

Investing in Japan and EU-Japan business developing towards third markets

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What's JETRO?

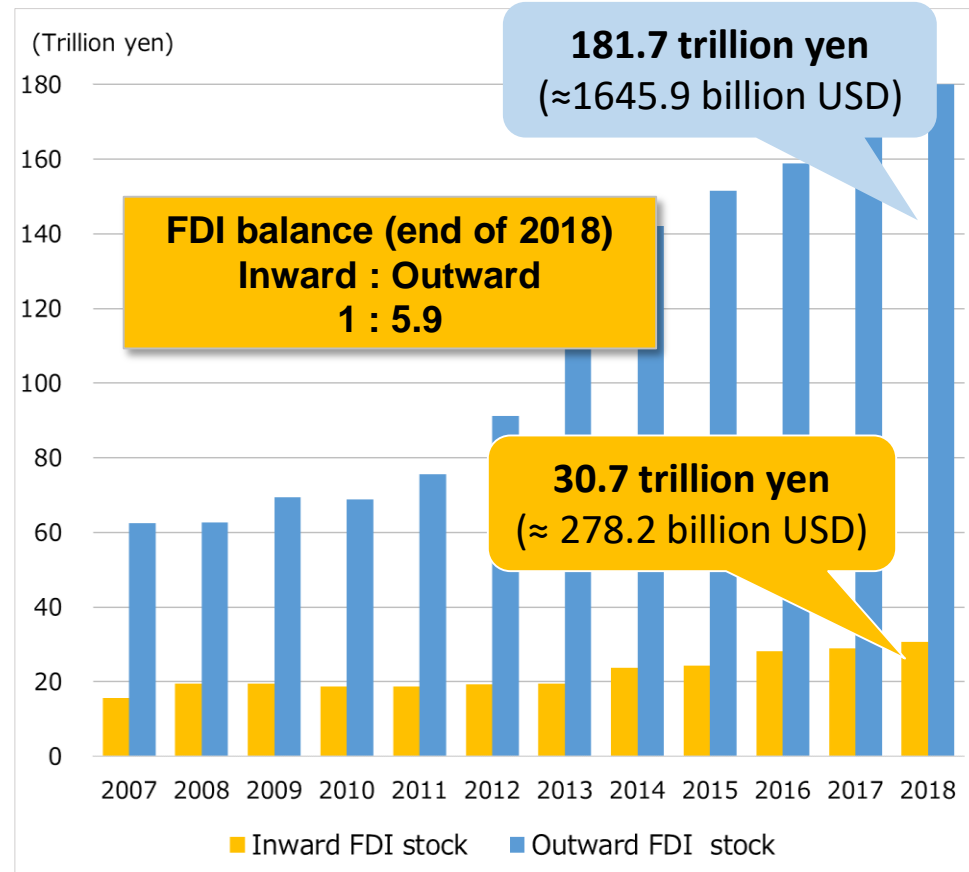
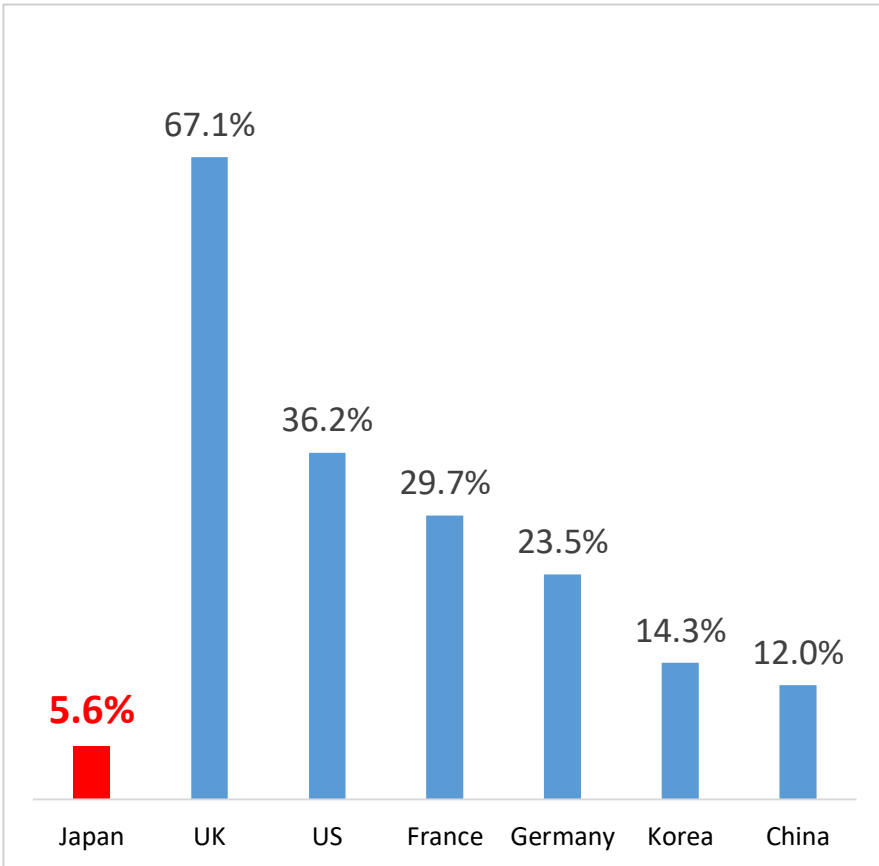
- Established in 1958
- Government-related organization to promote mutual trade and investment between Japan and rest of the world
- Total Staff Strength: Approx. 1,700 (as of April 2019)
- **74** overseas offices (**54** countries) and **47** regional offices in Japan (as of November 2018)



