

# JETRO Los Angeles Newsletter

Vol. 1

Covering Southern California, Hawaii, Arizona, Utah, Colorado, New Mexico, south Nevada

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July 2019

## ROLLING OUT AND INTRODUCING OUR NEW JETRO LA NEWSLETTER



**From the  
Chief  
Executive  
Director**

**Keiichi Nishimoto**  
JETRO Los Angeles

My name is Keiichi Nishimoto, Chief Executive Director of JETRO Los Angeles. We have decided to create a newsletter to keep you informed of our grassroots activities. I am very happy to introduce the first issue to the public today. JETRO is actively promoting grassroots activities, which strengthen trade and investment exchanges between Japan and the United States,

combined effort of our six US offices. We are planning to organize seminars, personal exchanges and other activities, which can lead to a greater understanding of the fiscal importance and positive contributions of Japanese investment on local economies.

## 14 JAPANESE COMPANIES SEEK COLORADO TECH INVESTMENT OPPORTUNITIES

JETRO LA recently organized its 1st "Innovation and Business Environment" investment delegation comprised of 17 officials representing 14 well-established Japanese companies to visit Colorado. The delegation toured the Denver/Boulder area June 6 and 7 to learn more about this key innovation hub with its robust start-up ecosystem, many incubators, accelerators and research labs. The purpose of this delegation was to encourage investment and collaboration between Japanese and U.S. companies in innovative technologies and solutions in order to enhance Japanese and American competitiveness in key, upcoming sectors.



*JETRO Colorado Innovation Delegation part of Japan's "Society 5.0" Initiative to balance economic advancement with the resolution of social problems, focusing on key sectors of infrastructure, finance tech, healthcare, logistics and AI. Japan wants to create, in its own words, a "super-smart" society, and one that will serve as a road map for the rest of the world.*

Picture: JETRO Delegation meets with Colorado Governor Jared Polis

JETRO Los Angeles on behalf of the Japan External Trade Organization, Tokyo, Japan, distributes this material. Additional information is available at the Department of Justice, Washington, D.C.

## WHY INNOVATION? WHY DENVER/BOULDER AREA?

Because of the decreasing population and the shrinking domestic market, Japanese companies must look to overseas markets for continues growth and prosperity. The future for these Japanese companies lies not in Japan, but “Globally”. In order to continue its growth “Innovation” is key. According to the government of Japan this current emphasis on innovation is strongly encouraged and outlined in “Society 5.0” which is Japan's vision for the next step in human evolution after hunter-gatherer society (Society 1.0, then the agricultural society (Society 2.0), then industrial society marked by mass-produced goods (Society 3.0), and our current information society (Society 4.0).

Please refer to the following website for more details.

[https://www8.cao.go.jp/cstp/english/society5\\_0/index.html](https://www8.cao.go.jp/cstp/english/society5_0/index.html)

To implement the objectives of Society 5.0, open innovation with foreign countries, especially with the United States, is very important. While Silicon Valley, Boston and Los Angeles are well known for their innovative startup communities, the Denver/Boulder area of Colorado is not as familiar to Japanese companies; therefore, JETRO Los Angeles has organized its 1st delegation of 14 company representatives to visit Colorado for a better understanding of their innovative environment and opportunities.

## NEXT ISSUE: WHAT HAPPENS IN COLORADO DOES NOT STAY IN COLORADO

To tap into the innovative culture of the Boulder/Denver area in order to implement the key goals of Society 5.0, the visit to Techstars was an eye opener to the delegation members on how passion and teamwork are key drivers for “Innovation”. In the next edition of our newsletter, we will focus on the highlights of this trip such as visits to Techstars, National Renewable Energy Laboratory and CATALYST pictured below.



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