

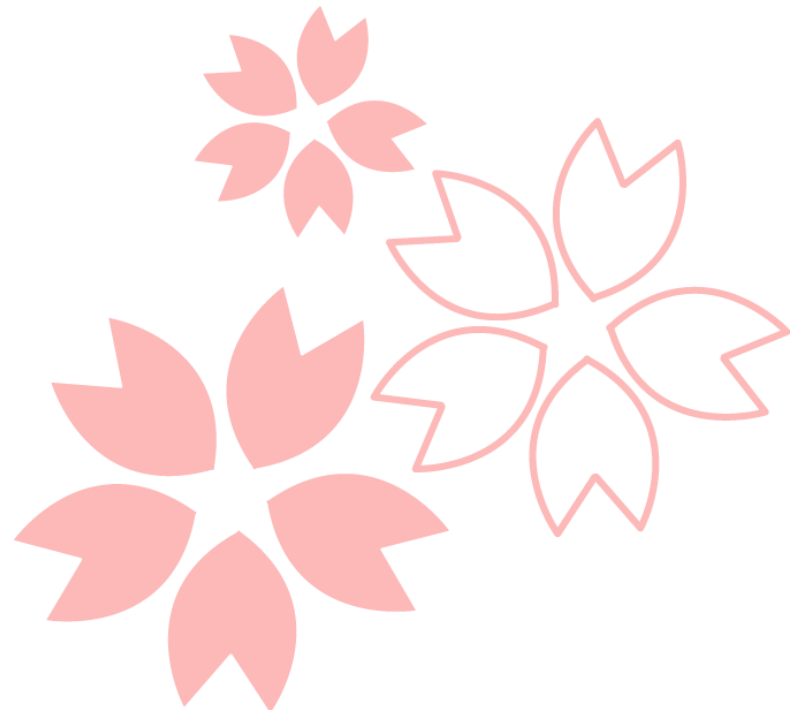
How can JETRO help your business?

June 26, 2008

Peter Wemming

Market Consultant

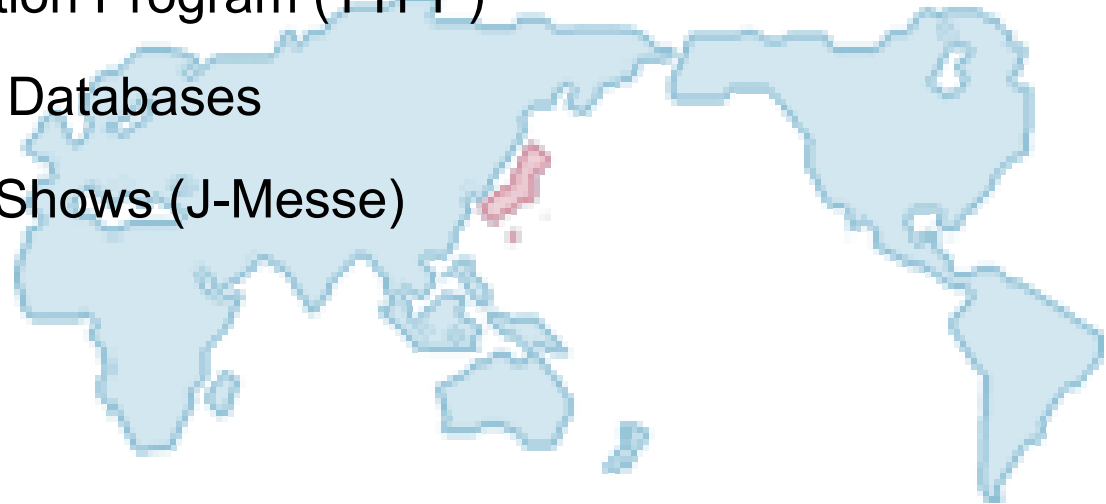
JETRO Stockholm Office



Promoting Trade with Japan

–ways of finding business partners and market information in Japan

- JETRO website - ways of finding market information
- Trade Tie-up Promotion Program (TTPP)
- Other programs and Databases
- Exhibitions & Trade Shows (J-Messe)



JETRO website

- Investing in Japan
- **Business Opportunities**
- **Market Information**
- Statistics & Surveys

Address <http://www.jetro.go.jp/>

JETRO Japan External Trade Organization

Opening the Door to Business in Japan

Sitemap | Japanese | Select Country

Search Google Custom Search

Home ▶ Investing in Japan ▶ Business Opportunities ▶ Market Information ▶ Statistics & Surveys ▶ About JETRO

