The investment environment in Japan and JETRO’s services for foreign companies

January 2017

Japan External Trade Organization (JETRO)
1. Why Japan?

2. The investment environment in Japan- Structural reform ongoing

3. JETRO’s activities to support foreign companies to invest in Japan
Since the launch of the Abe administration in December 2012, the Japanese economy has achieved a high standard of growth even on a global scale. **Stock prices, Tankan DI, and unemployment data have all improved.** (Source: data released by Japanese Ministries.)

**GDP**
(Real GDP (seasonally adjusted))

- 519 Trillion yen
  - 2012
  - (before Abenomics)

- 534.5 Trillion yen
  - 2016 (Jul.-Sep 2016 (The 1st preliminary), Nov. 2016)

**Stock prices**
(Nikkei Stock Average)

- 10,230.36 yen
  - Dec. 26, 2012
  - (Launch of the Abe Administration)

- 18,162.94 yen
  - Nov 22, 2016 (closing price)

**Business conditions**
(Tankan current situation, manufactures)

- Large firms: -3
- Medium-sized firms: -5
- SMEs: -12

Survey in Dec. 2012

- Large firms: 6
- Medium-sized firms: 3
- SMEs: -3


**Unemployment rate**

- 4.3%
  - 2012 average

- 3.1%
  - 2016 Q3 (Jul. – Sep.)

**CPI growth rate**
(Less food (except alcohol) and energy, year-on-year)

- -1.2%
  - 2010

- +0.1%
1. Why Japan?
- Results of the survey to foreign companies in Japan

Attractiveness of doing business in Japan – Greatest appeal is “Japanese market”
1. Why Japan?
- The attractiveness of the Japanese market

GDP ranked 3rd in the world

International comparison of Japanese regional gross production (nominal, FY2013)
(Unit $1 billion)

“The reason why P&G tests its new disposable diapers in Japan is because **Japanese housewives are the strictest consumers.**” —Prof. Michael E. Porter
1. Why Japan?
- The attractiveness of the Japanese market

"Just as they are toward their own husbands...!

Business development towards the sales outside Japan
“I have visited homes across Japan so that we can develop our product range that is unique but relevant for Japan... Not only sofas but also chopsticks and firmer mattresses, and cooling products developed in Japan are sold around the world.”

Mr. Peter List
President and CEO of IKEA Japan
(January 2015)
1. Why Japan?
- The attractiveness of the Japanese market

**Foreign Visitor Arrivals and their Consumption Amount**

The number of foreign visitors to Japan in 2016 was **24.04 million, all-time high**. The target of the number of foreign visitors in 2020 was doubled from 20 million to **40 million**.

By 2015, the Government took various measures including:
- Visa requirements were relaxed for 14 countries, primarily for visitors from ASEAN countries (from Jul. 2013).
- Increase of annual landing slots for international flights using Haneda Airport by 30,000 (from 60,000 to 90,000) (from Mar. 2014).
- The scope of tax exempt items for foreign visitors was expanded to all consumer goods (from Oct. 2014).

Source: Japan National Tourism Organization
1. Why Japan?
- Business Friendly Infrastructure

Excellent Japanese transport infrastructure spreading throughout Japan

- Hokkaido Shinkansen (Starting service from March, 2016)
- Tohoku Shinkansen
- Akita Shinkansen
- Yamagata Shinkansen
- Joetsu Shinkansen
- Hokuriku (Nagano) Shinkansen
- Tokaido Shinkansen
- Sanyo Shinkansen
- Kyushu Shinkansen
- Major expressways
- Hub airport

Nearly 100 airports operate nationwide

* Definition of hub airport: Airports that play a role as a hub in the international or domestic air transportation network
Sources: Created from website of the Ministry of Land, Infrastructure, Transport and Tourism, website of each railroad company

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Most livable Japanese cities as chosen by the world

