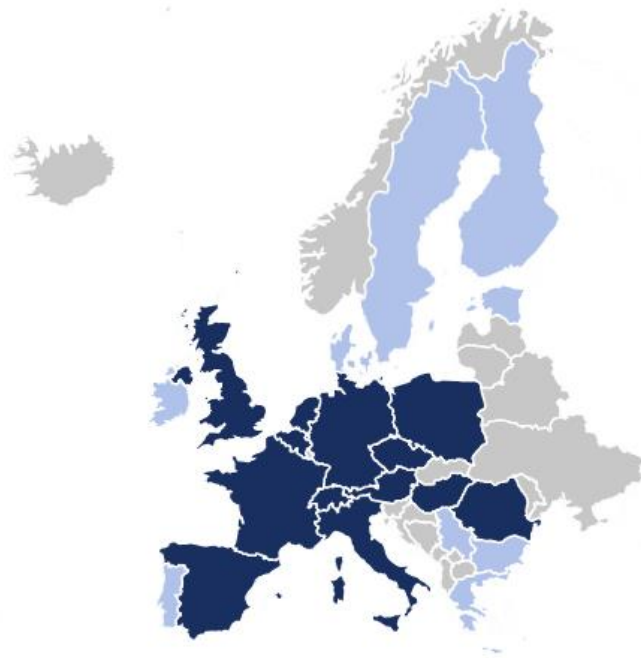


Doing Business with Japan

JETRO

1. About JETRO

- Japan External Trade Organization
- 66 years of commitment to bilateral trade & investment promotion
- Current key activities
 - Facilitating innovations
 - Supporting exports of Japanese food products
 - Assisting Japanese companies with their overseas business
 - Contributing to the trade policy through surveys and research



