

Asia Business Promotion Center



We support companies in Toyama Prefecture
that are seeking to expand their business abroad.

Toyama New Industry Organization



About Asia Business Promotion Center

We support companies in Toyama Prefecture that are seeking to expand their business abroad.

Asia Business Promotion Center is an arm of Toyama New Industry Organization that works to support the overseas advance of companies in Toyama Prefecture and business matching with overseas companies.

The initiative was launched in 1993 with the aim of promoting economic exchange with countries in Northeast Asia (it was initially launched as Toyama Prefecture's Northwest Pacific Region Trade Center).

Currently, we provide useful trade and investment services, such as information provision and consulting, geared to supporting Toyama companies as they make advances into Asia and other parts of the world.

We also work closely with overseas companies and agencies and have been involved in staging international exhibitions in the prefecture since 1999.

While liaising and cooperating with Toyama Prefecture and Japan External Trade Organization (JETRO), we are striving to become a bridge connecting local companies and overseas companies through a variety of initiatives.



Yoshiaki Kamata
 Director General
 Asia Business Promotion Center
 Toyama New Industry Organization
 (TONIO)

History of Asia Business Promotion Center

- 1993** Toyama Prefecture launches the Northwest Pacific Region Trade Center initiative
- 1997** Establishment of a trade and investment consultation desk
- 1999** Holding of the Northeast Asia Economic Exchange Expo (NEAR 21)
- 2004** Incorporated into Toyama New Industry Organization
Renamed as "Northwest Pacific Region Economic Center"
- 2010** Simultaneous holding of Toyama Techno Fair and NEAR2010
- 2015** Incorporation of NEAR with Toyama General
Manufacturing Industry Trade Fair
- 2018** Renamed as "Asia Business Promotion Center"





Industry in Toyama Prefecture

Toyama Prefecture has developed one of the most advanced industrial complexes along the Japan Sea coast, with a focus on electronic components, machinery, and the metalworking and chemical industries. In particular, the prefecture accounts for a large share of the domestic market for the aluminum, plastics, machinery manufacturing, and pharmaceutical manufacturing industries.

Traditional crafts are also prosperous here, such as Inami wood carvings, Takaoka copperware and lacquerware, and such products are highly acclaimed both inside and outside of Japan.

The prefecture also has various other specialties. Toyama Prefecture and Asia Business Promotion Center work on supporting the overseas expansion of foods made using diverse materials including the abundant marine products of Toyama Bay, which is called a “natural fish tank”, and locally made high-quality utensils.

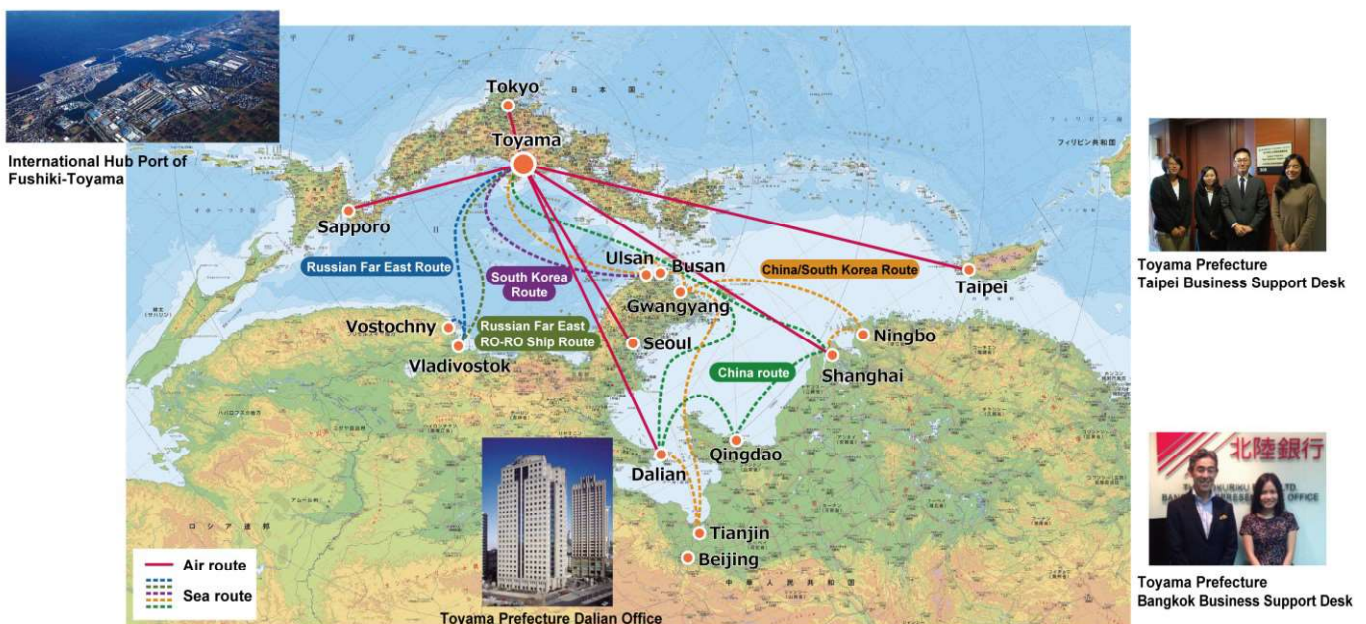
Toyama Prefecture – A Hub of Human and Material Exchange