JETRO Network

Overseas Offices with Websites >>>

- Publications
- E-Mail Newsletter
- Business Japanese Test

アフリカン・フェア2008
AFRICAN FAIR 2008
May 28 - June 1
Pacifico YOKOHAMA
VIBRANT AFRICA

News & Press Releases [more >>](#)

- JETRO Africa Symposium: Vibrant Africa - a Continent of Business Opportunities (Official TICAD IV Event) April 25, 2008
- [Press Release] METI and JETRO to Organize African Fair 2008 (May 28-June 1) in Conjunction with TICAD IV April 24, 2008
- [Press Release] JETRO Releases the Results of its Survey on International Operations of Japanese Firms March 26, 2008

Investing in Japan
Discover the advantages of doing business in Japan. Learn how to bring your business here and read about foreign firms operating successfully in Japan. Get information about Japan's individual regions and markets.

Business Opportunities
Make partnerships via our online business matching service. Find information about trade fairs held in Japan and globally. Obtain Japanese government procurement information.

Market Information
Japan market reports on everything from coffee to computers. Read about market trends, current topics and growth sectors. Learn about standards and regulations for promoting your product or service in Japan.

Statistics & Surveys
Browse trade statistics, economic indicators, JETRO's Japan economic reports and surveys that focus on current trends and topics in international trade and investment.

[Print](#)

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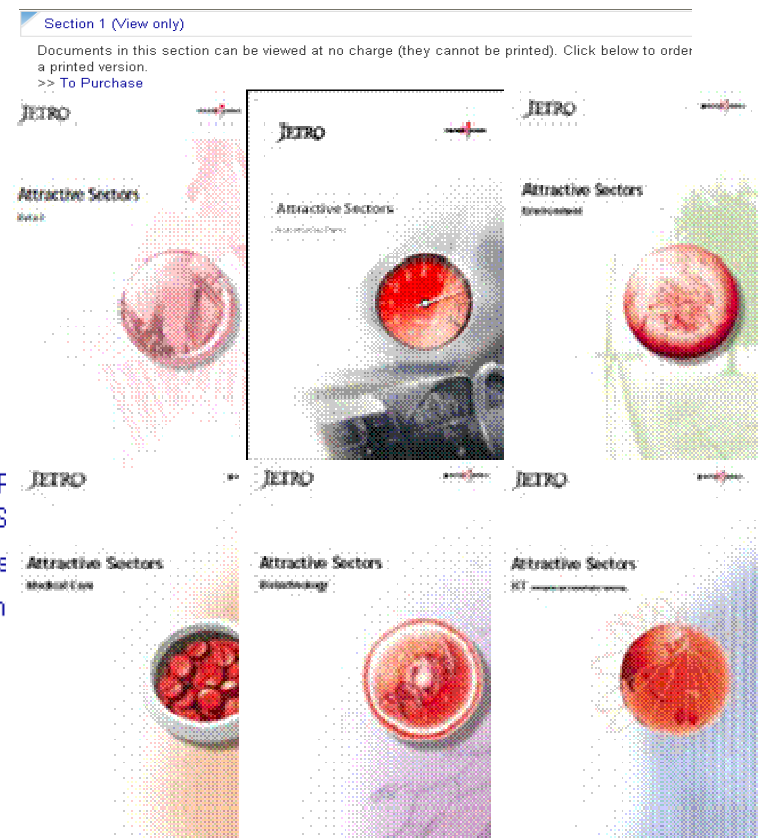


Market Information

- ✿ Market Reports
- ✿ Attractive Sectors – Six key sectors
- ✿ Standards and Regulations

- ▢ Agriculture, Forestry, Fisheries, Mining, Electricity, Water, Gas & Construction
- ▢ Food
- ▢ Medicine, Biotechnology *
- ▢ Non-electrical Machinery
- ▢ Electrical Equipment
- ▢ Automotive & Parts *
- ▢ Wholesale & Retail *
- ▢ Finance & Insurance

- ▢ Real Estate
- ▢ IT *
- ▢ Healthcare
- ▢ Business, Finance, Technical Services
- ▢ Hotels, Leisure
- ▢ Environment
- ▢ Content
- ▢ Others



Trade Tie-Up Promotion Program (TTPP)

- A B2B service site supporting your search for an international business partner via the Internet
- Over 30,000 business proposals in various areas over the world
- Links to relevant information
- Free of charge
- Easy to use
- 24 hours access