1. Tokyo
2. Berlin
3. Vienna
4. Copenhagen
5. Munich
6. Melbourne
7. FUKUOKA
8. Sydney
9. Kyoto

Source: MONOCLE, UK(2016)
Science and technology related research is conducted spiritedly in Japan. “Research funding as a percentage of GDP” and “Number of researchers per 10,000 people” are among the largest in the world.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Research Funding ($ 100 million)</th>
<th>Percentage of GDP (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Japan</td>
<td>1,802</td>
<td>3.87</td>
</tr>
<tr>
<td>2</td>
<td>Germany</td>
<td>1,010</td>
<td>2.85</td>
</tr>
<tr>
<td>3</td>
<td>U.S.</td>
<td>4,570</td>
<td>2.73</td>
</tr>
<tr>
<td>4</td>
<td>France</td>
<td>552</td>
<td>2.23</td>
</tr>
<tr>
<td>5</td>
<td>U.K.</td>
<td>399</td>
<td>1.63</td>
</tr>
<tr>
<td>6</td>
<td>Canada</td>
<td>246</td>
<td>1.62</td>
</tr>
<tr>
<td>7</td>
<td>Italy</td>
<td>265</td>
<td>1.26</td>
</tr>
<tr>
<td>8</td>
<td>Russia</td>
<td>407</td>
<td>1.12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Number of researchers (unit: 10,000)</th>
<th>Number of researchers per 10,000 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Japan</td>
<td>68.3</td>
<td>53.8</td>
</tr>
<tr>
<td>2</td>
<td>Canada</td>
<td>15.7</td>
<td>45.0</td>
</tr>
<tr>
<td>3</td>
<td>Germany</td>
<td>36.0</td>
<td>43.9</td>
</tr>
<tr>
<td>4</td>
<td>Italy</td>
<td>36.0</td>
<td>43.9</td>
</tr>
<tr>
<td>5</td>
<td>U.K.</td>
<td>25.9</td>
<td>40.5</td>
</tr>
<tr>
<td>6</td>
<td>U.S.</td>
<td>126.5</td>
<td>40.3</td>
</tr>
<tr>
<td>7</td>
<td>France</td>
<td>26.5</td>
<td>40.2</td>
</tr>
<tr>
<td>8</td>
<td>Russia</td>
<td>44.1</td>
<td>30.8</td>
</tr>
</tbody>
</table>

Source: Created from Ministry of Internal Affairs and Communication, “Survey Result on Science and Technology Indicators 2015”
Date source: OECD “Main Science and Technology Indicators,” etc.
Contents

1. Why Japan?

2. The investment environment in Japan- Structural reform ongoing

3. JETRO’s activities to support foreign companies to invest in Japan
Corporate Tax Reform

- **FY 2015**: 34.62% ⇒ 32.11% (-2.51%)
- **FY 2016**: 32.11% ⇒ 29.97% (-2.14%)
- **FY 2018**: 29.97% ⇒ 29.74% (-0.23%)

- **Reduced corporate tax rate down to a range of the twenties ahead of the plan**

Source: FY2015 Tax Reform (Main Points) (Cabinet decision on Jan. 14, 2015)
2. The investment environment in Japan
- Structural reform ongoing

1. Agriculture Sector
First major structural reform and deregulation in 60 years
★ Open The door to new and modern business opportunities
★ Consolidate scattered farmland and optimizing use
★ Establish the nation-wide export promotion institutions of major products to promote exports
→ Record high of 611.7 billion in exports of agriculture/forestry/fishery products and goods (Jan.-Sep. 2015: +24% YoY, 536.9 billion yen)

2. Healthcare sector
A shot in the arm to energize the healthcare industry
★ Accelerate the practical usage of regenerative medicine
✓ Allow outsourcing of cell culturing and processing
✓ Enact an adaptive licensing approval system, making Japan the leading country in the practical usage of regenerative medicine
★ Create a new system for combining insured and uninsured medical services
✓ Allow patients to receive prompt advanced medical care at preferred medical institutions upon request
★ Promote business alliances through a new healthcare corporation service

3. Energy Market
Reform the electricity and gas markets comprehensively for the first time in 60 years
★ Energy Market
✓ Full liberalization of the electricity retail market (Apr. 2016)
✓ Legal unbundling of transmission / distribution sector (Apr. 2020)
★ Gas Market
✓ Full liberalization of the gas retail market approximately by 2017

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Reforms on the rules for foreigners to set up company in Japan

Foreign people can set up business without their residency in Japan

The requirement that at least one representative director must have an address in Japan in order to register the Japanese subsidiary of foreign companies, was abolished as of March 16, 2015. This abolishment enabled Japanese subsidiaries to be set up by foreigners alone, and therefore made it easier for foreign companies to start businesses in Japan.
“Points-based immigration system” for highly skilled foreign professionals was introduced in May 2012, and was enhanced in December 2013 in order to make the system better and easier to get higher points. In April 2015, a new status was created.

