XX Italy-Japan Business Group Meeting

For Collaboration between ICE - JETRO

May 8, 2008

Tadashi IZAWA

President, Japan External Trade Organization (JETRO)
Japanese Trade (2007)

**Export**

- Italy: 0.9%
- Europe: 14.8%
- North America: 21.6%
- Others: 14.8%
- Asia & Oceania: 50.6%

**Import**

- Italy: 1.2%
- Europe: 10.5%
- North America: 13.0%
- Others: 26.5%
- Asia & Oceania: 48.8%

Source: Ministry of Finance Japan

**Outward**
- **Italy**: 0.2%
- **Western Europe**: 26.2%
- **Latin America**: 8.7%
- **North America**: 36.3%
- **Others**: 1.6%
- **Asia & Oceania**: 27.0%

**Inward**
- **Italy**: 0.5%
- **Western Europe**: 38.9%
- **Latin America**: 11.3%
- **North America**: 41.1%
- **Asia & Oceania**: 8.2%

Source: Ministry of Finance Japan, Bank of Japan
JETRO’s Activities in Europe

1. Supplying Japan with European economic information
2. Promoting business alliance mainly in High-Tech sector
3. Promoting foreign direct investment (FDI) into Japan
4. Boosting Japan’s exports
5. Supporting facilitation of business activities of Japanese companies in Europe
Examples of Italian Firms Expanding in the Japan Market

• **Manuli Hydraulics**, a hydraulic rubber hoses maker, opened “Manuli Hydraulics Japan” in Osaka in March 2007. The firm will also open an assembly plant in May 2008.


• **Esor S.r.l.** is a member of IQT, nonprofit organization which promotes global business. On behalf of IQT, Esor opened a Japanese branch in 2007.
Business Partnering Events

- **JETRO BiOLINK Forum (Yokohama, Oct. 2008)**
  - 2007: JETRO supported 70 clusters from 21 countries

- **JETRO BIZMATCH@CEATEC JAPAN (Makuhari, Oct. 2008)**
  - 2007: JETRO helps 35 foreign companies set-up booths

- **JETRO BIZMATCH@nano tech 2009 (Makuhari, Feb. 2009)**
  - 2007: JETRO helps 17 foreign companies set-up booths
Connecting regions in Japan and Italy

● WESTERN TOKYO (TAMA) - VENETO REGION
  <New products creation industry>
  - Period: 2004, 2005
  - Administration: (Japan) Technology Advanced Metropolitan Area (TAMA) (Italy) Centro Produttivita Veneto (CPV)
  - Object: collaboration between Italian design and Japanese advanced techniques to create new products.

● TOYAMA PREFECTURE - MILANO CITY
  <Industrial design of commodities or interior decorations>
  - Administration: (Japan) The Design Center of Toyama (Italy) Technical University of Milan, Milanese designers
  - Object: collaboration of creating new commodities and interior decorations thorough a fusion of Italian design and Japanese techniques.
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Grazie per la Vostra attenzione.