15
offices in
13 European countries

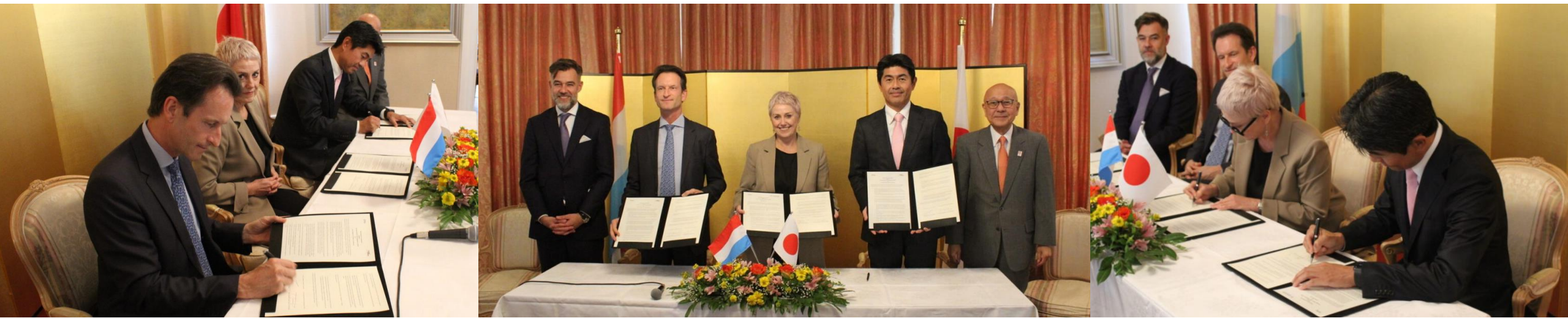
*resident agent in 10 countries



49
local offices in Japan

1. About JETRO

Quality cooperation with the Chamber of Commerce and Luxinnovation



Concluded on 3 October 2022



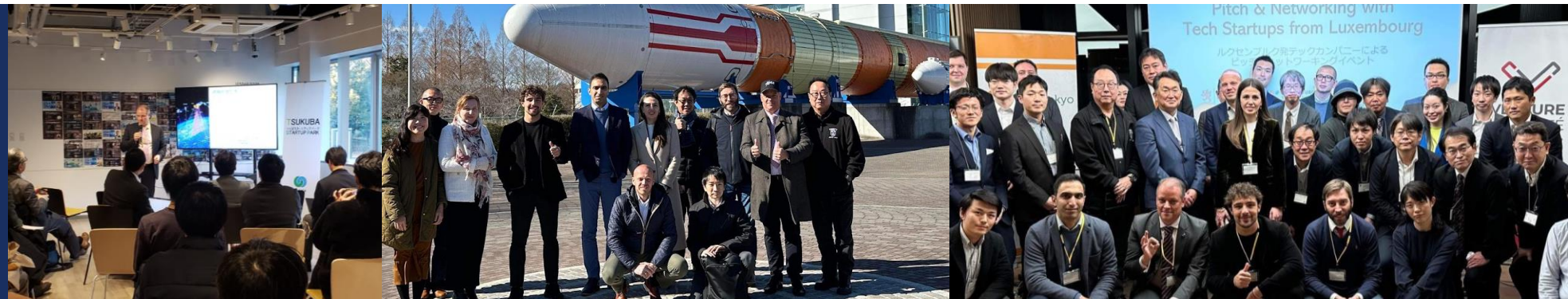
1. About JETRO

Some activities with Luxembourg



Business mission to Luxembourg
27-29 November 2023
9 Japanese companies

Business mission to Japan
27-29 November 2023
7 Luxembourg companies



2. Snapshot of Japan Economy

2022

- Real GDP growth rate: 1.0 %
- Covid related restrictions restricted in early 2022
- Positive impact on private consumption, especially services consumption
- Driven by strong inbound tourism consumption
- Investment in environment related industries
- Industrial production on the way to recovery but lacking momentum
- Rapid depreciation of Japanese yen – widening trade deficit

2023

- Real GDP growth rate: 1.9 %
- Steady recovery in private consumption compared to European countries
- Income growth < inflation
- Continued recovery in services consumption / declining trend in goods consumption
- Employment situation improving, labour shortage at highest level since 1990
- Business conditions continue to improve
- Increase in capital investment, especially in software investment and R&D investment

3. Investment climate

Japan's investment climate in figures



FDI Confidence Index

Asia **No.1** / World **No. 4**

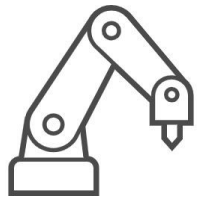
*The 2022 FDI Confidence Index (Kearney)



FTA coverage
in terms of trade value

78.8% (45.2% EU)

*METI



Economic complexity

World **No.1**

*The Atlas of Economic Complexity 2019



R&D Expenditures

No. 1 among G7
(3.2% of GDP)

*Global innovation index 2021



No. Researchers
per million population

5,375 (ranks 2nd among G7)