Why Promoting "INVEST JAPAN"?

International comparison of the inward FDI stock's ratio in nominal GDP (%)

Foreign Direct Investment (Stock)



Source: UNCTAD "UNCTAD Stat (2019/10/1) " FDI database (except Japan)
Japan: Ministry of Finance "Balance of Payments", Japan Cabinet Office "National Accounts of Japan."

Source: "International Investment Position of Japan" (Ministry of Finance) (Data Based on the BPM6)

1. Providing information on Japanese business environment
2. Supporting individual FDI projects in Japan for creating innovation
3. Promoting secondary investments and contributing to regional revitalization
4. Approach toward improvement of the business environment



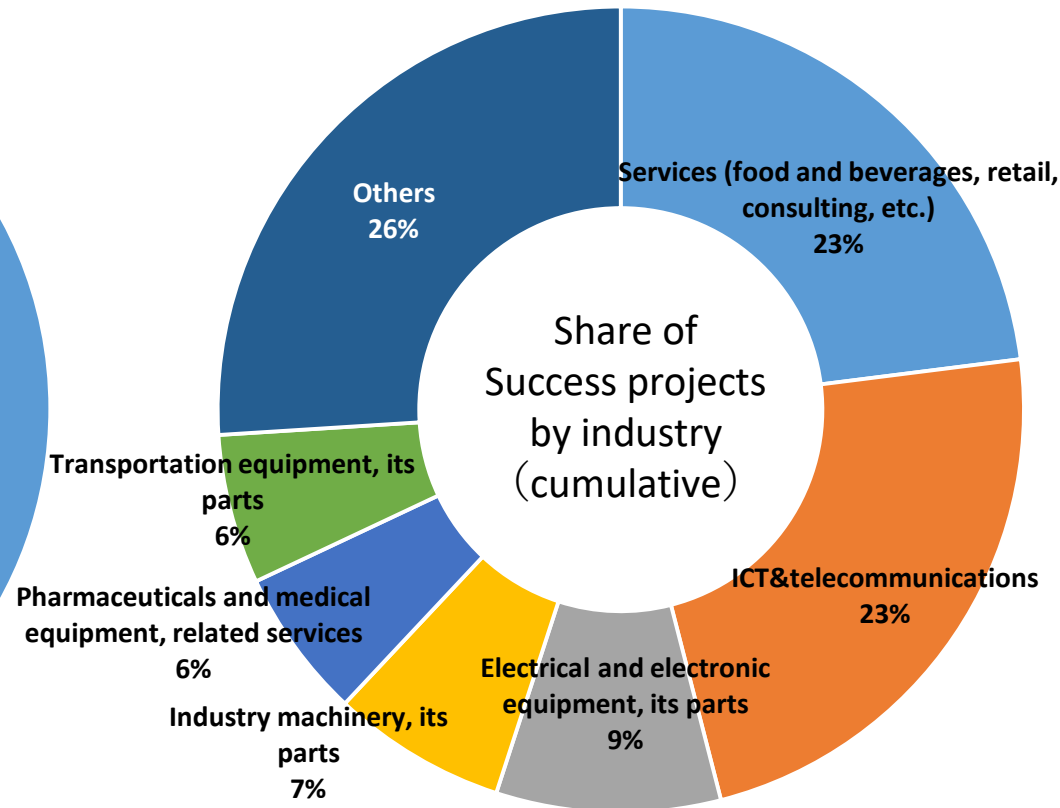
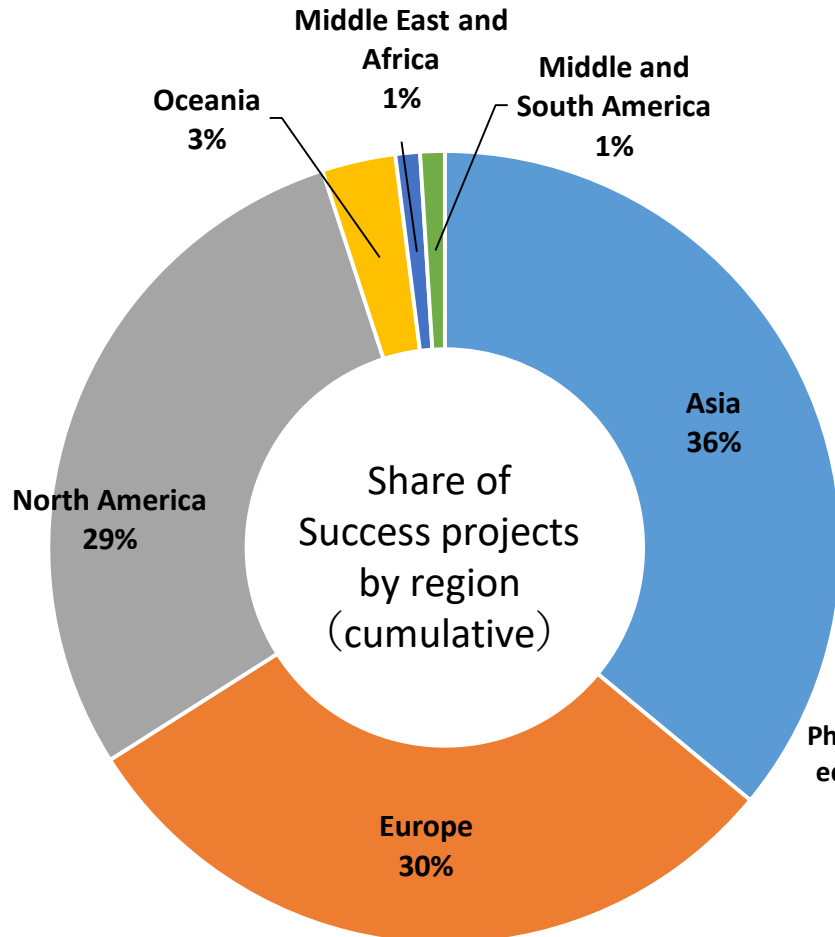
JETRO's Achievements (FY2003-2018) (1)

Number of Supported projects :

