



INTL TRADE RESOURCES – JAPAN

JAPAN-AMERICA SOCIETY OF ALABAMA (JASA)

Kazuo Moriya
Executive Director
500 Beacon Parkway West
Birmingham, AL 35209

Phone: (205) 943-4730
Email: jasa@mindspring.com
Web: <http://www.jasaweb.net>

MISSION:

To provide an avenue for the people of Alabama and the Japanese people residing in Alabama to promote friendly personal and professional relationships - all to increase a better understanding of each other's peoples and customs.

PROGRAMS AND SERVICES:

The Japan-American Society of Alabama was incorporated in September 1989 as a private, not-for-profit association to encourage and develop ties of friendship and understanding between individuals and organizations in Japan and Alabama. JASA:

- Provides an avenue for the people of Alabama and resident Japanese citizens to promote friendly personal and professional relationships
- Offers a comprehensive program responsive to social, economic, and political needs through which to examine and learn from experiences and achievements of both Japan and Alabama
- Publishes The Alabama Guide, a publication in Japanese, to provide Japanese nationals residing in the state with pertinent information on living in Alabama

JASA activities include:

- Seminars and special events that enhance understanding and relationship between Japan and Alabama
- Resource center providing information on Japanese business activities and Japanese culture
- Newsletter highlighting activities occurring in Alabama that would strengthen relationships with and understanding of the Japanese people
- Assistance to Japanese residents in Alabama in adjusting to their new living environment

JAPANESE EXTERNAL TRADE ORGANIZATION (JETRO) - ATLANTA*

JETRO-Atlanta serves Alabama, Florida, Georgia, North Carolina, and South Carolina.

245 Peachtree Center Avenue NE
Marquis One Tower, Suite 2208
Atlanta GA 30303

Phone: (404) 681-0600
Web: <http://www.jetro.org>

MISSION:

The Japan External Trade Organization provides information and support to American companies looking for successful entry and expansion in the Japanese market.

PROGRAMS AND SERVICES:

JETRO is a non-profit government related organization that promotes trade and investment between Japan and the rest of the world. Its six U.S. branches—located in Atlanta, Chicago, Houston, Los Angeles, New York and San Francisco—serve four main objectives:

- Help U.S. companies establish a Japan office
JETRO provides free market entry information and support to U.S. businesses looking to successfully enter and expand in the Japanese market. Because JETRO is an independent agency of the Japanese government, it is able to provide many services for free, including market information, temporary office space, and business partner matching, each designed to encourage thriving relationships between American companies and Japan. JETRO strives to provide the best support in helping companies take their business to Japan. Its core competencies lie in the areas where U.S. companies have the most opportunities for success in the Japanese market. These areas are the high-technology sectors of Information and Communications Technology, healthcare, automotive and manufacturing, and services industries.
- Help U.S. companies find Japanese business partners
When expanding business to Japan, companies often begin with a Japanese partner who knows the market, has a developed network and understands the business environment. JETRO provides U.S. companies with opportunities to meet potential Japanese partners through business matching programs at major trade shows.
- Connect U.S. investors with cutting edge Japanese technology ventures
JETRO connects U.S. investors, entrepreneurs and dealmakers with cutting edge Japanese technology ventures seeking to accelerate their growth in the U.S. In addition to its six branch offices, in 2000 JETRO established a Business Innovation Center (BIC) in San Jose, CA. The BIC provides direct support to Japanese technology ventures looking to build their presence and grow their business in Silicon Valley. Since the launch of the BIC, JETRO has expanded its venture incubation program to several key technology markets across the United States through partnerships with independent technology incubation programs. Other programs are available in: Chicago, IL (Technology Innovation Center - TIC at Northwestern University); Cambridge, MA (Cambridge Innovation Center); Philadelphia, PA (Science Center); Los Angeles, CA (Business Technology Center), and Mountain View, CA (B-Bridge International)
- Showcase premium Japanese goods
For companies looking to expand or differentiate their product offering, JETRO showcases goods that are uniquely Japanese. Companies can find products of the highest quality, design, creativity and manufacturing, as well as trends, in the following industries: Food; Fashion; Design, including industrial products and regional traditional arts & crafts; and Entertainment, including film, anime, manga, gaming and music