Toyama as a Hub of International Exchange

As an “international hub port”, the Port of Fushiki-Toyama has services that link Toyama with China, South Korea and Russia. Also, Toyama Airport has regular international services with four overseas cities (Dalian, Seoul, Shanghai, and Taipei), facilitating international exchanges of people and materials. (At the time of issue, however, some services have been interrupted due to the effects of COVID-19).

Toyama as a Hub of Domestic Transport

Situated almost at the center of the Japan archipelago, Toyama Prefecture also offers convenient access to Japan’s major cities. The Hokuriku Shinkansen, opened in 2015, takes you to Tokyo in roughly 2 hours, while Osaka and Nagoya can be reached in roughly three hours by conventional railway. In terms of distribution of materials, Toyama is connected with all parts of Japan by high-speed roads, domestic air routes, etc.



This is a reproduction of “the inverted map” created by Toyama Prefecture. The air and sea routes have been overlaid.

Establishment of Consultation Desks for Overseas Expansion

Offering one-stop support for companies in Toyama Prefecture!

The Toyama Prefecture Overseas Market Development Support Desk and Trade and Investment Consulting Services provide comprehensive support for overseas market development to small and medium-size companies in the prefecture with little overseas experience. Advisors with an abundance of experience in overseas business have been appointed to the support desk, which provides one-stop services for a variety of consultations related to overseas market development by companies with a focus on the Asian region.

Additionally, this desk supports matching, etc. with local companies through cooperation with the Toyama Dalian Office in China and Toyama Prefecture Overseas Business Support Desks in Taipei, Taiwan and Bangkok, Thailand.

Support Contents

- A variety of consultations for overseas market development
- Support for finding promising companies for overseas development and for formulating overseas market development strategies
- Support for overseas client development
- Support for matching with local business in cooperation with overseas business support desks

Consultation Examples

- Learning what needs to be prepared in conducting business negotiations with an overseas company for the first time
- Learning about precautions when conducting business with affiliated business in China

Toyama Prefecture Overseas Business Support Desks

Bangkok Business Support Desk (Established December 2012)	Taipei Business Support Desk (Established January 2013)
c/o The Hokuriku Bank, Ltd. Bangkok Representative Office 23rd Floor Unit 2314, Bhira Tower at EmQuatier, 689 Sukhumvit Road, North Klongton, Wattana, Bangkok 10110, Thailand TEL: +66-2-261-8495	c/o JEC Management Consultant Co., Ltd. Taipei Office Room 4B14, Floor 4, No. 5, Section 5, Xinyi Road, Xinyi District, Taipei City, Taiwan TEL: +886-2-2725-5918

List of Advisors

International Business Advisor



Takatoshi Fukui
International Business Advisor, Asia Business Promotion Center
Area of expertise: China, Southeast Asia
Field of expertise: Trade in general

