



“Invest in Japan”

**G7 Hiroshima Summit's highly discussed topic,
global supply chains updates and more!**

JETRO's “Invest in Japan” Newsletter is for those interested or engaged in foreign direct investment in Japan. The Newsletter provides you with latest information, including JETRO's support services for businesses worldwide or foreign-affiliated companies in Japan, events by local governments as well as JETRO, and stories about thriving foreign-affiliated companies in Japan.

■ The latest articles of the “Japan Insight” series:

[1. “Global supply chains are the backbone of the modern economy”](#)



The rethinking of global supply chains has been underway worldwide. The G7 summit in Hiroshima from May 19 also deepened the discussion on establishing sustainable supply chains in terms of economic security. Given this movement, in what terms can Japan show its strength? We cover a story about this subject along with examples of semiconductors and data centers.

Explore global supply chains >>

■ The latest articles of the “Japan Insight” series:

[2. “Digital Health on the Rise as Japan’s Healthcare System Gets Hi-Tech Makeover”](#)



The rise of digital health has been seen in Japan's healthcare market. We asked US-based Welldoc for its views on Japan's ever-evolving healthcare system and the attractiveness of Japan as an investment destination in the healthcare market. In Japan, the company has been jointly developing BlueStar, a digital health app for diabetes patients, with Japan's leading pharmaceutical company Astellas Pharma.

Discover Japan's digital health market >>

■ The latest article of the “Japan Insight” series:

[3. “Foreign Startups, Businesses Flock to Regional Japan for Innovation”](#)



We interviewed German pharmaceutical manufacturer Bayer. We asked them about why they opted for Kobe rather than Japan's big cities like Tokyo or Osaka when launching the startup incubator CoLaborator Kobe, and also about the current situation of startup ecosystem in regional Japan.

[Explore Japan's startup ecosystem >>](#)

■ Success Stories:

[SWAT Mobility provides new mobility solutions to Japan](#)



SWAT Mobility is a Singapore-based startup promoting innovations in regional Japan's transportation services. We interviewed Jarrold Ong, CEO and Co-founder of SWAT Mobility, and Masashi Suehiro, Head of SWAT Mobility Japan, about how the company gained credibility in the Japanese market, as well as about the importance of the Japan market.

Read Success Stories: SWAT Mobility >>

[>Watch the story on the video](#)



■ [Cabinet Office released a new "Action Plan" to attract human and financial resources from overseas](#)

To expand investment in Japan, enhance the country's capacity for innovation, and lead to further economic growth for Japan, the Cabinet Office decided on a new "Action Plan" for actively attracting human and financial resources from overseas. It aims to raise the inward FDI target to 100 trillion yen at the earliest date.

Read Cabinet Office's Action Plan >>



■[News] Business Expanding:

1. [Menlo Systems, a German developer of industrial and research lasers, establishes a Japanese subsidiary in Shizuoka Prefecture](#)
2. [Elekta, a Swedish company that leads precision radiotherapy solutions, steadily expands its business in Japan](#)

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