Country	Category	Count
Japan	World (Except Japan)	
	Agriculture, Forestry & Fishery, Food Staffs	837
	Textiles, Leather or Fur Products	817
	Mining, Metallurgy or Products of Metals, Nonmetallic Products	790
	Chemicals	1,042
	General Machinery & Equipment	1,661
	Electrical Machinery & Equipment	873
	Transport Equipments	1,077
	Wooden Products, Houses, Furniture	650
	Miscellaneous Manufacture of Articles	1,080
	Transport, Communication, Trading Services	184
	Information Processing (Hardware, Software, System Engineering, etc.)	456
	Business Support Services (Consulting, Translations, etc.)	1,070
	Others	391

➡ <http://www3.jetro.go.jp/ttppoas/index.html>

How TTPP works and how to register



Making Use of the TTPP Services

Once registered on the TTPP, you can make use of the following services.

	Services	Required Procedure
Access to Others	View other Proposals	-
	View other Corporate Information (contacts, etc)	User Registration
	Use e-mail letter form	User Registration
Appeal Yourself	Post your proposal on the web	User Registration + Proposal Registration
	Post your Corporate info (contacts, etc) on the web	User Registration + Proposal Registration
Access from Others	Receive contact from other users	User Registration + Proposal Registration
	Receive results of proposal matching	User Registration + Proposal Registration

Registration Flow Chart

By becoming a TTPP user, you can view contact details of business proposals and register your proposals.

By registering your proposals, you can post your business information on the Web.



Searching the TTTPP

- Power Search
- Latest Proposals
- All Proposals
- Special Corner
- Free Search

For TTTPP Users

User ID:

Password:

[Log in](#) [Forgot password ?](#)

Using SSL Secure Mode

For Non-Users

[What is the TTTPP ?](#)

[User Registration](#) [Go!](#)

Proposal Search

[Power Search](#)

[Latest Proposals](#)

[All Proposals](#)

[Special Corner ★★★](#)

Search [Go!](#)

[FAQ](#)

[How to Use TTTPP](#)

[Site Map](#)

[TTTPP Terms of Use](#)

[System Requirements](#)

[Contact us](#)

* Beware of scam mail

Power Search

Specify the following conditions and click "Search".

- * Searches cover all items entered based on Boolean "AND" Logic.
- * Duration of each search depends on number of items specified.



If you know the proposal number, enter it here and click on "Search". [Search](#)

Proposal Search Conditions	
Offer Type	<input type="text" value="Offer to purchase products / parts"/>
Proposal Category	Major Category: <input type="text" value="81 Social welfare and aging"/> Sub-category: <input type="text" value="8101 Aimed at the aged"/> Click Here for the List of Proposal Categories.
Country / Area	<input checked="" type="radio"/> Select Japan <input type="radio"/> All Countries / Areas (Except Japan) <input type="radio"/> Select Country / Area <input type="radio"/> All Countries / Areas <input type="button" value="Repeat Selection"/>
JETRO Project	<input type="text"/>
Keywords	<input type="text"/>

* Search for proposals related to JETRO activities (product, etc. experts dispatched to overseas markets, trade fairs, etc.)

* When specifying more than one word, please separate words with a space.

[Search](#) [Clear](#)

TTPP Special Corner

– Information and Proposals

TTPP Special	JETRO Project	Tie-ups
<ul style="list-style-type: none"> •Proposal by field    	<ul style="list-style-type: none"> •Surveys •Tradeshows •Missions etc   	<ul style="list-style-type: none"> •Global partnerships   

Log in →

TTPP Special

→ Machinery & Parts

→ Industrial/Market Information

The screenshot shows the JETRO website interface. At the top, there is a navigation bar with links for Home, Investing in Japan, Business Opportunities, Market Information, Statistics & Surveys, and About JETRO. Below this is a 'Business Matching!' banner with the text 'Make the TTPP your 1st step to find your international business partners.' The main content area is titled 'Procurement and Supply Site of Machinery & Parts' and includes a search bar, a 'Proposals' section, and a 'Business Support' section. The 'Proposals' section lists 'Metal Working Machinery, Parts & Tools', 'General Machinery & Parts', and 'Electrical/Electronic Appliances & Parts'. The 'Business Support' section provides information on 'Industrial/Market Information' and 'Business Support'.



Other business-matching sites...

TTPP → Global links → Japan

- Creation Core Higashi Osaka
<http://www.m-osaka.com/en/>
- Tokyo Trade Center
http://www.tokyo-trade-center.or.jp/top_en.html
- TIES Trade Index: Entry to Saitama
<http://www.pref.saitama.lg.jp/A07/BE00/ties/index.htm>
- Sanjo Industrial Cooperative “Echigo Manufacturing Network”
http://www.sanjo-kogyokai.or.jp/index2_e.htm
- Business Site@Shizuoka
<http://www.bs-shizuoka.jp/index-e.html>
- Small Business Information Center of Nagano Prefecture
<http://www.icon.pref.nagano.jp/english/>



Other business-matching sites...