Trade and Investment Advisors



Yoshiaki Kamata
Director General, Asia Business Promotion Center
Area of expertise: Southeast Asia, South Korea
Field of expertise: Trade in general



Fumiaki Fujino
Executive Advisor, Asia Business Promotion Center
Area of expertise: China
Field of expertise: Chinese affairs in general



Kentaro Inada
Lawyer, Hoenzaka Law Office
Area of expertise: China
Field of expertise: Legal affairs



Yutaka Morioka
Professor, School of Economics, the University of Toyama
Area of expertise: Russia
Field of expertise: Power and energy



Toshikazu Miyamoto
Managing Partner, One Asia Legal Professional Corporation
Area of expertise: Southeast Asia, Hong Kong, Europe, USA
Field of expertise: Legal affairs

Subsidies for Overseas Expansion

Sales Channel Development Support Program

As part of the Toyama Challenge Fund Program for Small and Medium Enterprises, subsidies are offered to support SMEs in Toyama overseas sales channels.

- Target companies: Small and medium enterprises in Toyama Prefecture
- Target activities: Participation in exhibitions, trade fairs, and business meetings
Market survey-related activities
PR-related activities for own company products, etc.
- Subsidization rate: 1/3 (up to 50,000 yen)



Economic Exchange Missions

We dispatch missions made up of representatives of companies in Toyama Prefecture, to provide opportunities that will directly lead to international business expansion through gathering the latest information related to market trends and the investment environment and conducting visits to and exchanging views with local governments and companies in the Asian region.

Visited Destinations since 2004

- China : Shanghai, Tianjin, Chongqing, Dalian (Liaoning Province), Shenyang, Changchun (Jilin Province), Harbin (Heilongjiang Province), Suzhou, Wuxi and Nanjing (Jiangsu Province), Hangzhou (Zhejiang Province), Hefei (Anhui Province), Qingdao and Yantai (Shandong Province), Wuhan (Hubei Province), Changsha (Hunan Province), Chengdu (Sichuan Province), Yanbian Korean Autonomous Prefecture
- Taiwan : Taipei, Taichung
- Thailand : Bangkok, Chonburi, Rayong
- Myanmar : Yangon
- Vietnam : Ho Chi Minh
- Singapore

Mission members observing an airport (U-Tapao International Airport, Thailand)



Examples of mission destinations
Local companies, local Japanese-affiliated companies, industrial estates, logistics centers, government agencies, JETRO, etc.

Inviting Buyers to Business Meetings

Toyama Prefecture cooperates with Gifu and Nagano Prefectures to hold business meetings in the food (including beverages and liquor) and miscellaneous goods sectors with influential overseas buyers invited primarily from Asia.

We also organize and introduce business meetings held by related agencies in Japan and overseas.

Overview of Meetings in 2020

Schedule: November 26, 2020

Target fields: Foodstuffs, miscellaneous goods, and traditional crafts

Participating buyers: Total of 11 companies from China, Hong Kong, Indonesia, Singapore, Thailand, Myanmar, and the USA

Participating companies from Toyama Prefecture: 21 companies



2020 Business Meetings

Seminars and Lecturer Dispatches

Seminars

We stage seminars aimed at conveying useful information for overseas expansion to companies in the prefecture.

Past Seminars

ASEAN Business Seminar (October 2020)

“Overview of ASEAN”,

“Current Conditions and Future Methods for Developing Sales Channels in ASEAN Under COVID-19”

China Business Seminar (March 2019)

“China and America – What Should Japan Do?”



2020 ASEAN Business Seminar (partially conducted online)

China Studies

We periodically hold study meetings on conditions in China for small groups (capacity of around 20 persons). Fumiaki Fujino, our Executive Advisor, acts as lecturer in the meetings, in which information is exchanged concerning mainly current affairs. Individuals and people from various companies and academic institutes attend them.



China Studies

Dispatching Lecturers

On request from companies and organizations in Toyama, we dispatch our director general and advisors to give lectures.

Providing Information

Issue of the “Asian Economic Journal”

We publish a business information journal about the Asian region in which our advisors and experts provide the latest business news. Dispatched staff also disclose the latest information from overseas.