**Principal Revised Benefits**

- Lower the minimum level of annual income for getting Permission for bringing a parent(s).
- Permission for bringing a parent(s) for both men and women and spouse in case of pregnancy.
- Lower the minimum level of annual income from 15 million to 10 million yen for permission for a domestic worker to accompany.
- Salary of spouse and that received from overseas employer can be counted to get permission for parent residence.
- Highly Skilled Professional (i) $\rightarrow$ Highly Skilled Professional (ii) (Granted an indefinite period of stay) (April 2015～)

**Example of point calculation**

<table>
<thead>
<tr>
<th>Master’s degree</th>
<th>20 pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA</td>
<td>additional 5 pts</td>
</tr>
<tr>
<td>7 year experience</td>
<td>15 pts</td>
</tr>
<tr>
<td>6 mill. JPY salary</td>
<td>20 pts</td>
</tr>
<tr>
<td>Published papers</td>
<td>25 pts</td>
</tr>
</tbody>
</table>

**Total**: 85 pts

**Enlargement of Principal conditions**

- Lower the minimum level of annual income to 3 million yen.
- Higher points for achievement in advanced academic research.
- Higher points for Japanese proficiency.
- Higher points for degree of Japanese academic institution.
- More points given for certain qualifications (e.g., MBA, MOT).
- Additional points for SMEs to utilize the system.
- Professionals who are planning to stay less than 1 year can also benefit from the system.

**Principal Benefits**

- Permission to engage in multiple types of activity during stay in Japan
- Granting of 5-year period of stay
- Relaxation of residence requirements for granting of permission for permanent residence (eligibility for permanent residence in around 5 years)
- Preferential processing of immigration and residency procedures
- Permission for spouse of highly skilled foreign professional to work
- Permission for bringing a parent(s) to accompany the highly-skilled foreign professional to Japan under certain conditions
- Permission for a domestic worker to accompany the highly-skilled professional to Japan under certain conditions

Source: Immigration Bureau of Japan:
“Points-based Preferential Immigration Treatment for Highly Skilled Foreign Professionals”

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Council for Promotion of Foreign Direct Investment in Japan
Working Group for Revising Regulations and Administrative Procedures

With a view to promoting foreign direct investment in Japan, the Working Group is established with the objective of examining measures to simplify regulations and administrative procedures that stand in the way of foreign companies seeking to make investments in Japan and undertaking the necessary coordination with related government authorities.

Immediate report (Dec. 22th, 2016)

1. Simplified and improved procedures on incorporation and registration of companies
   - (eg.) Enable foreign companies to prepare a payment certificate of capital, which is necessary for incorporation of companies, without opening its own bank account in Japan

2. Status of residence
   - Online system for procedures related to status of residence from FY2018
   - Establish “Japanese Green Card for Highly-Skilled Foreign Professionals”

3. One-stop administrative Services
   - Expand the operations handled by the Tokyo One-Stop Business Establishment Center (TOSBEC)

4. Provision of information in foreign languages
   - Use the website of JETRO as the portal site for information in foreign languages supplied by each government office
2. The investment environment in Japan - National Strategic Special Zones

### National Strategic Special Zones - Promotion of growth strategy by a breakthrough for bold regulatory and institutional reforms