*Global innovation index 2021



Quality transport infrastructure

G7 **No.1** / World **No.4**

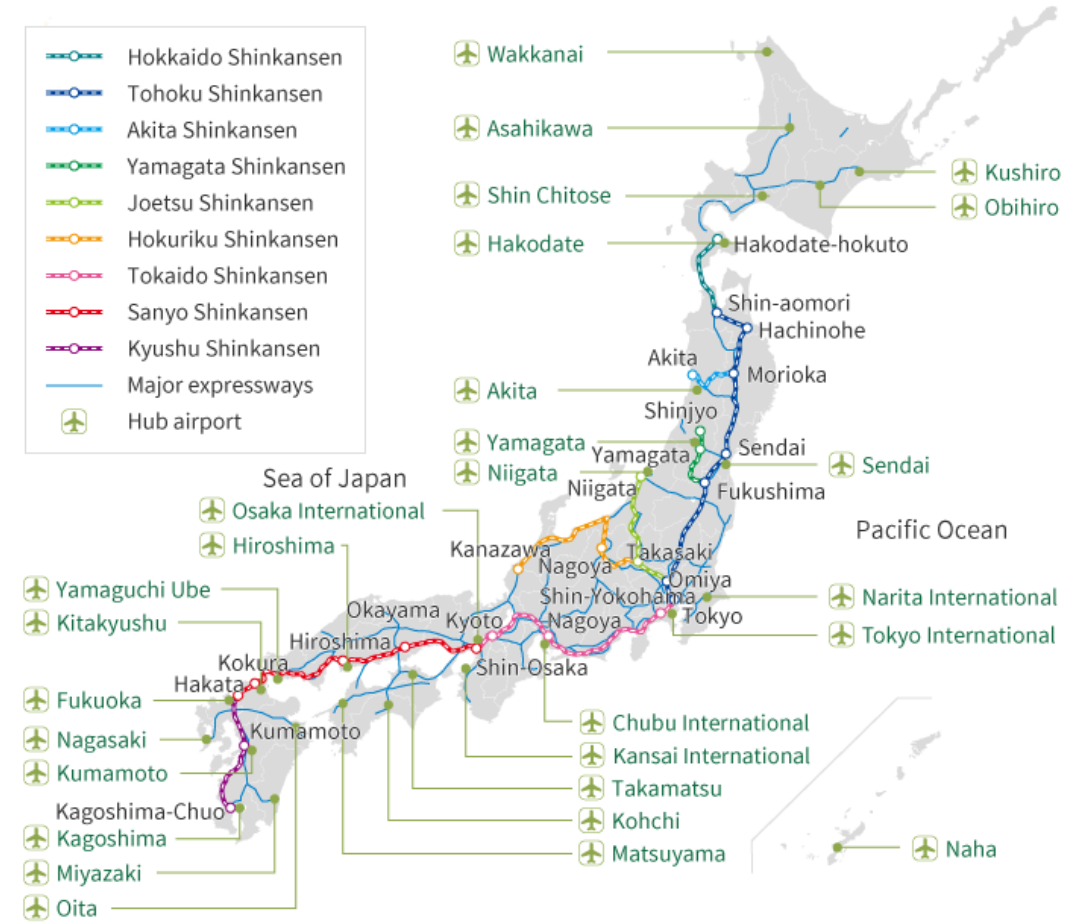
*Global premium office rent tracker
Dec. 2021