Distribution of E-mail Newsletter

We send an e-mail newsletter carrying information on business meetings, seminars and other events in Toyama Prefecture and trade fairs conducted overseas to companies in the prefecture.

Surveying Companies that are Expanding Overseas from Toyama Prefecture

We conduct a biennial survey of conditions regarding establishment of overseas offices and import and export activities by companies in Toyama Prefecture. The latest survey findings are disclosed on the Center website.

Latest report:

“2020 Fact-Finding Survey of Overseas Activity by Toyama Prefecture Companies”



Asian Economic Journal No.100 (2020.3)

Special Feature: Welcoming the 2020 Olympics and Paralympics (Director General Kamata)

NEWS: US-China Trade Friction and Asia (International Business Advisor, Mr. Fukui)

Investment in Thailand and the Eastern Economic Corridor (Eastern Economic Corridor Office, Special Advisor, Mr. Phuangketkeow)

Other: Overseas News (Local information from expatriates)

Toyama General Manufacturing Industry Trade Fair (T-Messe)

Toyama General Manufacturing Industry Trade Fair (T-Messe) is held biennially with an aim of displaying manufacturing technologies and products from inside and outside of Toyama Prefecture and overseas, promoting economic exchanges and introducing the said technologies to visitors. This is the largest international trade fair in Japan to be held on the Japan Sea coast.

The Center has been involved with holding international trade fairs since 1999, when it held the Northeast Asia Economic Exchange Expo (NEAR21) to promote economic exchange between companies in Northeast Asia and Toyama Prefecture. NEAR21 was integrated with the Toyama Techno Fair, sponsored by the Toyama Prefectural Machinery and Electronic Industries Association, to become the Toyama General Manufacturing Industry Trade Fair in 2015.

With participation from numerous domestic and overseas companies, this trade fair provides ever more international business opportunities by bringing Japanese companies and their overseas counterparts together in the same venue.

The "T" in T-Messe stands for Toyama, Technology, and Trade.

Overview of the Last Trade Fair (2019)

Name: T-Messe 2019
Toyama General Manufacturing Industry Trade Fair

Period: October 31 (Thu) – November 2 (Sat), 2019

Venue: Toyama Techno Hall

Programs: Keynote speech, overseas investment environment seminars, visits to Toyama companies, seminars and presentations by manufacturers, corporate business meetings, business meetings with Japanese and overseas buyers, corporate research rally, science workshops, robot stage, All-Japan Manufacturing Industry Koma-Taisen, etc.

Exhibited Items: Machine tools and industrial machines, auto-related, precision machines, electronics and electric, IT, castings, molds and metal processing products, plastics, aluminum, textiles, pharmaceuticals, chemicals, traditional crafts, food processing, creative industries, etc.

Number of Exhibitors: 478 companies (Japanese: 282, Overseas: 196)

Number of Visitors: 25,981 visitors

Number of Business Talks: 8,317 cases

Breakdown of Overseas Exhibitors (Companies, Organizations)

Country/Area	Exhibiting Companies/Organizations
China	124
Taiwan	14
India	14
Malaysia	12
Russia	8
Indonesia	7
USA	7
Thailand	4
Mongolia	2
Vietnam	2
Singapore	1
Myanmar	1
Total	196



Services for Visitors and

Interpreting Service

Interpreters, mainly working in Chinese and English, were assigned to the booths of overseas companies to support business talks between Japanese companies and their overseas counterparts.