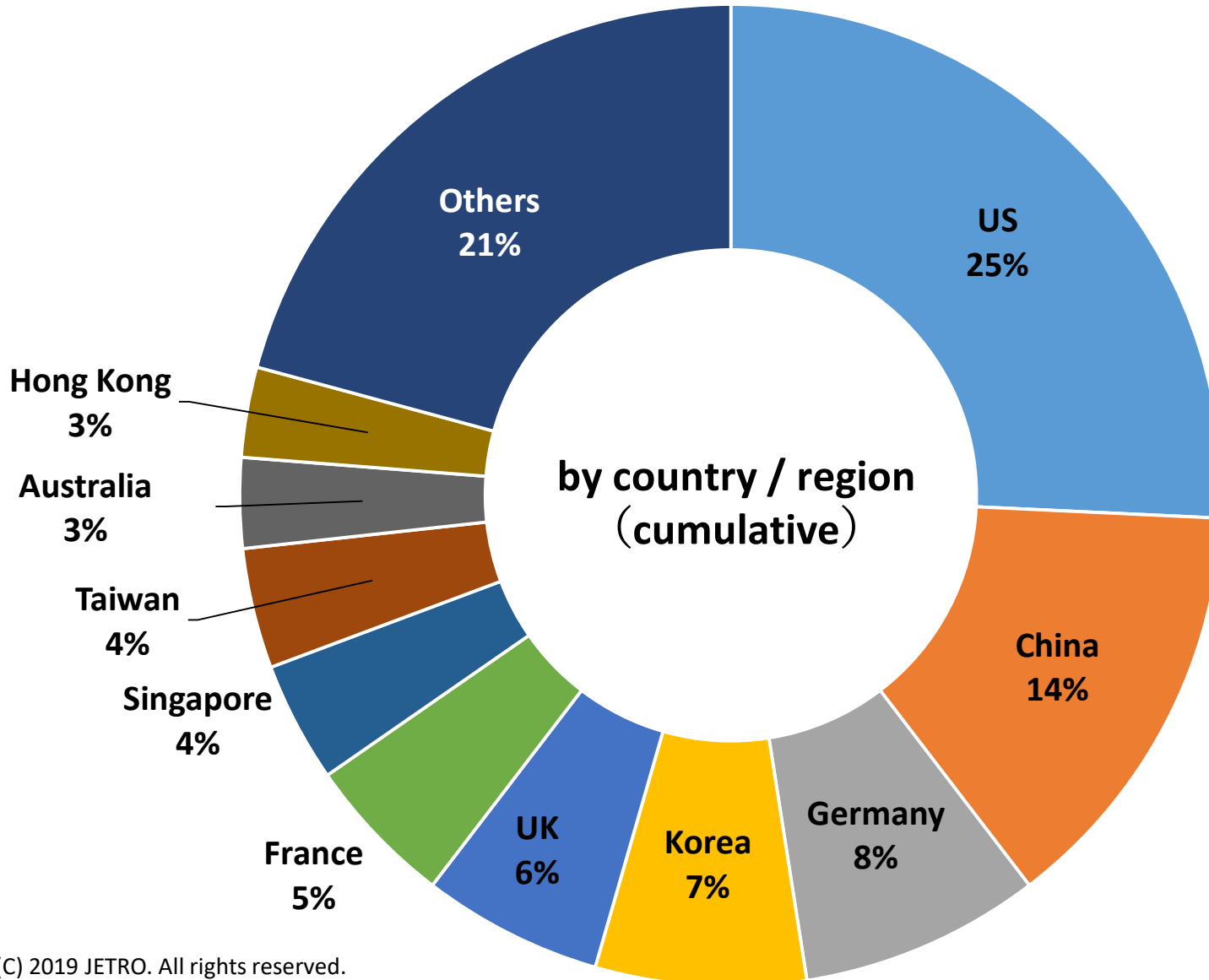
19,447

Number of Success projects :

2,013



Share of successful projects by country/region



Attractiveness of doing business in Japan

- Japan has an established reputation as a huge sophisticated market

	n=213
Answer	Points
Japanese market	431
Existence of suitable partners (companies, universities) with outstanding technology or products	169
Stability of country and society	167
Existence of renown global companies	132
High quality of R&D	110
Infrastructure (traffic, logistics, ICT, energy)	98
Potential for securing talented human resources	41
Japan's location (e.g. position as a gateway to Asia, advantage as a base for regional headquarters)	41
Well-maintained living environment	40
Expected increase in demand and sales toward the 2020 Tokyo Olympic and Paralympic Games	24
Well-structured legislation regarding intellectual property	15
Other	10