3. Investment climate

Convenient access to major business hubs in Asia

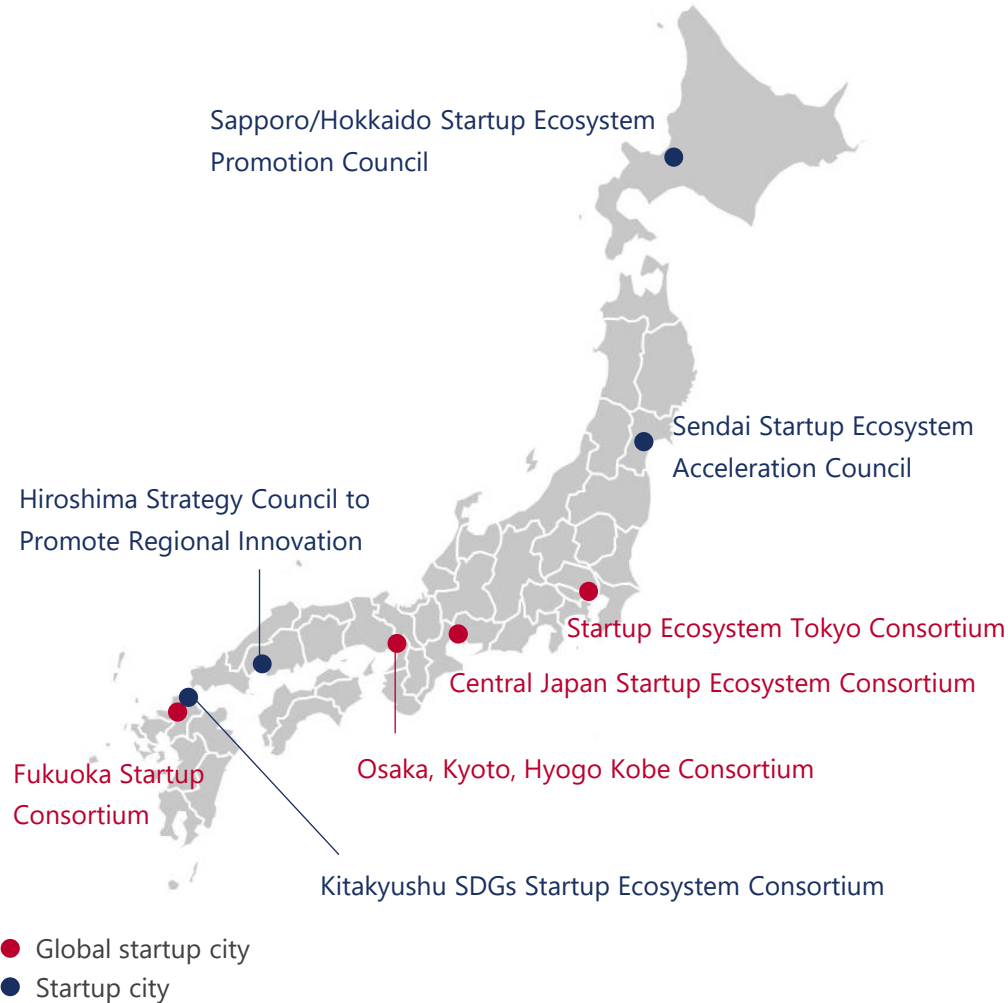


Excellent nationwide transport network



3. Investment climate

Business potential in regional cities



Regulatory reforms

- Startup visa
 - simplified residence permit procedure for business preparation (max. 1 year)
 - 16 local government accredited by the Ministry of Economy, Trade and Industry
- National Strategic Special Zones
 - exceptional regulatory measures and implementation of related reforms



- Regulatory Sandbox
 - Enables PoC without being subject to the existing regulations
 - Use the outcome to promote regulatory reform

