

# *JETRO Services*

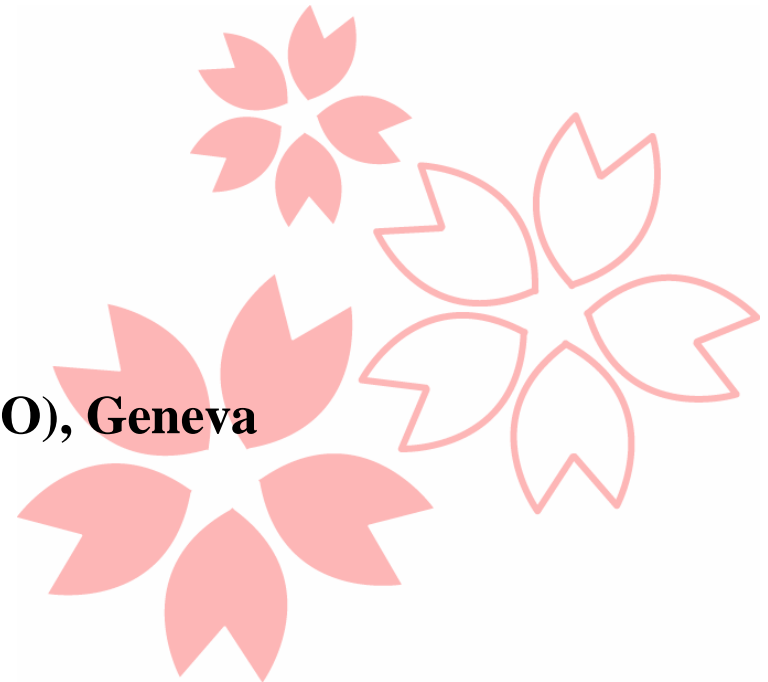
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# JETRO

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- 36 regional offices
- 73 offices in 54 countries
- 1680 employees  
(830 in Japan and 850 overseas)

# Roles of JETRO

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- Promoting direct investment (FDI) into Japan
- Assisting Japan's SMEs
- Helping Japanese firms expand overseas
- Helping Swiss companies expand in Japan
- Supplying Swiss companies with all kind of info.
- Promoting cross-border business tie-ups in high tech and other key industry sectors
- Supplying Japan with foreign economic information

# How Can JETRO Help Your Business?

# JETRO's FDI Promotion Activities

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## Dissemination of Information overseas