Shuttle Bus

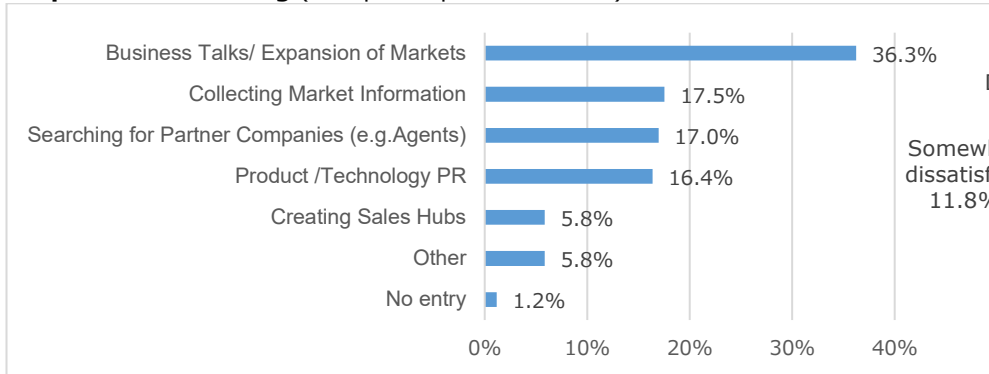
Free shuttle bus services were operated between Toyama Station and Toyama Airport and the venue during the event. Also, for overseas exhibitors, buses staffed with interpreters were operated between major hotels and the venue.



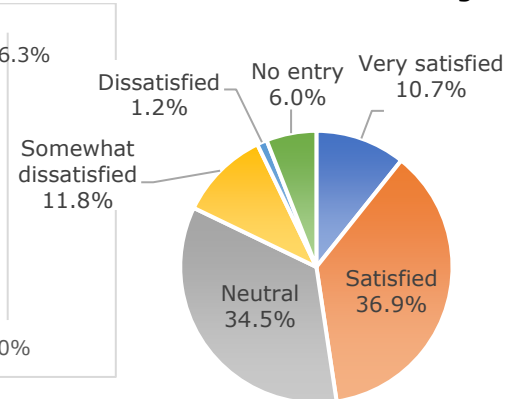
Results from Questionnaires Given to Overseas Exhibitors and Visitors

Overseas Exhibitors

Purpose for Exhibiting (Multiple responses allowed)



General Satisfaction with Exhibiting

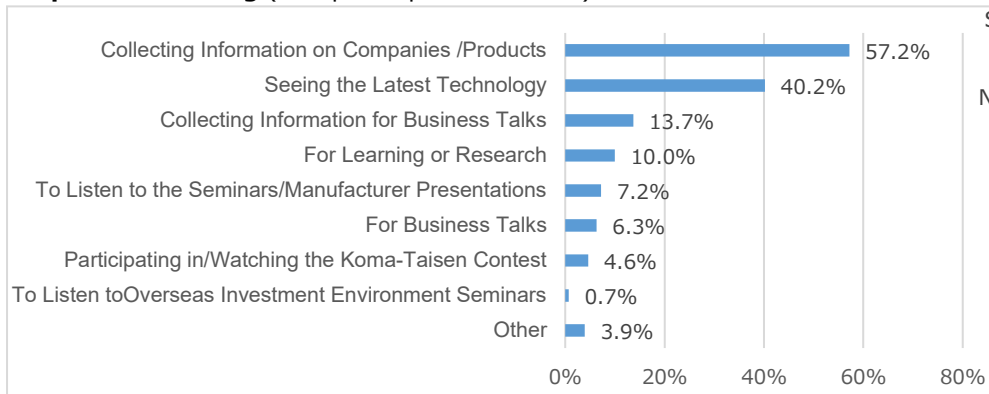


Overseas Exhibitor Testimonials

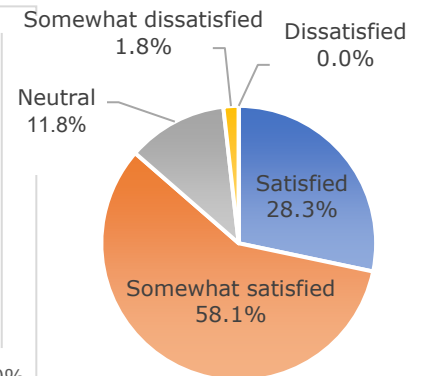
- The unified setting of booths was great. Thank you very much.
- I'm more satisfied than last time. The booth interpreters were highly skilled.

Visitors (Answers collected from 848 company visitors)

Purpose for Visiting (Multiple responses allowed)



Satisfaction



Visitor Testimonials

- It was useful for me to hear about trends in various sectors.
- There were many companies (in spite of the fact that it was a regional exhibition) and we were able to conduct global exchanges with the exhibiting companies and also companies here for business talks.

