

SPEECH BY N. MOTOSHIMA

Thank you and Good morning.

It is a great pleasure for me to be here with you today and to have an opportunity to present some information helpful to those of you who have some interest in International Trade, especially to Japan.

I would like to give you an outline of our organization JETRO, the Japan External Trade Organization

JETRO is a non-profit organization established by the Japanese Government in 1958, to develop harmonious and sound trade relationships between Japan and other nations.

JETRO has a H.Q. in Tokyo, and has 80 offices in 58 countries covering all over the world. Here, in U.S., we have 7 offices in New York, San Francisco, Los Angeles, Houston, Atlanta, Denver, and Chicago. N.Y. is an H.Q. in U.S. Chicago office has close relationship with 11 states in Mid-West area.

JETRO has also centers in almost every Japanese prefecture which are assisting local firms import. This effort will help internationalize the local and regional economies of Japan.

We at JETRO are mainly giving three areas of activities our greatest efforts. The first is helping American companies develop their export business to Japan.

Secondly, we are meeting the direct investment needs of both American companies setting up business in Japan, and Japanese companies investing in the U.S.

Finally, JETRO wants to promote technology exchange.

I came from Tokyo only five months ago, and am in charge of especially research in JETRO Chicago.

I would like to inform you of some of our main programs that will directly help you in business planning for Japan.

その後は、JETRO senior trade advisor program, JETRO Business Support Center, Low-Cost Financing for export(含むForeign Access Zone), Export-to-Japan Study Program, Information Resources, Trade Show, The Manufacturing Technology Fellowship Programについて、概要を紹介(スピーチ内容は同封パンフレットを参照して下さい)。

EXPORT-TO-JAPAN SERVICES

Since its establishment in 1958, JETRO has helped support Japan's economic growth through the promotion of international trade. While JETRO's basic mission has remained the same over the years, the focus of its activity has shifted 180 degrees, from helping to advance Japanese exports in the 1960s and '70s to its current emphasis on expanding Japan's import trade.

In the last few years, JETRO has greatly expanded and upgraded its activities in support of American exporters. With its wide array of programs and services and extensive information infrastructure, JETRO is well positioned to help American companies take advantage of burgeoning export opportunities in Japan across the full spectrum of industrial and commercial sectors.

Through its Senior Trade Advisors Program as well as the information and other services outlined on the following pages, JETRO helps potential exporters determine whether their products are appropriate for the Japanese market and, if needed, what types of modifications might enhance their marketability. JETRO also offers advice regarding marketing channels and strategy, in some cases even providing introductions to prospective importers or distributors.

Senior Trade Advisors Program

Since 1990, JETRO's Senior Trade Advisors Program has brought private sector experts in Japanese business to the grass roots level where, for periods of one year or longer, they not only seek out products with potential for export to the Japanese market but assist American manufacturers in establishing a market in Japan for their products. For example,

they initiate contact with potential buyers in Japan, mediate technical tie-ups and even broker individual sales transactions. They also organize export promotion seminars for local business people and offer consultation on a one-to-one basis. Senior Trade Advisors are based mainly at state or regional economic development agencies, and close cooperation with the local "host" organization is an important feature of the program. As of the spring of 1993, Senior Trade Advisors were posted to nineteen states.

Business Support Center in Tokyo *A Strategic Base for Companies Entering the Japanese Market*

The JETRO Business Support Center, which opened in March 1993, is a significant resource in Tokyo for American and other foreign executives whose interest in entering the Japanese market brings them to Japan. In addition to providing business information and advice from on-site expert consultants, the conveniently-located Center makes available office space and equipment as well as rooms for holding meetings on a temporary basis (from two to eight weeks). All of these services and facilities, including use of the Center's Business

Library and access to JETRO's trade-related databases are offered free of charge. (Telephone, fax and other usage charges, however, are billed at actual cost.) Since space is limited, companies are advised to apply well in advance of confirming travel plans. For further information, including application procedure, please use the reply card attached to the back of this brochure or contact the nearest JETRO office.