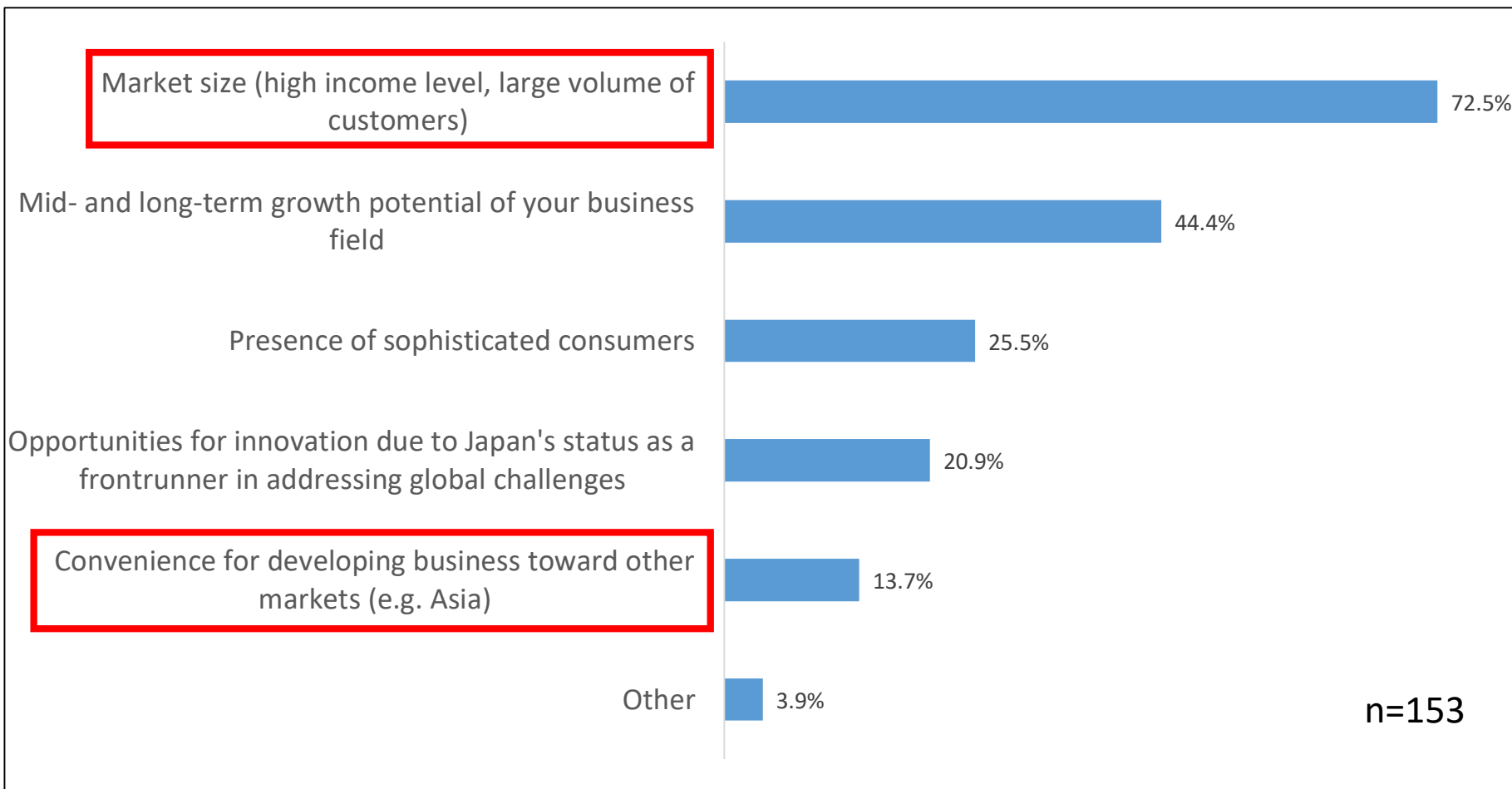
[Note] In regard to the 1st, 2nd and 3rd place answer selected by respondents, each is awarded points as follows: 1st=3 points, 2nd=2 points, 3rd=1 point, and are listed in order of answer with the highest points total.

[Source] JETRO "Survey on Japan's Investment Climate 2019"

Attractiveness of doing business in Japan

- Foreign affiliated companies are forming their perceptions of Japanese market from a mid-to-long term perspective

What is particularly appealing to you about the Japanese market?



[Source] JETRO "Survey on Japan's Investment Climate 2019"

- In order to enhance trade and investment, JETRO has signed memorandums with relevant organizations in Germany and France.
- Through these memorandums, JETRO has pledged to (1) Promoting two-way direct investment, (2) Developing partnership between industrial clusters of both countries, and (3) Encouraging cooperation between companies of both countries in third countries.
- As an example of a support of third country cooperation, a third country business cooperation forum was held with France (November 2017).



JETRO former Chairman Ishige, DIHK former President Schweizer and AHK Japan former Delegate Hoffmann (from right) exchanging documents with signatures in front of leaders of both countries (March 2015)



Business France former CEO Pénicaud and JETRO former President Akahoshi shaking hands in front of PMs of both countries after exchanging MOC (October 2015)