

Seminar “IT Market in Japan”

Date: 25 January 2017, 9:00-12:00
Venue: Conference room, 2nd floor, Enterprise Estonia, Lasnamäe 2, 11412 Tallinn
Language: English
Organisers: Japan External Trade Organization (JETRO),
Ministry of Economy, Trade and Industry of Japan,
Enterprise Estonia

Introduction

Japanese IT market is the 3rd largest in the world and 2nd largest among OECD countries, amounting to 323 billion dollars (2014, OECD) and growing steadily. Especially, such areas as IoT, cyber security, big data, fintech and so on are attracting enormously high attention in the market and companies are willing to spend a lot as they are looking for new technologies.

Also, thanks to Abenomics, the economic and investment climate in Japan has been rapidly changing and has greatly improved. Business and living costs in Tokyo have become less than Hong Kong, Singapore or Shanghai, and Japanese government tries eagerly to tackle regulatory barriers. Even the European Business Council in Japan, which works to improve the trade and investment environment for European companies in Japan, has titled its recent annual report as “Golden Opportunity”. Thus, doing business in Japan is easier than ever before and Japanese IT sector is worth to look at.

Programme

8:45-9:00	Registration
9:00-9:05	Welcome remarks: Her Excellency Ms. Yoko Yanagisawa , Ambassador of Japan
9:05-9:30	“Attractiveness of Japanese market and JETRO’s support for foreign companies”, Mr. Naofumi Makino , Director General, JETRO Warsaw
9:30-10:20	“IT market in Japan”, Mr. Akira Makino , Sales Manager, ITR (IT Research & Consulting company)
10:20-10:45	“Experiences in Japanese IT market”, Estonian company (tbc)
10:45-10:55	Q&A
10:55-11:00	Closing remarks: Ms. Liisi Karindi, Head of Asia Information Centre, Enterprise Estonia
11:00-12:00	Networking

Registration: Please register at the following link till January 20, 2017:
https://www.jetro.go.jp/form5/pub/pow/it_seminar_tallinn

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