<table>
<thead>
<tr>
<th>Medical care</th>
<th>Tax</th>
<th>Tourism</th>
<th>Startups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment of foreign doctors</td>
<td>Special treatment for capital investment</td>
<td>Minpaku (the use of vacant houses as tourist accommodation)</td>
<td>Startup Visa (Deregulation of a visa requirement)</td>
</tr>
<tr>
<td>Speed-up of developing innovative medical devices</td>
<td>(Special depreciation system, tax reduction for capital investment)</td>
<td></td>
<td>Center for employment system reform for business creation</td>
</tr>
<tr>
<td>Special provisions to the Specified Mixed Medical Care Coverage System</td>
<td>Accepting foreign personnel for housekeeping work</td>
<td>Speed-up of the procedure for city planning</td>
<td>Tokyo One-Stop Business Establishment Center</td>
</tr>
<tr>
<td>Special provisions to the Medical Care Act concerning hospital bed regulations</td>
<td></td>
<td></td>
<td>Certification of Articles of Incorporation outside of notary offices</td>
</tr>
<tr>
<td>Setting up a medical school</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Foreign personnel                         | Revitalization of cities                      | Agriculture                                 |                                                                           |
|-------------------------------------------|-----------------------------------------------|---------------------------------------------|                                                                           |
| Accepting foreign personnel for housekeeping work | Speed-up of the procedure for city planning | Diversified business model by agricultural corporation |                                                                           |

10 areas designed as the Special Zones

Red: 1st selection, Blue: 2nd selection (Local revitalization), Green: 3rd selection (Local revitalization)

Source: The Cabinet Office, Local Creation Promotion Office
Japan-EU EPA/FTA

**state of play**

**March 2013** Summit leaders decided to launch negotiations of the Japan-EU EPA/FTA.

**April 2013** 1st Round of negotiations in Brussels, Belgium

...  

**September 2016** 17th Round of negotiations in Brussels, Belgium

**<Joint Statement on the Japan-EU EPA@Ise-Shima G7 summit(26, May 2016)>**

"We, the Leaders of Japan, the European Union, France, Germany, Italy and the United Kingdom, in the margins of the G7 Summit in Ise-Shima welcome the view shared by the leaders of Japan and the European Union on the occasion of their meeting on 3 May 2016 to instruct their respective negotiators to accelerate the negotiations on the Japan-EU Economic Partnership Agreement (EPA)/Free Trade Agreement (FTA) and reaffirm our strong commitment to reach agreement in principle as early as possible in 2016.

**<Phone conference between Ms. Malmstrom, European Commissioner for Trade and Mr. Kishida, Minister of Foreign Affairs on the Japan-EU EPA (20, December 2016)>**

Agreed on “achieving agreement in principle as early as possible”

**17 January 2016〜** Latest Round of negotiations in Brussels, Belgium
2. The investment environment in Japan

Perception of business environment in Japan among foreign-affiliated companies
- More than 40% of companies feel improvement in business climate -

- A questionnaire was sent to about 1,300 companies with a focus on foreign affiliates supported by JETRO in their entry into the Japanese market. 197 companies responded.
- Over 40% of the companies answered that the business climate was “becoming significantly better” or “becoming somewhat better.” The ratio increased nearly 8% from the 2015 survey.
- As especially effective measures for improving the business climate, “corporate tax reduction (38.9%),” “regulatory reform (37.2%),” “reform of immigration rules (33.6%),” “reform of administrative procedures (20.4%)” and “corporate governance reform (8.8%)” were chosen.

![Chart 4-1 Do you feel that the Japanese business climate has become better?](chart)
### 2. The investment environment in Japan

Japan is not a country with the highest business costs any more

<table>
<thead>
<tr>
<th>Rank</th>
<th>2013 Survey</th>
<th>2015 Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>High business costs</strong></td>
<td>Complicated business systems and structures</td>
</tr>
<tr>
<td>2</td>
<td>Particularities of Japanese market</td>
<td>Difficulty in finding human resources</td>
</tr>
<tr>
<td>3</td>
<td>Difficulty in communicating in non-Japanese languages</td>
<td>Difficulty in communicating in non-Japanese languages (in business)</td>
</tr>
<tr>
<td>4</td>
<td>Complicated business systems and structures</td>
<td>Particularities of Japanese market</td>
</tr>
<tr>
<td>5</td>
<td>Difficulty in finding human resources</td>
<td><strong>High business costs</strong></td>
</tr>
</tbody>
</table>

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Comparison of Cost between Asian Cities

✓ **Conception of the business environment in Japan among foreign-affiliated companies has changed.**
Office rent and housing rent for expatriates are getting lower compared with other major cities in Asia.

