



JETRO BIZMATCH @ CEATEC JAPAN 2007

At CEATEC JAPAN 2007, the Japan External Trade Organization (JETRO) will offer JETRO BIZMATCH@CEATEC JAPAN 2007 (October 2nd -4th), a business-matching event that connects representatives from foreign firms with potential Japanese partners.

About JETRO BIZMATCH

JETRO coordinates One-on-One pre-arranged business meetings between program participants and Japanese companies. These arrangements will be made by JETRO staff and JETRO-appointed coordinator, with expert knowledge of the Japanese market and experience in supporting foreign businesses. Participants will have their own meeting booth and access to English-Japanese interpreters. The event will also feature a seminar on the Japanese market and an evening International Reception.

A total of 233 such meetings were held at the last year's event, many of which led to contracts or business arrangements between participants.

About CEATEC

CEATEC or "Combined Exhibition of Advanced Technologies" is Asia's largest annual technology and electronics exhibition, providing a platform for companies and organization from all over the world to showcase their cutting-edge products, services and technologies. The event also serves as key industry networking and information-gathering opportunity, with numerous seminars and other activities offered during the fair. CEATEC Japan 2006 attracted nearly 200,000 visitors, with some 807 exhibitors and 140 seminars. For more information on CEATEC, please visit their website at: <http://www.ceatec.com/>



Event Details (JETRO BIZMATCH)

Event Name : JETRO BIZMATCH @ CEATEC JAPAN 2007

Location : Makuhari Messe, 2-1 Nakase, Mihama-ku, Chiba, Japan

Date : October 2nd (Tuesday) – 4th (Thursday), 2007

(CEATEC JAPAN 2007 will take place October 2nd -5th 2007)

Date	Event for participants
October 2 nd (Tuesday)	AM: Short seminar on the Japanese IT Market and booth setup PM: Business meetings From 18:00: International Reception
October 3 rd (Wednesday)	AM: Business meetings PM: Business meetings
October 4 th (Thursday)	AM: Business meetings PM: Business meetings

Services Provided by JETRO

- **One-on-one pre-arranged business meetings*** with potential Japanese partners.
- Each participant will have a dedicated meeting booth (3m x 3m), equipped with walls, a table, four chairs, LAN Internet access and electricity outlets.
- English-Japanese interpreting service for meetings (based on availability).
- Short seminar on the Japanese IT market
- Invitation to Networking Reception
- Free admission to CEATEC JAPAN 2007
- Publication & Promotion (include listing in directory and website)

** Basically, each meeting will be one - hour long and will be in English.*

Participation Fee

FREE

Participation in JETRO BIZMATCH @ CEATEC JAPAN 2007 and the above services are offered free of charge.

** Participants must cover other costs such as transportation, accommodation, etc.*

Qualifications/Requirements

1. Participants must be non-Japanese firms and (all of the below)

- i) Have a definite strategy for entry into the Japanese market
- ii) NOT have a subsidiary or branch office in Japan.
- iii) Searching for a Japanese business partner.

2. Other important requirements:

- i) In general, company must not have an exclusive sales agent or a distributor. Foreign companies that already have an exclusive sales agent or a distributor in Japan must obtain a letter of consent from such third party and submit it to JETRO prior to or at the start of the event.
- ii) Participants must be able to take part in the entire three-day event (ideally, both person responsible for sales and person responsible of technology divisions should be attended)
- iii) Participants must have tangible products, services, and technologies relevant to CEATEC JAPAN 2007. (Consulting firms, resellers/distributors and outsourcing companies are NOT eligible.)

**Top 15 categories which Japanese firms are interested in.
(Technologies relevant to CEATEC JAPAN 2007)**

1. Web 2.0 (SNS included)	6. WiMaX	10. Biometrics Identification System
2. Encryption Technology/Authentication System		11. Thin-Client System
3. Broadband Contents	7. License/ Contents Control	12. Home network
4. Linux/Open source	8. SOA	13. Next generation Mobile device
5. RFID/Traceability	9. Japanese version of SOX	14. IPv6
		15. Wireless LAN/ WAN

How to Apply

Submit an application form and required supplementary materials to JETRO.

The application form can be downloaded at http://www.jetro.go.jp/israel/CEATEC07_bizmatch_form.doc

After you have read and agreed to the following “General Terms and Conditions” stipulated, please complete the application form and submit it to JETRO by email.

Email: **Kei_Takagi@jetro.go.jp**

Supplementary materials are as follows: (1) company brochure, (2) product literature, and (3) technical white paper (if possible). Please also send these materials to JETRO office by email or by mail.

Application deadline: July 8 , 2007

Application Schedule

- July - early August** : Screening of applicants
- Mid August** : Notification of accepted/non-accepted applicants
- Mid September -** : Provide participants with details on business meetings and companies
- October 2nd - 4th** : JETRO BIZMATCH@CEATEC JAPAN 2007
- ~January 31st, 2008** : Follow-up survey

Organizer



Japan External Trade Organization (JETRO)

Supporting Organizations (tentative)

JEITA

Japan Electronics and Information Technology Industries Association (JEITA)

CIAJ

Communications and Information network Association of Japan (CIAJ)

CSAJ

Computer Software Association of Japan (CSAJ)

JESA
Japan Electronics Show Association

Japan Electronics Show Association (JESA)

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