Urban Renaissance <ul style="list-style-type: none"> • Insurtech • Small amount short-term insurance

Healthcare <ul style="list-style-type: none"> • Emergency medicine & biometric authentication

AI, IoT <ul style="list-style-type: none"> • IoT & recycling • IoT & unstaffed cafe
--

Blockchain <ul style="list-style-type: none"> • Crypto assets • Clinical data
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3. Investment climate

Accelerating green business

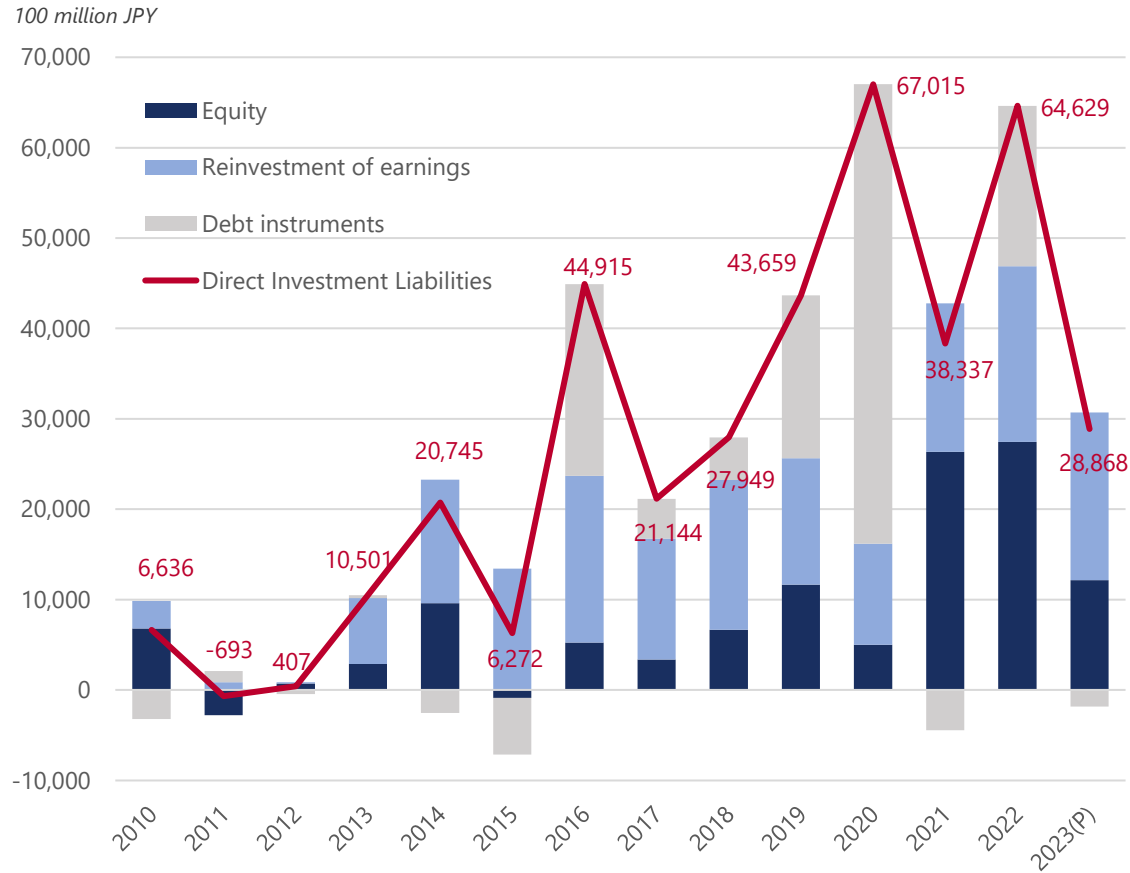
- The 2 trillion yen “Green Innovation Fund” by NEDO (New Energy and Industrial Technology Development Organization)
- 14 priority fields
- 10 years support for research & development, demonstrations and implementation of green projects