Invest Japan →

Regional Information →

Promising Local Companies

- databases of local companies to help you find potential business partners



Exhibitions and trade shows

J-messe

- Trade fair information database, J-messe, offers detailed information trade fairs in Japan and globally

The screenshot shows the J-messe website interface. At the top, there is a navigation bar with the JETRO logo and various menu items like 'Home', 'Investing in Japan', 'Business Opportunities', 'Market Information', 'Statistics & Surveys', and 'About JETRO'. Below this is a search bar with a 'Close' button. The main content area features a 'Trade Fair Search' section with a magnifying glass icon and a small house icon. Below the search section, there is a message: 'For new search, click your browser's Back button and return to Search Page.' The search results are displayed as a table with one entry: 'CEATEC JAPAN 2008'. The table includes details such as dates (2008-09-30 to 2008-10-04), location (Asia / Japan / Chiba (Chiba)), total number of exhibitors (895), main industry sector (Machinery, Industrial Technology / Electric & Electronics (Products, Machinery), Information, Telecommunication / Telecommunication, Data Processing, Computer), exhibit (Home entertainment-related products, Carelectronics, Network services and system), and last updated (2007-11-01 07:07). At the bottom of the screenshot, there is a footer with copyright information: 'Copyright (C) 1995-2008 JETRO. All rights reserved.' and a date range: 'Oct. 20, 2008 to Oct. 23, 2008 China / Hong Kong'.

Trade fair name	CEATEC JAPAN 2008
Dates	2008 - 09 - 30 to 2008 - 10 - 04
Location	Asia / Japan / Chiba (Chiba)
Total number of exhibitors (last trade fair)	895
Main industry sector	Machinery, Industrial Technology / Electric & Electronics (Products, Machinery) Information, Telecommunication / Telecommunication, Data Processing, Computer
Exhibit	Home entertainment-related products, Carelectronics, Network services and system
Last updated	2007-11-01 07:07

JETRO business matching events

➤ To promote industrial exchange, tie-ups, and networking

- JETRO BIZMATCH @ CEATEC JAPAN
- JETRO Biolink Forum
- BIZMATCH @ nanotech

JETRO **CEATEC JAPAN**

JETRO BIZMATCH @CEATEC JAPAN 2008

Date: September 30th (Tue.) - October 2nd (Thu.), 2008
(CEATEC JAPAN 2008 will take place Sep 30th-Oct 4th 2008)

Venue: Makuhari Messe, Chiba, Japan

FREE!
Participation in JETRO BIZMATCH @ CEATEC JAPAN 2008 and the services offered are free of charge.
*However, you will still need to pay for transportation, accommodation, etc.

Services Offered to Participants

- One-to-one pre-arranged business meeting arrangement with dedicated booth and English-Japanese interpreting service.
- Short seminar on the Japanese ICT market
- Invitation to Networking Reception
- Free admission to CEATEC JAPAN 2008
- Publication and promotion (include listing in directory and website)

Previous Event Report

- Non-Japanese companies: 36 companies
- Japanese companies: 121 companies/organizations
- Business Meetings Arranged: 288 meetings

Success Stories from Past Events

- Major information service company A has signed up a sales agent contract with company Y who develops Linux management tool.
- Company B developing systems for knowledge management and marketing has concluded a business alliance with US company Y with technology of creating software with Flash.

Scheduling

Mid July	Application deadline
Early August	Results of screening
Mid September	Provide participants with details on business meetings
Sep 30th - Oct 3rd	JETRO BIZMATCH@CEATEC JAPAN 2008

Top 10 categories which Japanese firms are interested in

1. Web2.0 (including SNS)
2. Encryption Technology/ Authentication System
3. Next Generation Mobile Device
4. Linux/Open source
5. IP/RTC/Convergence
6. SOA etc developing technology
7. Online Security
8. Image/Speech Recognition
9. Virtualization
10. Wireless LAN Wide area LAN
11. WIGAME
12. Wi
13. Thin-Client System
14. Biometric Identification System
15. Japanese edition of RICE

For more information, please contact your nearest JETRO Office <http://www.jetro.go.jp/>

Thank you

*For encouraging your business
with Japan,
please visit our website;*

www.jetro.go.jp

