

Arrows to Japan
The Road to Business Success 2014

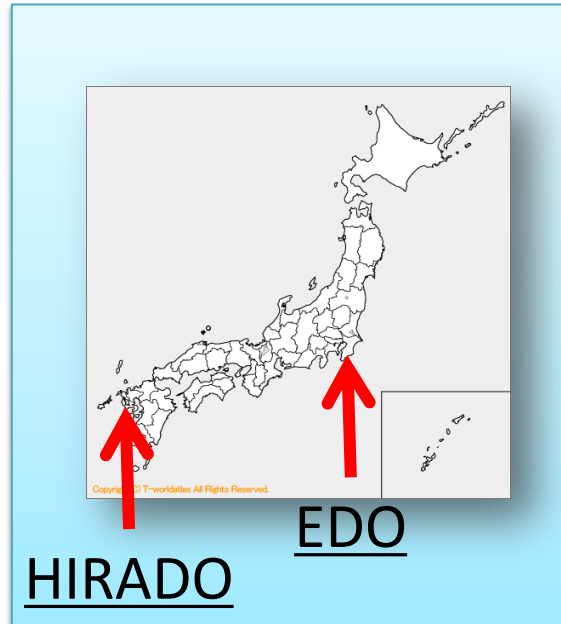
TSUNEYUKI KATO
Executive Vice President, JETRO

16th January, 2014

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James I
-King of England and Ireland



Ieyasu Tokugawa
- the founder and first shogun of the Tokugawa shogunate of Japan

Huge Job Creation by Japanese Companies in Europe

The EU: No.1 Investor to Japan 8,214 billion yen(2012)
 Japan: No.3 Investor to the EU 144 billion euro(2011)

Source: BOJ, Eurostat

Japanese overseas affiliates in the EU

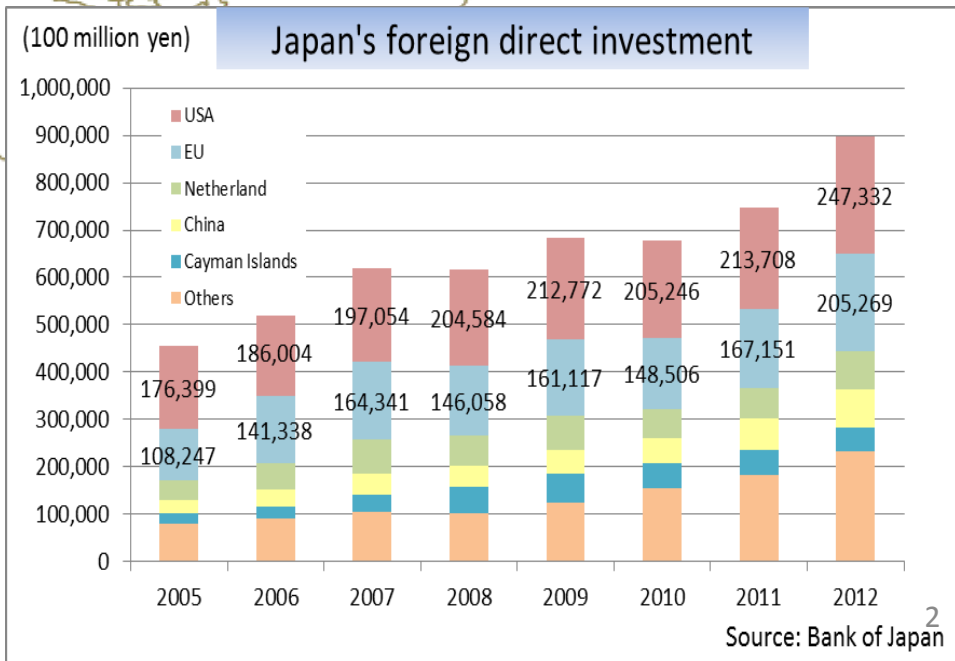
Number of employees: over 437,000

Sales: 27,437 bln Yen

Intraregional procurement: 5,646 bln Yen

*Number of Employees by Japanese affiliates

UK	140,705
Netherland	58,227
Germany	59,304
Belgium	33,226
France	25,319
Italy	21,545
Spain	12,848



Abenomics: “3 Arrows” for the Economic Rebirth



Growth Strategy Boosting Private Investment



Bold Monetary Policy



Agile Fiscal Policy



Exit from Deflation, Expanded Employment, Economic Boost

Japanese economy recovers steadily

Rank	Country	Real GDP Growth Rate prospected by OECD (%),2013
1	Japan	1.8
2	United States	1.7
2	Canada	1.7
3	Russian Federation	1.5
4	United Kingdom	1.4
5	Germany	0.5
6	France	0.2
7	Italy	-1.9

Source : OECD Economic Outlook No.94 (Nov.2013)

3.7%

Japanese FDI as percentage of GDP is relatively low.