Energy related industries	Transport/manufacturing industries	Home/office related industries
<ul style="list-style-type: none">• Offshore wind power, Solar and geothermal industries	<ul style="list-style-type: none">• Automobile and battery industries	<ul style="list-style-type: none">• Housing and building industry and next-generation power management industry
<ul style="list-style-type: none">• Hydrogen and fuel ammonia industry	<ul style="list-style-type: none">• Semiconductor and information and communication industries	<ul style="list-style-type: none">• Resource circulation-related industries
<ul style="list-style-type: none">• Next-generation heat energy industry	<ul style="list-style-type: none">• Logistics, people flow, and civil engineering infrastructure industries	<ul style="list-style-type: none">• Lifestyle-related industries
<ul style="list-style-type: none">• Nuclear industry	<ul style="list-style-type: none">• Food, agriculture, forestry, and fisheries	
	<ul style="list-style-type: none">• Aircraft industry	
	<ul style="list-style-type: none">• Carbon Recycling and materials industry	

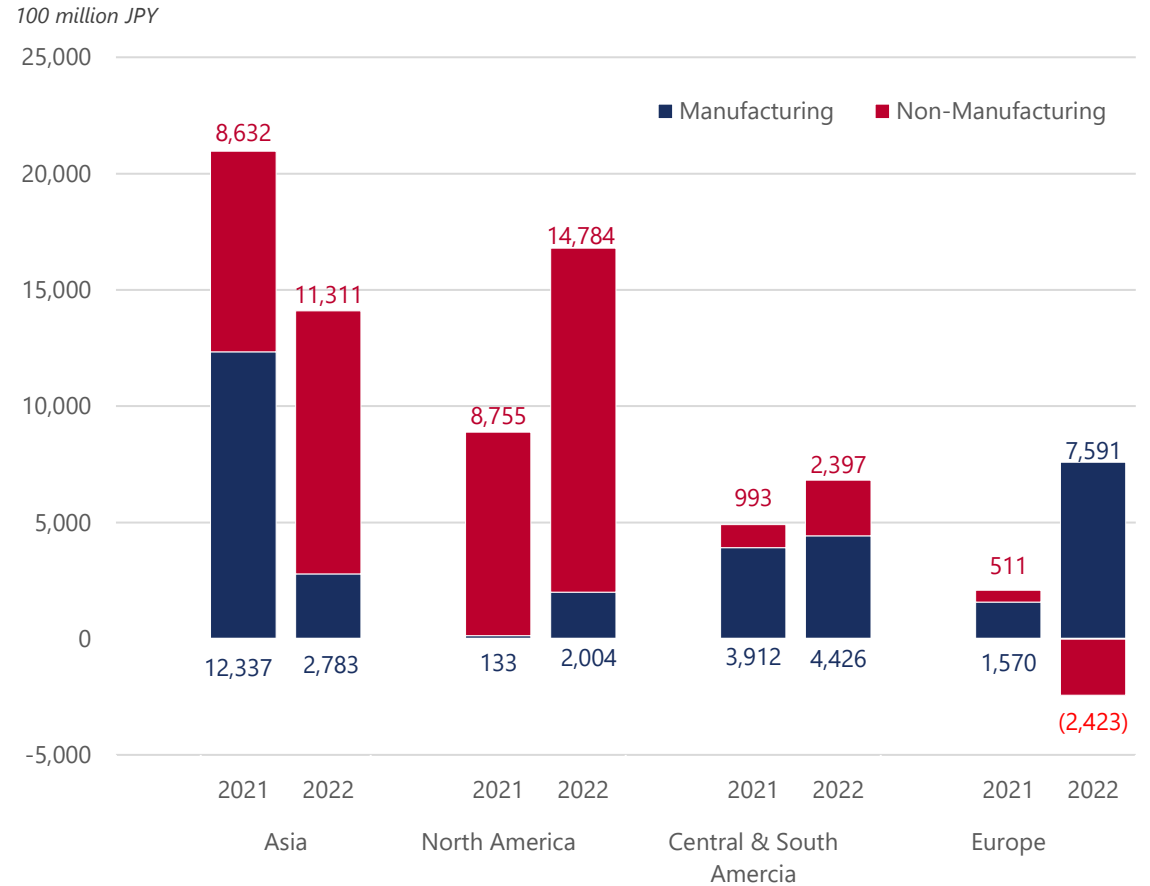


3. Investment climate

Trends in FDI flow to Japan by form of capital



FDI flow to Japan by region and industry



Source: Ministry of Finance, Bank of Japan

*Current exchange rate: 1EUR = 161JPY (as of 13 March 2024)

3. Investment climate

Some keywords

Rebuilding
of supply chain

Reshoring

Labour shortage &
hyper aging society

Cyber-Physical
Convergence

ID card &
online public services

4. JETRO's support

Starting a business in Japan

- Information service
 - Market & industry information
 - How to set up a base (registration, visa, taxes...)
 - Introducing service providers
 - Licensing & related legal systems
 - National & regional incentives
- Facilities
 - JETRO Innovation Garden (for events, communication, meetings...)
 - Temporary office



- Networking
 - Introduction of government, related ministries & agencies
 - Introduction of local governments
 - Potential business partners & universities

Collaboration between Japanese companies and foreign start-ups



■ Focus fields

Digital

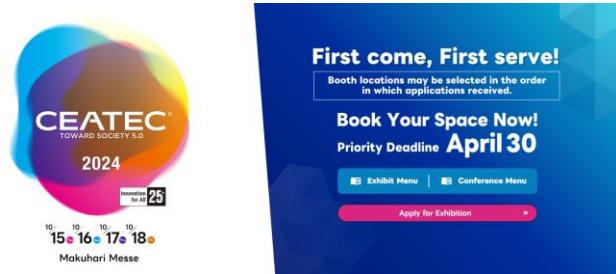
- Mobility
- Health tech
- Life science
- Agri tech
- Retail tech
- Smart cities
- Fintech
- Robotics
- Information security etc.

Green

- Renewable energy
- Energy conservation
- Storage batteries
- Hydrogen
- Smart infrastructure
- Green & environmental conservation

5. Trade fairs in Japan

CEATEC for cutting edge technologies



- Date | 15-18 October, 2024
- Venue | Makuhari Messe (Chiba)
- <https://www.ceatec.com/en/application/>

Bio Japan for life science & health tech



- Date | 9-11 October, 2024
- Venue | Pacifico Yokohama (Kanagawa)
- <https://jcd-expo.jp/en/>

ISIEX for space industry



- Date | 20-22 February, 2024
- Venue | Tokyo Big Sight (Tokyo)
- <https://biz.nikkan.co.jp/eve/isiex/english/>

JA2024 for space industry



- Date | 16-18 October, 2024
- Venue | Tokyo Big Sight (Tokyo)
- <https://www.japanaerospace.jp/en/index.html>

FOODEX JAPAN for food & beverage industry



- Date | 11-14 March, 2025
- Venue | Tokyo Big Sight (Tokyo)
- <https://www.jma.or.jp/foodex/en/>



JETRO

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Brussels office
Rue de la Loi 82, 1050 Brussels

Disclaimer of liability

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Photo: Kurushima-kaikyo-ohashi Bridges, from Mt. Kiro © Imabari District Sightseeing Association