### Office rent 2015

- **Hong Kong**: 154
- **Singapore**: 87
- **Seoul**: 54
- **Shanghai**: 54
- **Tokyo**: 33
- **Taipei**: 15

(Source) "The 25th Survey of Investment Related Costs in Asia and Oceania (June 2015)" (JETRO)

### Housing rent for expatriates 2015

- **Singapore**: 4,421
- **Hong Kong**: 3,091
- **Tokyo**: 2,263
- **Seoul**: 2,076
- **Taipei**: 1,875
- **Shanghai**: 1,633

(Source) "The 25th Survey of Investment Related Costs in Asia and Oceania (June 2015)" (JETRO)
2. The investment environment in Japan

- **Japan’s business cost:**
  Cost of middle managers is also almost the same level as that of Singapore and Hong Kong. Labor cost in Japan is lower than the level in major developed countries of OECD.

Comparison of Annual Salary among Major OECD Countries (2014)

(Source) *The 25th Survey of Investment Related Costs in Asia and Oceania (June 2015)* (JETRO)
Japanese Government commits to expand inward FDI to **35 trillion yen** by 2020

- **The bankruptcy of Lehman Brothers** (Sep. 2008)
- **The Great East Japan Earthquake** (Mar. 2011)
- **Launch of Abenomics** (Dec. 2012)
- **Goal** 35 Trillion ¥

Source: The Bank of Japan

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● By region, Europe has the largest direct investment stock in Japan at 11.2 trillion yen (46%) followed by North America (7.0 trillion yen, 28.8%) and Asia (4.3 trillion yen, 17.6%).

● The ratio of investment from Asia in particular increased more than 2 percentage points from 15.5% in 2014. From Asia, Singapore and Hong Kong joined the top 10 countries. Other Asian countries and regions including Taiwan, South Korea and China moved up compared with 10 years ago and stepped up their presence.
Contents

1. Why Japan?

2. The investment environment in Japan - Structural reform ongoing

3. JETRO’s activities to support foreign companies to invest in Japan
JETRO : Japan External Trade Organization

- Established in 1958
- Incorporated Administrative Agency, funded by the government
- Domestic offices: 44 offices
- Overseas offices: 74 offices in 55 countries

Main Activities

1. Assisting foreign businesses in Japan
2. Supporting the overseas business of Japanese firms
3. Facilitating economic growth in developing countries through trade promotion
## JETRO’s activities to attract foreign direct investment

<table>
<thead>
<tr>
<th><strong>Website and events</strong></th>
<th>Distributing information on Japanese business environment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overseas offices</strong></td>
<td>Finding businesses interested in investing in Japan</td>
</tr>
<tr>
<td><strong>HQ and domestic specialists</strong></td>
<td>Developing proposals (providing customized information)</td>
</tr>
<tr>
<td><strong>Supporting business startups through the IBSC</strong></td>
<td>(Invest Japan Business Support Center)</td>
</tr>
<tr>
<td><strong>Domestic offices</strong></td>
<td>Providing a link to local governments and attracting businesses</td>
</tr>
<tr>
<td><strong>Government incentives</strong></td>
<td>Providing information on government incentives</td>
</tr>
</tbody>
</table>

### Website and events
- Seminars/symposia, brochures

### Overseas offices
- Finding companies interested in investing in Japan by visiting businesses and exhibitions
- Individual consultations with interested companies
- Providing information on markets and industries
- Providing information and introductions for governmental approval and licenses

### HQ and domestic specialists
- Providing temporary office space (six IBSCs / Tokyo, Yokohama, Nagoya, Osaka, Kobe, Fukuoka)
- Providing expert advice (taxes, accounting, human resources, social security, real estate, etc.)
- Cooperation to the Tokyo One-Stop Business Establishment Center

### Supporting business startups through the IBSC
- Providing information on regions throughout Japan (location sites, local incentives, etc.)
- Cooperation with local governors/mayors to promote their areas
- Support new investments of companies already operating in Japan