Visits to companies

We conduct visits to manufacturing companies and businesses in Toyama. In 2019, 76 persons participated in visits to Tateyama Kagaku Group, Nousaku, and Nachi-Fujikoshi Corp, receiving precious opportunities to visit product manufacturing lines.



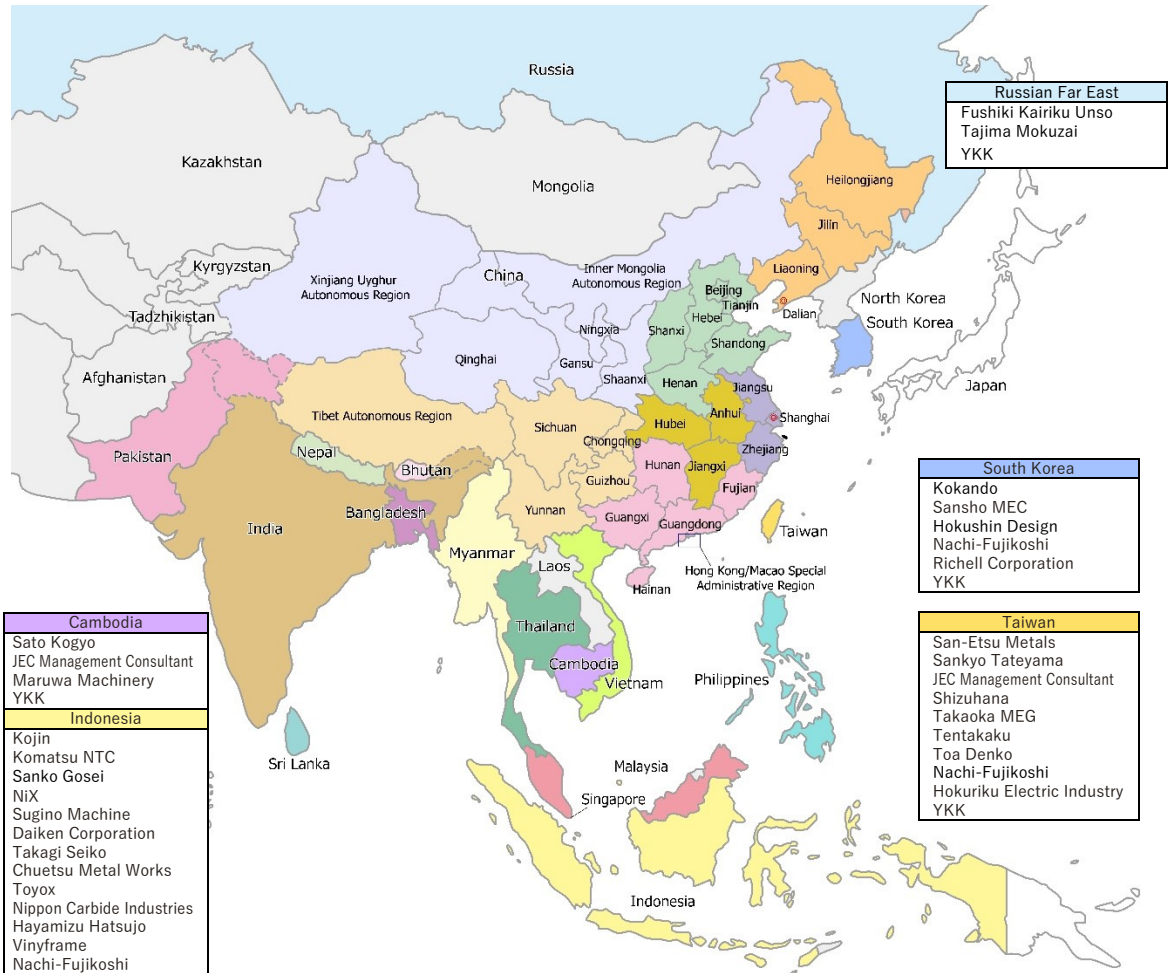
Business meetings

Business meetings were arranged between exhibitors by linking exhibitors in advance. The participating companies were pleased at holding talks with the companies they wished for. Business meetings were also held with buyers invited from Japan and overseas.