Export to Japan Study Program

JETRO's Export to Japan Study Program brings business people and trade specialists from the U.S. and other developed countries to Japan for ten-day-long visits designed to promote better understanding of market conditions and trends in Japan. The program includes meetings with business people, importers, manufacturers and specialists as well as tours of local firms and manufacturing facilities. Assistance is also given in arranging private business appointments for participants. About 200 business people from around the world are invited to participate each year.

events in various Japanese cities. JETRO is also pleased to make available information and application materials for hundreds of other leading trade shows in Japan. A comprehensive directory called *List of Trade Fairs in Japan*, published each year, is available at JETRO offices. Complementing its trade show activities in Japan, JETRO periodically sends import product specialists to the United States to attend trade shows and meet with manufacturers in an effort to identify products that might appeal to Japanese consumers. (See "Product Specialists Program" above.)

Foreign Access Zones

With the support of the national government, local authorities in various parts of Japan are establishing Foreign Access Zones (FAZs) to develop and upgrade import-related infrastructure such as storage and cargo handling equipment as well as facilities for wholesalers and retailers in areas around airports and harbors. JETRO is supporting this endeavor to facilitate the influx of imports to Japan's "grass roots" by providing consultation and information services and organizing trade expositions.

Low-Cost Financing for Exporters

JETRO is pleased to bring to the attention of American exporters advantageous opportunities for financing available from Japan-based financial institutions.

- The Export-Import Bank of Japan offers import credits at reduced rates for manufactured goods to foreign corporations located outside Japan.
- The Japan Development Bank provides low-interest financing to foreign companies for import-related facilities and direct investment in Japan.

Full details are available from the respective organizations, both of which have representative offices in New York and Washington.

INFORMATION RESOURCES

Newsletters

Reflecting the diversity of its activities, JETRO produces and distributes in the U.S. a number of newsletters on such topics as U.S.-Japan trade and economic issues (*JETRO Monitor*), industrial cooperation (*CITEC Newsletter*), Japanese philanthropy in the U.S. (*Joining Hands*) and social and business issues (*Inside/Outside Japan*). In addition, several of JETRO's U.S. offices publish newsletters on local and regional topics. *Focus Japan*, a newsletter that covers the Japanese market, is published by JETRO's Tokyo headquarters.

Publications

JETRO invests considerable resources in its reference and other publications, many of which are distributed free of charge. Current titles number well over one hundred. Among them are the following series:

Your Market in Japan

Multi-title series with up-to-date market information by industry and product category.

Access to Japan's Import Market

Multi-title series focusing on consumer products, especially foods and household goods.

Business Information Series

Multi-title series including items on Japanese decision-making and management.

JETRO Marketing Series

Multi-title series on how to do business in Japan.

Databases

JETRO has long served as a two-way conduit for trade information, not only responding to trade inquiries about Japan from American exporters but also introducing to Japan promising new products from the U.S. Since 1987, its Trade Opportunities Services (TOPS) database has greatly enhanced JETRO's ability to bring together sellers and potential customers. Now encompassing some 7,800 foreign firms and over 3,000 Japanese companies, the TOPS database has proven itself to be a powerful tool, with some 59,000 matchmaking searches processed to date. American exporters can access the TOPS database free of charge. Information and application materials are available at any of JETRO's U.S. offices.

Video Library

JETRO has produced a library of informative, up-to-date videos on such subjects as the Japanese market, Japanese business practices and Japanese society. Videos are available on a free-loan basis. For further information and a list of titles, contact the nearest JETRO office.

The Manufacturing Technology Fellowship Program

Cosponsored by the Ministry of International Trade & Industry and the U.S. Department of Commerce, the innovative new Manufacturing Technology Fellowship Program is designed to help American manufacturing engineers learn about production technology and culture at Japanese companies. The DOC selects qualified private sector candidates to participate in an extensive course of study covering such topics as *kaizen*, just-in-time delivery, total quality control and other advanced manufacturing systems. JETRO, which is coordinating the program along with the DOC's Japan Technology Program Office, provides an orientation program and accommodations for the Fellows in Japan prior to their taking up assignments at host companies.