### Domestic offices
- Providing information on Subsidy Programs and other government incentives

### Government incentives
- Providing information on government incentives

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3. JETRO’s services: JETRO Invest Japan HP

Example of using the JETRO HP:
Research about how to set up business in Japan

JETRO HP in French

Setting Up Business

How to Set Up Business in Japan

Laws & Regulations on Setting Up Business in Japan

Section 1: Incorporating Your Business
- Definitions and comparisons of various business operations procedures
- Guidelines for establishing/registering each of these distinct operations in Japan

Section 2: Visas and Status of Residence
- Entry procedures into Japan for various visa and residence statuses
- Alien registration process details concerning foreign nationals

Section 3: Taxes in Japan
- Aspects of Japan’s tax system relevant to a foreign corporation/individual investing in Japan
- Emphasis on corporate tax thresholds, tax treaties, inheritance taxes, and personal and consumption taxes

Section 4: Human Resource Management
- Japan’s labor laws and regulations
- Recruitment procedures
- Employment contracts
- Work injury and illness prevention

Section 5: Trademark and Design Protection Systems
- Japan’s trademark and design protection systems
- Registration validity periods of protection
- Overview of trademark and design registration procedures

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3. JETRO’s services:
- JETRO Invest Japan HP – regional information

Regional Information

In-depth profiles of Japan’s regions, highlighting major industries and clusters—including size, attractive features and level of R&D functions—as well as other aspects of the general business environment.

Industrial Cluster Information
Information about the industrial clusters (major companies, related research institutions, etc.) in various regions of Japan.

More details

General Business Information
Basic information, such as statistics (population and GDP, etc.) and support services, for companies setting up business in Japan.

More details

Logistics Information
Information about Japan’s land, sea and air logistics infrastructure.

More details

Living Information for Foreigners
Information on living information for foreigners, such as living environments, International Schools and Health services catering to foreigners.

More details

Data comparison
You can view the comparison of the each regional business information.

More details

Business and living information on all 47 prefectures and 26 major cities
✓ Industrial cluster information
✓ Labor force information
✓ Logistics and infrastructure information
✓ Incentive information
✓ Living information for foreigners such as international schools etc.

☐ Data comparison website that enables comparison of business environment and market size between cities and regions

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3. JETRO’s services:
- Invest Japan Business Support Center (IBSC)

- **Tenancy eligibility**: Foreign company considering to start a business in Japan
- **Tenancy period**: Up to 75 Business days in principle (free charge up to 50 business days)
- **Tenancy Fee**: Free (Deposit and communication fee are required)
- **Equipment**: Desks, Chairs, telephones, fax machines, and broadband connections
- **Common facilities**: Conference rooms, multipurpose hall, business library

About the Temporary Office

- **Conference room**
- **Refreshment space**
- **Private office space**

– Temporary office space offered free of charge –

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3. JETRO’s services:
- Invest Japan Business Support Center (IBSC)

Examples of Services

- Market and industry information
- Establishing an office
- Cost estimates
- Taxation, labor and legal issues
- Requesting Deregulation
- Translation of subsidy application
- Information on incentives from national and local governments
- Information on relevant legal systems
- Networking with potential business partners
- Finding human resources
- Finding an office location
- Arranging meetings with government authorities

— Free individual consultation for your company —
3. JETRO’s services:
   - Invest Japan Business Support Center (IBSC)
Tokyo One-Stop Business Establishment Center (TOSBEC)

You can file applications necessary for company establishment in one place.

1. Certification of Articles of Incorporation
2. Company Registration
3. Tax (National Tax)
4. Tax (Metropolitan Tax)
5. Immigration (Status of Residence)
6. Employment Insurance
7. Labor Insurance
8. Health and Pension Insurance
3. JETRO’s services:
- Invest Japan Hotline

Consultation regarding investing in Japan and regulatory reform requests from foreign companies

Invest Japan Hotline

03-3582-4684

Consultation regarding investing in Japan

JETRO will arrange meetings with the relevant authorities and provide comprehensive support.

