

# Oportunidade de Negócios com Empresas Japonesas

JETRO São Paulo

Atsushi Okubo

# Our Mission

## Our strengths

Quickly connecting Japanese companies to the world  
by making full use of our global network!

JETRO: The Japan External Trade Organization

A government-affiliated organization, established in 1958,  
funded by the Japanese government

Network includes Tokyo & Osaka Headquarters, 45 offices in Japan  
and 74 offices worldwide

## Our Main activities

Promoting Foreign Direct Investment into Japan

Supporting the overseas businesses of Japanese companies

Facilitating world trade, the global economy, and growth in  
developing countries

# Our local network in Japan

45 domestic offices



**Quickly connecting Japanese companies to the world  
by making full use of our office network!**

Hokkaido Region		Kinki Region	
	Hokkaido		Osaka Headquarters
<b>Tohoku region</b>			Kobe
	Aomori		Kyoto
	Morioka	<b>Chugoku Region</b>	
	Sendai		Tottori
	Akita		Matsue
	Yamagata		Okayama
	Fukushima		Hiroshima
<b>Kanto/Koshin'etsu Region</b>			Yamaguchi
	Tokyo Headquarters	<b>Shikoku Region</b>	
	Kanto		Tokushima
	Tochigi		Kagawa
	Ibaraki		Ehime
	Chiba		Kochi
	Yokohama	<b>Kyushu/Okinawa Region</b>	
	Niigata		Fukuoka
	Yamanashi		Kitakyushu
	Nagano		Saga
	Suwa		Nagasaki
<b>Chubu/Hokuriku Region</b>			Kumamoto
	Fukui		Oita
	Toyama		Miyazaki
	Kanazawa		Kagoshima
	Gifu		Okinawa
	Shizuoka		
	Hamamatsu		
	Nagoya		
	Mie		

# Our global network

**74 offices worldwide**

**Quickly connecting Japanese companies to the world by making full use of our network!**





## Rota 2030



### Human resource development support



- Inviting key professionals (instructors, consultants)
- Training by country/assignment
- Dispatch of experts (p)

### Investment and financing for promising projects

### Business matching support for global supply chain and R&D JETRO

- Parts procurement business networking
- R&D networking
- Dispatch of experts
- Inviting key professionals
- Supporting establishment of bases in Japan



## Auto parts industry



### Forging win-win relations through industrial cooperation



- Improved production base for fuel efficiency and new models
- Strengthening supply chains to global automobile/parts supply markets
- Smart plants, production efficiency improvement



- Focusing on developing new business & technology in Brazil
- Production cost correction, improving production competitiveness in Brazil
- Expansion of business size in/from Brazil



## Invitation program

Inviting key professionals to enlarge their network with Japanese stakeholders.



Invitation program for Brazilian auto industry 2015

## Internship program

Project to dispatch young interns since 2012. Acceptance of foreign interns began in 2017.



Interns for Peru (Sep 2, 2016- Feb 25, 2017)

## Dispatch of business missions

Dispatch of automobile parts missions to Brazil in 2015 and 2016, visiting states of SP, RS and PR. Conducted business meetings, seminars and factory tours.



Mission to Brazil 2015



Mission to Brazil 2016

## Parts procurement business meetings

Parts procurement business meetings to develop local supplier network for Japanese auto parts makers



Held by JETRO 22 times from 2000 to 2016 in Eastern Europe



## Trade fairs & seminars

Promoting Japanese technology and products through participating in trade fairs and seminars.



SAE Brazil 2016 JETRO booth



Mission to Brazil 2016 presentation by Investe SP



# Partnership between Sindipeças and JETRO

JETRO HQ  
EX- Executive Vice President  
**Tatsuhiro Shindo**

Sindipeças  
President

**Dan Ioschpe**

JETRO São Paulo  
Director-President

**Atsushi Okubo**



**JETRO supports your growth  
with Japanese companies**

**Muito Obrigado!**