— Seminars, website, pamphlets

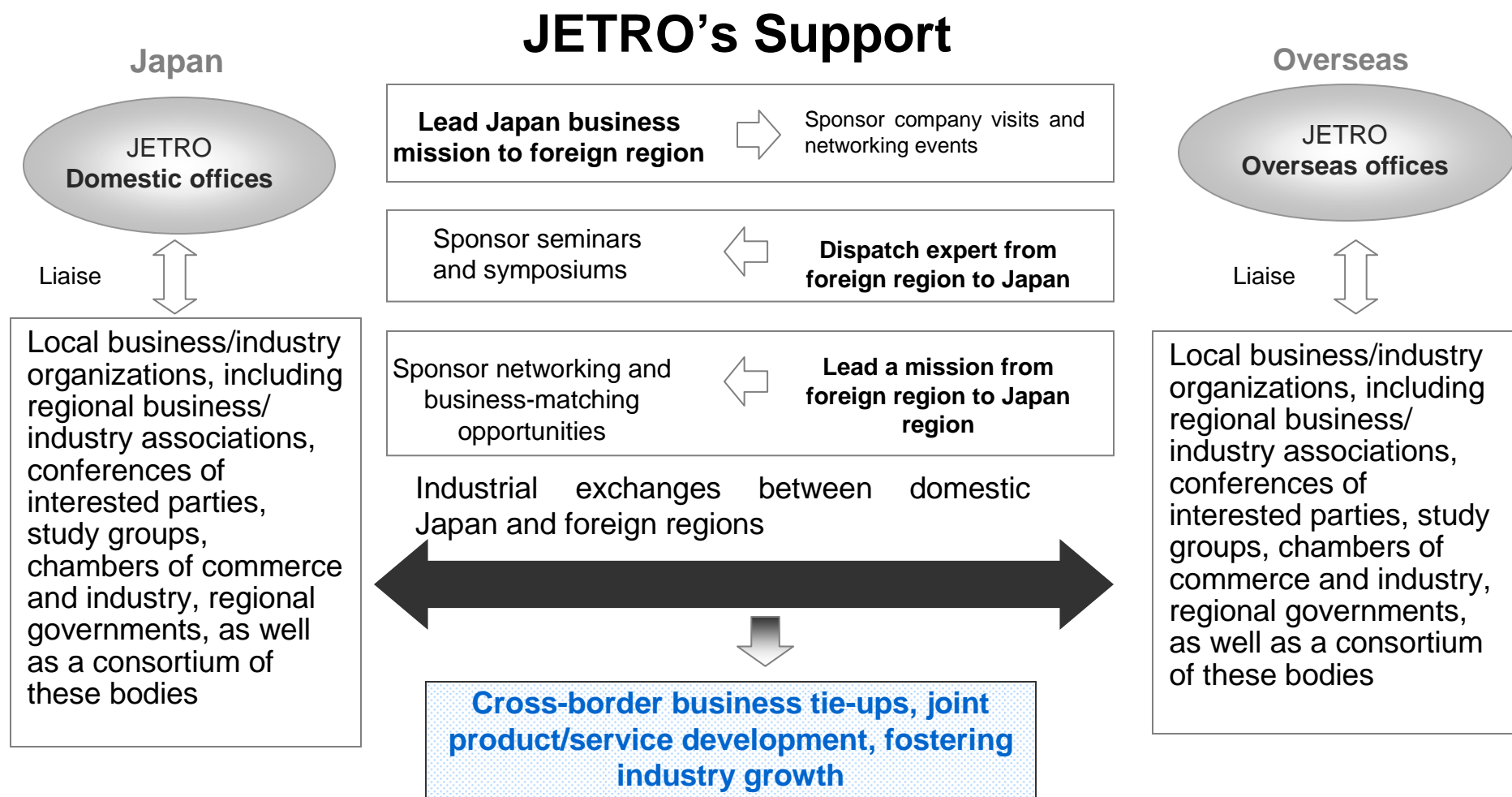
## Business Partnering Events

— Events, Regional Industry Tie-up (RIT) program

## Invest Japan Business Support Center (IBSC)

— Providing consulting services and temporary office space

# JETRO's Regional Industry Tie-up (RIT) program

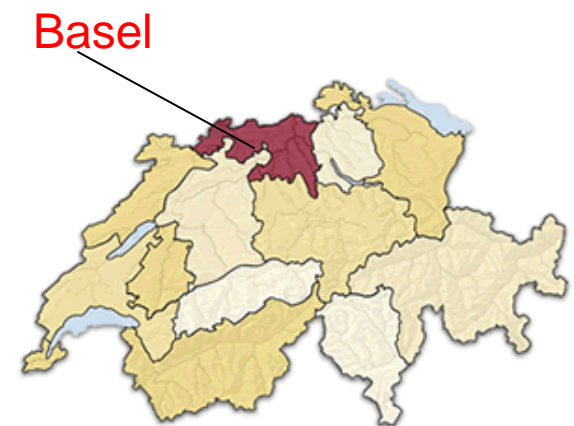
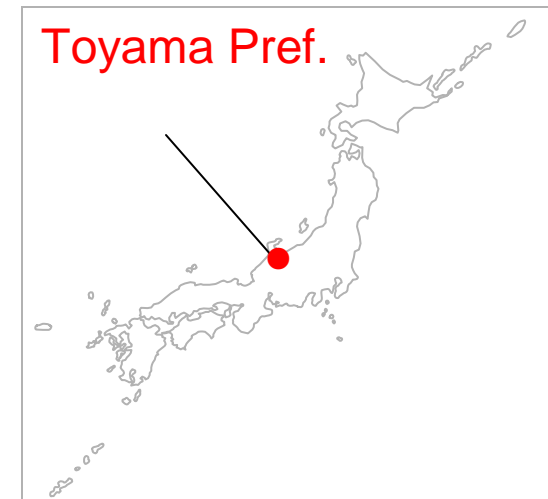


Sources: JETRO

# Examples of Regional Industry Tie-up between Japan and Switzerland (1)

## Pharmaceutical Industries

- Toyama Pref. is known for its 300 year-old tradition of medicine and working to develop its biotechnology industry.
- Pharmaceutical Industries Federation in TOYAMA is aiming to setting up program including technology partnership with Basel Area Business Development in the area of oriental medicine and herbal medicine by reinforcing cooperation among the government, industry and academia both in Japan and Switzerland.



# Examples of Regional Industry Tie-up between Japan and Switzerland (2)

## Micromachines

➤ Workshop on Desk Top Factory (DTF: Suwa City, Nagano Pref.) established in Nov. 2001 consist of 27 members including university, is engaging research and development of ultraprecise desktop machine-tools.