Requests for regulatory reforms

JETRO will submit requests for regulatory reforms to the Cabinet Office and METI.
3. JETRO’s services: Business matching events

- **Purpose:** to create opportunities of business matching between foreign-affiliated companies in Japan and Japanese SMEs.
- **Program:** Presentations by foreign affiliated companies, followed by exchange meeting between attendee companies.

**Dec. 4th 2014: Business matching event (wearable devices field) Tokyo**

Attendees: 3 foreign-affiliated companies and 70 people from Japanese companies in the fields of IT, life science and entertainment.

**Mar. 5th 2015: Business matching event (tourism field) in Kyoto**

Attendees: 5 large foreign-affiliated companies and 90 people from Japanese companies such as restaurants, hotels, travel agencies and local banks.
3. JETRO’s services: Business mission to Japan

Oct. 24th – 28th 2016 : ICT business delegation to Japan

- The mission of IT companies from the V4 countries to Japan was attended by 12 participants from 10 companies (Poland: 6; Czech Republic: 2; Slovakia: 1; Hungary: 1)

Mission agenda:

1. Participation in seminars and study tours
   (Invest Japan seminar – lectures of JETRO; ITR Corp., Atsumi&Sakai law firm, Zoner; Finolab seminar; Deloitte Cyber Intelligence Center in Yokohama)

2. Visiting Japanese leading IT companies
   (IIJ, KDDI, Softbank, DeNA, Dentsu)

3. Visiting companies and facilities providing business support and expertise for foreign companies
   • Business development center Tokyo and IBSC;
   • Accenture digital hub
   • Japan Entry
   • Yokohama World Business Center
   • Egg Japan
   • Global Business Hub Tokyo)

4. Visit to Japan IT Week (all day spent in Makuhari)

5. Networking event (Reception at Polish Embassy)
Subsidy Program for Global Innovation Centers

Budget Amount: 1.0 billion JPY (FY2015 Supplementary Budget)

- Target industries: Regenerative medicine and IoT (Internet of Things) (which are industries with high future growth potential)
- Target projects: Projects by foreign companies which collaborate with Japanese companies or other organizations
  - Establishment of global innovation centers
    (Costs for equipment and facility purchase, rent, construction, etc.)
    subsidy rate: 1/3
  - Experimental studies
    (Costs for researchers’ employment, outsourcing, equipment, business trip, etc.)
    subsidy rate: 2/3
  - Feasibility studies (F/S)
    (Costs for researchers’ employment, outsourcing, business trip, etc.)
    subsidy rate: fixed amount
    (up to 10 million JPY)

- Target: Foreign companies who possess advanced technology/resources
  (Corporate status in Japan is not necessary at the time of application)
- Target industries: Regenerative medicine/ IoT

Support

Expected Effects
- Making Japan a “high-value added hub” and “innovation base” for global value chains

Investment
JETRO supported 14,197 projects

Successful cases
Changes in the ratio of regions

Successful cases by country

Successful cases by location in Japan

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3. JETRO’s services: Target Industries

**Environment/Energy**
- Next generation automobile, new energy etc (Lithium-ion battery, solar cell, etc)

**Life Science**
- Pharmaceutical products, medical appliances, regenerative medicine

**Manufacturing & Infrastructure**
- Automotive products, Road traffic

**Service**
- Large retail (Fast fashion, Mass merchandise outlet), E-commerce

**Tourism**
- Airline, Hotel, Travel company

**ICT**
- Date center, Cloud solutions, Package software
Tourism

Polish Airlines (LOT) (Poland)

◆ National flagship of Poland established in 1929.
◆ In January 2016, LOT launched direct flight to Tokyo, three times per week.
◆ First direct flight to Tokyo in the CEE regions.

【JETRO’s support】
◆ Provided market, tax information.
◆ Arranging press conference in JETRO IBSC.
◆ Holding joint press conference at Narita airport.
Zabbix SIA (Latvia)

- Monitoring solution for enterprise
- More than 25,000 software download in Japan in 2012
- In October 2012, Zabbix established its subsidiary in Tokyo.

【JETRO’s Support】
- Temporary office in IBSC
- Legal, tax, and HR Consultation
- Introduced tax outsourcing service company

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