Overseas Locations of Toyama Prefecture-based Companies (Asia/Far Eastern Russia)

Philippines
Kawabata Co. Ltd. Sankyo Tateyama Sanko Gosei Nachi-Fujikoshi YKK
Malaysia
Asahi Printing NES Kokando Sato Kogyo Daiken Corporation Tateyama Kagaku Group Nachi-Fujikoshi Hokuriku Electric Industry YKK
Vietnam
Astec Horie Almec Hongo Ishigane Seiki INTEC Kaisuimaren Kachiboshi Industry Kanamori Industries Kuratani Kuroda Kagaku Cosel Sansho MEC Sansho Giken GRN Japan Flower Corporation Takara Industry Tanaka Seimitsu Kogyo Chuetsu Pulp & Paper TSK Corporation Tentakaku Toyo Electric Control NAGAE Ltd. Nippon Carbide Industries Hizima Seikei Finesc Nachi-Fujikoshi Hokupere Hokuriku Aluminium Hokuriku Techno Masuoka YKK
Thailand
Asahi Industry UpLoad Alslys Uogishi Seiki Interactive Corporation Usui Engineering Works NIC Autotec Oyabe Seiki Kazumi Seisakusyo Kawabata Co. Ltd. Kurotani Corporation Kojin Komatsu NTC COMTEX Goshu Yakuin Sato Kogyo Sankyo Tateyama Sanko Gosei JEC Management Consultant Sinei Shokai Ltd. Sugino Machine Sukeno Takagi Seiko Takano Giken Takeuchi Press Industries Tateyama Kagaku Group Tanaka Seimitsu Kogyo Tsune Seiki Terashima Kenma Kogyo Tentakaku Toho Industrial Tonami Holdings Toyo Nichi-Iko Pharmaceutical Nippon Carbide Industries Nippon SEC Japan Resistor Mfg. Fineplas Fugen Corporation Nachi-Fujikoshi Fuji Pharma Plako Hokuriku Bank Hokuriku Electric Industry Horikawa Factory Matsuda Co., Ltd. Matsumura Mold & Pattern Reliance YKK
Cambodia
Sato Kogyo JEC Management Consultant Maruwa Machinery YKK
Indonesia
Kojin Komatsu NTC Sanko Gosei NiX Sugino Machine Daiken Corporation Takagi Seiko Chuetsu Metal Works Toyo Nippon Carbide Industries Hayamizu Hatsujo Vinyframe Nachi-Fujikoshi Yamamori YKK
Singapore
Asahi Printing Kokando Sato Kogyo Sanko Gosei GRN Komatsu NTC COMTEX Goshu Yakuin Sato Kogyo Sankyo Tateyama Sanko Gosei JEC Management Consultant Sinei Shokai Ltd. Sugino Machine Sukeno Takagi Seiko Takano Giken Takeuchi Press Industries Tateyama Kagaku Group Tanaka Seimitsu Kogyo Tsune Seiki Terashima Kenma Kogyo Tentakaku Toho Industrial Tonami Holdings Toyo Nichi-Iko Pharmaceutical Nippon Carbide Industries Nippon SEC Japan Resistor Mfg. Fineplas Fugen Corporation Nachi-Fujikoshi Fuji Pharma Plako Hokuriku Bank Hokuriku Electric Industry Horikawa Factory Matsuda Co., Ltd. Matsumura Mold & Pattern Reliance YKK
Myanmar
UpLoad Atsumi Fashion Arche Information Otaka Corporation Kawabata Co., Ltd. Sato Kogyo Himeno Precision Works YKK
Bangladesh
YKK
India
Komatsu NTC Sanko Gosei Sugino Machine Tanaka Seimitsu Kogyo Nippon Carbide Industries Nachi-Fujikoshi YKK
Sri Lanka
YKK
Bhutan
Marushin Shitaka Construction
Nepal
Marushin Shitaka Construction
Pakistan
YKK



This map is compiled by Asia Business Promotion Center based on the "2020 Fact-Finding Survey of Overseas Activity by Toyama Prefecture Companies" (as of March 2020) and corporate websites.