➤ DTF is aiming to set up programs including joint studies, developments of new products and new market exploration both in Japan and Europe through tie-up with CSEM Centre Suisse d'Electronique et de Microtechnique SA (Neuchâtel).



Neuchâtel/ Jura/ Jura Bernois





# Invest Japan Business Support Center (IBSC)

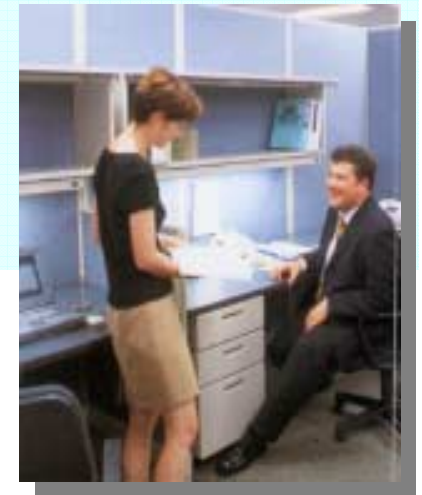
Locations: Tokyo, Osaka, Yokohama, Nagoya, Fukuoka, Kobe

## Consulting Services

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

## Facilities

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



➔ Over **300** companies used the IBSCs  
Currently consulting over **1,000** companies

# Firms That Utilized IBSC to Set-up Business in Japan

## Sefar Printing Solutions K.K.

**Location of parent company:** Thal, Switzerland

**Established:** October 2006

**Business:** Maker of precision woven synthetic fabrics (Sales and servicing company)



## Franke Coffee Systems Japan K.K.

**Location of parent company:** Aarburg, Switzerland

**Established:** February 2005

**Business:** Maker of coffee-making machines (Sales and servicing company)



# Firms That Utilized IBSC to Set-up Business in Japan

## Electrosuisse Japan K.K.

**Location of parent company:** Fehraltorf, Switzerland

**Established:** February 2007

**Business:** A wide range of services, including design and preparation of instruction manuals for medical equipment and other products.



## Genedata K.K.

**Location of parent company:** Basel, Switzerland

**Established:** April 2007

**Business:** Solutions for R&D of drugs, life sciences



# TTPP Trade Tie-up Promotion Program

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- **Browse through business proposals from around the world in English and Japanese.**

It is available for anyone to search for and browse through over 30,000 business proposals in various areas over the world, spanning a wide range of fields from "Export & Import of Products / Parts", "Business Tie-ups" and "Technology Transfer".

Foreign proposals are translated from English into Japanese, making it easier to be browsed by Japanese users. In addition, all the TTPP services are free of charge.

- **Transmit your business proposal information to the world**

The registered business proposals are posted on both the English and Japanese web pages to broaden your business opportunities. Registered information can be updated and deleted online enabling you to transmit your information at the right time.

- **Wide publicity for registered information**

The TTPP website promotes links with the business matching sites operated by foreign governmental organizations, trade promotion organizations, and industry groups, enabling extensive publicity for registered business proposals.

- **TTPP automatic search and e-mail notification functions for business proposal matching**

Register a business proposal and utilize the automatic matching function, and TTPP will automatically conduct a search and notify you of the latest proposals with conditions corresponding to your needs.

# Website – Regional Information

JETRO has set up a “Regional Information” corner on its “Investing in Japan” website and is now using that corner to disseminate regional information.

In addition to the two sections, “Industrial Cluster Information” and “General Business Information,” three new menu items are now available, including “Your Regional Guide,” which connects foreign companies directly with local investment officials.

## 1. Your Regional Guides

## 2. Promising Local Companies

## 3. FAQs for Each Region

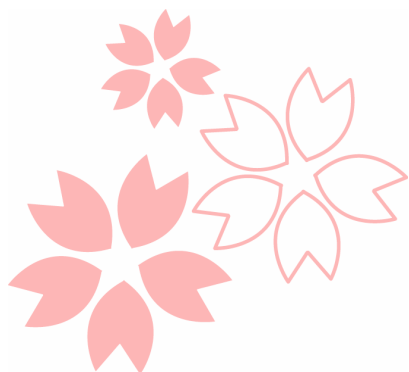
URL: <http://www.jetro.go.jp/invest/region>







**For more information, please contact:**



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*Merci beaucoup pour votre  
Attention!*

*Vielen Dank für ihre  
Aufmerksamkeit!*