Rank	Individual economies	Percentage of Gross Domestic Product, 2012 (% of GDP)
1	British Virgin Islands	39,616.9
72	United Kingdom	54.3
93	France	41.9
109	Canada	35.9
133	Russian Federation	25.7
137	United States	25.0
149	Germany	21.1
156	Italy	17.7
192	Japan	3.7
198	Burundi	0.4

Sources: (For Japan) Ministry of Finance, Bank of Japan, Cabinet Office
 (For Other Countries) UNCTAD: "World Investment Report 2013", FDI database



Comparison of Research Expenditures Between G8 Countries

Rank	Country	As a percentage of GDP (% of GDP)
1	Japan	3.7
2	United States	2.9
3	Germany	2.8
4	France	2.3
5	United Kingdom	1.8
6	Canada	1.7
7	Italy	1.3
8	Russia	1.2

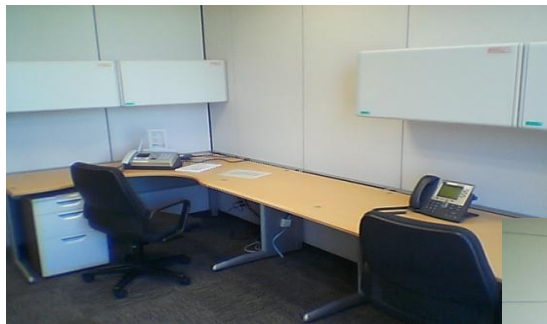
Source: "Report on the Survey of Research and Development" The Statistics Bureau ,
Ministry of Internal Affairs and Communications

JETRO Invest Japan Business Support Center (IBSC)

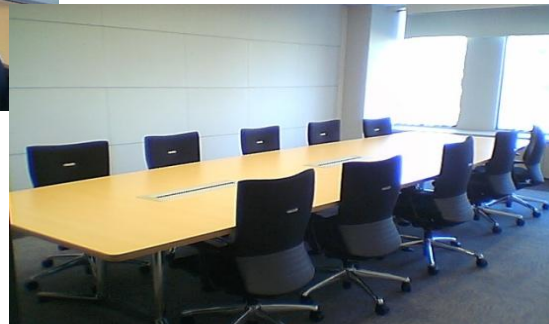
- JETRO IBSC (Invest Japan Business Support Center) is a one-stop center for establishing a business base and starting your business in Japan.
- Located in six major cities of Japan (Tokyo, Yokohama, Nagoya, Osaka, Kobe and Fukuoka).
- Temporary office space offered free of charge up to 50 business days.



Reception(Tokyo)



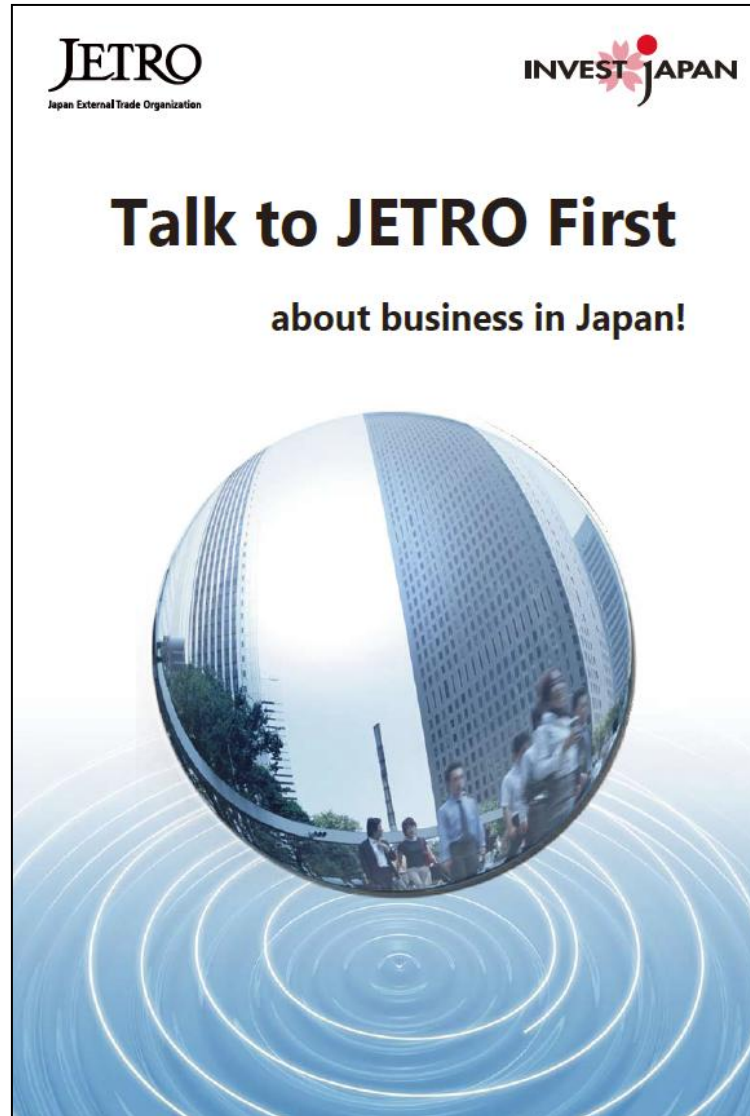
Private office space



Conference room



We look forward to assisting you!





Thank you all for your kind attention !

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