

# JETRO

## Japan External Trade Organization

The Japan External Trade Organization (JETRO) is a non-profit government-related organization, created in 1958. Its mission is to support trade between Japan and other countries by promoting imports and exports, industrial cooperation and international exchange.

In addition to 38 offices in Japan, the number of JETRO overseas offices amounts to 79 in 60 countries



# JETRO

## Japan External Trade Organization

Change of its mission

➤ Promote export from Japan to other countries

Development of the size and level of Japanese economies and increase of the trade conflict with other countries such as US, EU, etc.

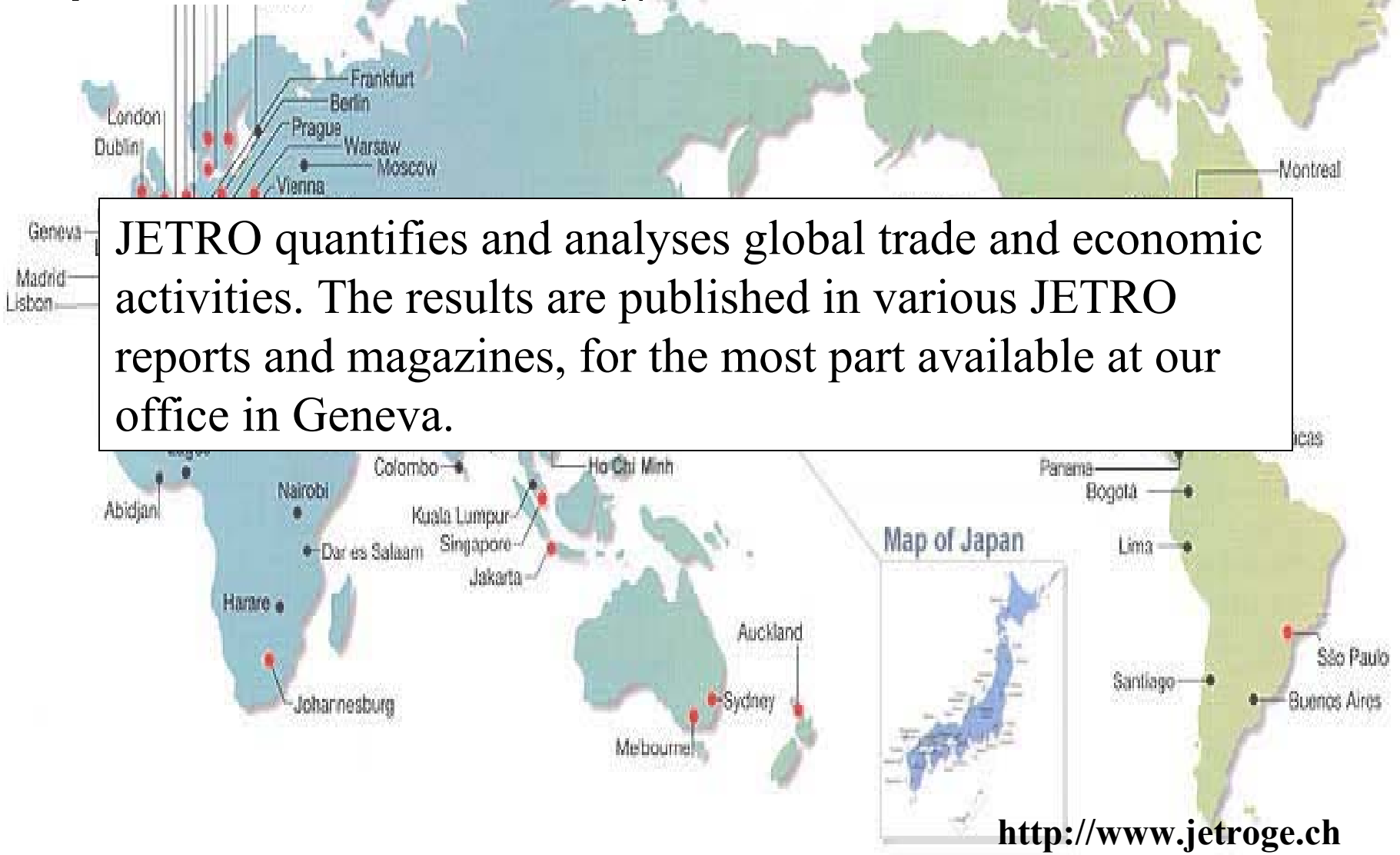
➤ Support foreign companies to export their products or services to Japan

Japanese market became more open but foreign direct investment to Japan is still very low compare with other developed countries

➤ Invest Japan! (Now!!)

# JETRO

## Japan External Trade Organization



JETRO quantifies and analyses global trade and economic activities. The results are published in various JETRO reports and magazines, for the most part available at our office in Geneva.

Welcome to

# JETRO Geneva

The JETRO Geneva office aims mainly at fostering the trade and investment and the technology cooperation between Switzerland and Japan by offering various programs and services.

Furthermore, JETRO Geneva plays a role of representative office of JISC and of ISO/IEC and works in close relation with other European Standard Organizations such as BSI, AFNOR, DIN among others.

April 22, 2004,



Welcome to

# JETRO Geneva

## **Under going Programmes at JETRO GENEVA**

➤ Nano-Technology cooperation between Japan and Switzerland

- Making Nano-Map in Switzerland last year
- Feasibility study Stage to promote technical cooperation

➤ Bio-Technology cooperation between Japan and Switzerland

- Geneva and Kyoto (already finished last year)  
(BioAlps and KRP(Kyoto Research Park))
- Bio-Technology
- Preparation Stage

Etc.

Welcome to

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## **JETRO GENEVA Research Programme**

- Biotechnology in Switzerland
- Nano-Technology in Switzerland
- Nuclear Policy in Switzerland
- Electric Liberalization Policy in Switzerland
- Watch Industry in Switzerland

Etc.

April 22, 2004,



# JETRO

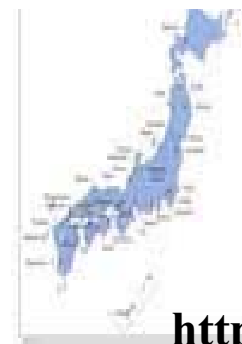
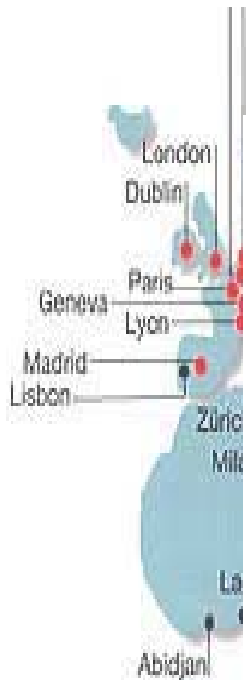
Japan External Trade Organization

## Reform of JETRO Structure

JETRO changed its legal position from non-profit governmental organization to Independent Administrative Institution at October 2003.

JETRO will be independent from Government.

We have to be more effective and work harder!!



<http://www.jetroge.ch>