China			
Dalian	Shanghai	East China (except Shanghai)	South China
Aidma Marketing Communication UpLoad Komatsu NTC Sakae Kinran Corporation Sanwa Kinzoku Kougei COM Diamond Engineering Takagi Seiko Toyo Electric Control Tonami Holdings Toyo Bantechina Fushiki Kairiku Unso Hokuriku Bank Matsumura Mold & Pattern Richell Corporation Lin International YKK	INTEC Oyabe Seiki Kaisuimaren Kanamori Industries Cosel Goldwin Komatsu NTC San-Etsu Metals Sankyo Tateyama Sanko Gosei JEC Management Consultant Sugino Machine Sukeno Daiken Corporation Takagi Seiko Chuetsu Pulp & Paper Chubu Koei Tentakaku Tonami Holdings Toyama Daisen Kogyo Toyo Japan Resistor Mfg Hayamizu Hatsujo Finesc Nachi-Fujikoshi Hokuriku Bank Hokuriku Electric Industry Maruwa Chemical Movac Ltd. Richell Corporation YKK	Asahi Industry (Shaoxing) Kawada Knit (Ningbo) Kuratani (Suzhou) Kuroda Kagaku (Suzhou) Cosel (Wuxi) Sansho MEC (Changzhou) GRN (Suzhou) Sugino Machine (Changshu) Daiken Corporation (Yuyao) Pacific Rundum (Pinghu) Takara Industry (Suzhou) Nippon Carbide Industries (Hangzhou) Fineplas (Suzhou) Nachi-Fujikoshi (Zhangjiagang) Hokuriku Electric Industry (Wuxi) Hokushin Design (Suzhou) Richell Corporation (Kunshan) YKK (Yancheng, Wenzhou, Hangzhou, Changzhou, Suzhou, Nanjing, Nantong, Ningbo, Pinghu, Wuxi)	Aikawa (Guangzhou) Kawasho (Fuzhou) Kuroda Kagaku (Guangzhou, Foshan, Shenzhen) Sankyo Tateyama (Foshan) Sanko Gosei (Dongguan) Sansho Giken (Zhuhai) Sugino Machine (Guangzhou) Daiki Corporation (Shenzhen) Takagi Seiko (Foshan) Tentakaku (Foshan) Toyo (Guangzhou) Hayamizu Hatsujo (Zhuhai) Fineplas (Huizhou) Nachi-Fujikoshi (Dongguan) Hokuriku Electric Industry (Dongguan, Shenzhen) Meiko Kogyo (Foshan) Richell Corporation (Foshan, Dongguan) YKK (Xiamen, Guangzhou, Huizhou, Shenzhen, Jinjiang, Shantou, Dongguan, Zhongshan, Fuzhou)
Northeast China (except Dalian)	STR Corporation (Yingkou) Toyo Gas Meter (Dandong) YKK (Dandong, Changchun)		
North China	Kyowa Seisakusho (Tsingtao) Goldwin (Beijing) Sankyo Tateyama (Tianjin) Sanko Gosei (Tianjin) Sugino Machine (Tianjin) Sukeno (Beijing) Hokuriku Electric Industry (Tianjin) YKK (Weihei, Shijiazhuang, Yantai, Jinan, Tsingtao, Tianjin, Zhengzhou, Beijing)		
		Central China	
		INTEC (Wuhan) Kojin (Wuhu) Sanko Gosei (Xiaogan) Daito Pharmaceutical (Hefei) Takagi Seiko (Wuhan) Chuetsu Metal Works (Wuhan) Tentakaku (Wuhan) YKK (Hefei, Nanchang, Wuhan)	Kanamori Industries Kuratani Kuroda Kagaku Kokando Cosel Takagi Seiko Takano Precision Industry Tateyama Kagaku Group Tentakaku Hokuriku Electric Industry Richell Corporation YKK
		Southwest China	
	YKK (Chengdu)		
		Hong Kong SAR, Macau SAR	



Toyama New Industry Organization
Asia Business Promotion Center

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