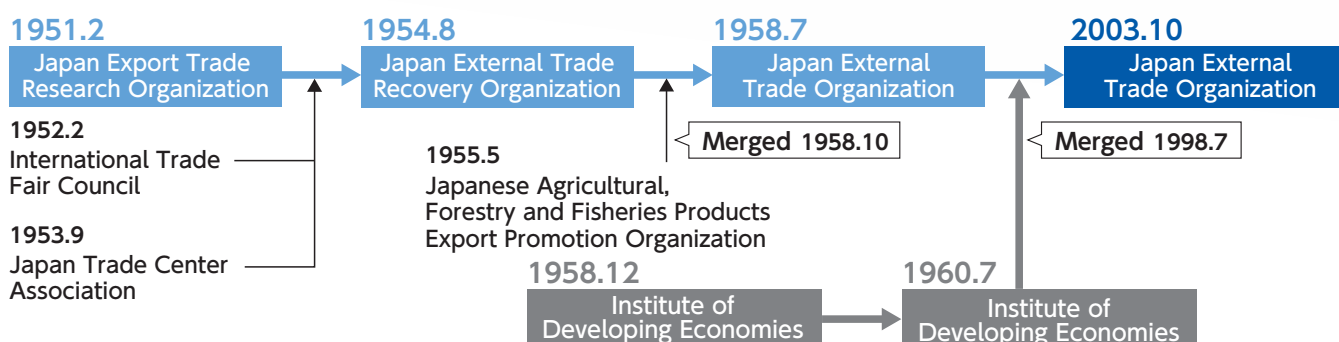
<https://www.jetro.go.jp/en>



Organization chart



History of JETRO



Worldwide JETRO network

Regional network: Osaka Headquarters and 49 offices



Overseas network: 76 offices in 56 countries



JETRO

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Access Tokyo Metro (subway)

- Roppongi-1chome station (N-05, Namboku line): Exit 3, 1 minute walk
- Tameike-sanno station (G-06 & N-06, Namboku & Ginza line): Exit 13, 3 minute walk
- Kamiyacho station (H-05, Hibiya line): Exit 4B, 12 minutes walk
- Akasaka station (C-06, Chiyoda line): Exit 5, 12 minutes walk
- Kokkai-gijidomae station (M-14 & C-07, Marunouchi & Chiyoda line): Exit 3, 15 minutes walk

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