

Overseas Market Information



Japan

Synopsis of the Country

Capital	: Tokyo
Currency	: Japanese Yen (JPY)
Languages	: Japanese
Population	: 1272.88 million
Total Area	: 377835 sq. kms
GDP	: \$ 4.29 trillion (2007 est.)
GDP Growth Rate	: 2.1% (2007 est.)
GDP Per Capita	: \$ 33,600 (2007 est.)
Exports Value	: \$ 676.9 billion f.o.b. (2007 est.)
Major Countries of Export	: US, China, South Korea, Taiwan, Hong Kong
Major Imports	: Machinery and equipment, fuels, foodstuffs, chemicals, textiles, raw materials
Imports Value	: \$ 572.4 billion f.o.b. (2007 est.)
Major Countries of Import	: China, US, Saudi Arabia, UAE, Australia, South Korea, Indonesia

Japan, a democratic nation, is the world's second-largest economy. After World War II, it achieved rapid economic growth by pursuing an aggressive export-oriented economic policy. In the 1990s, a banking crisis sent the economy into a decade-long recession from which it has only recently recovered. Former Prime Minister Junichiro Koizumi is credited with reform of banking and the financial sector, privatization of the postal system, and political reform of the dominant Liberal Democratic Party. It is unclear whether his successors will continue to reduce trade barriers, increase economic liberalization, and make Japan an easier place in which to do business.

Trade Policy

Japan's weighted average tariff rate was 2.5 percent in 2005. Import and export bans and restrictions, import quotas, service market access barriers, non-transparent regulations and standards, restrictive sanitary and phytosanitary rules, state trade in primary goods, agricultural and other subsidies,

and customs inefficiency add to the cost of trade. An additional 15 percentage points is deducted from Japan's trade freedom score to account for non-tariff barriers.

Government Intervention

Total government expenditures, including consumption and transfer payments, are high. In the most recent year, government spending equaled 38.2 percent of GDP. Efforts to reinvigorate the economy and the rising cost of social welfare for the aging have put government spending on an upward trend.

Foreign Investment

Foreign investment is officially welcomed, and inward direct investment is subject to few restrictions, but foreign acquisition of Japanese firms is inhibited by insufficient financial disclosure and cross-holding of shares among companies in the same business grouping (keiretsu). Public resistance to foreign acquisitions, private business networks, and the high cost of operations are further deterrents. Foreign investors need government approval for investments in agriculture, forestry, petroleum, electricity, gas, water, aerospace, telecommunications, and leather manufacturing. There are no controls on the holding of foreign exchange accounts or on transactions, current transfers, repatriation of profits, or real estate transactions by residents or non-residents.

Regulation

The overall freedom to start, operate, and close a business is strongly protected by Japan's regulatory environment. Starting a business takes about the half the world average of 43 days. Obtaining a business license takes less than the world average of 19 procedures and 234 days. Bankruptcy proceedings are easy and straightforward.

Economic Indicators

Economic forecasts

After a 2.4% growth rate in 2005, the GDP has been growing at a slightly lower rate : +2.2% in 2006, +2.3% in 2007. A slowdown at 1.9% is forecasted for 2008, according to FMI.

With current account in surplus, trade sustains the economic growth. Imports benefit from the appreciation of the Yen. Exports benefit from the good business environment in the



United States and in Asia, and more precisely in China. Household consumption contributes also to the economic dynamic, improved by an increase of the wages.

The general government balance has a huge deficit, and the level of the general government gross debt is quite significant, representing respectively 3,7% and 184% of the GDP. For these reason, the government has announced a restriction of the budgetary and monetary policy.

Unemployment has decreased since 2003 and today it reaches nearly 4.0% of the active population.

GDP Indicators	2006	2007	2008	2009	2010
GDP (billions USD)	4,377.05	4,381.58	4,844.36e	n.c.e	n.c.e
GDP (constant prices, annual % change)	2.4	2.1	0.5e	-0.1e	0.6e
GDP per capita (USD)	34,263.64	34,296.06	37,940.48e	n.c.e	n.c.e
General government balance (in % of GDP)	-1.4	-2.4	-1.4e	-3.3e	-3.8e
Inflation rate (%)	0.2	0.1	1.4e	0.3e	-0.1e
Unemployment rate (% of the labor force)	4.1	3.9	4.1	4.4	4.4
Current Account (billions USD)	172.04	211.83	187.22e	230.93e	211.05e
Current Account (in % of GDP)	3.9	4.8	3.8e	4.3e	3.9e

Source:

Note : (e) Estimated data

(Source : IMF - World Economic Outlook Database; OECD - Economic Outlook n°84)

Note : (e) Estimated data

Socio-demographic indicators	2004	2005	2006
Unemployment rate (%)	4.1	4.4	4.4

Main Sectors of Industry

Japan has few natural resources, but deposits of gold, magnesium, coal, and silver meet Japan's current industrial demands. Fishery is also a very important economic activity. Only 15% of Japan's land is suitable for cultivation. Tea and rice are the two main crops. The agricultural economy is highly subsidized and protected. Agriculture contributes marginally to the GDP and employs less than 5% of the active population.

The industrial sector is well diversified. Japanese firms produce basic products (steel, paper), as well as most advanced technological goods. Japan is also the world's second producer of cars and ships. The industrial sector contributes nearly 30% to the GDP. Some sectors such as automobiles, robotics, and micro-technology are very competitive.

The service sector accounts for nearly $\frac{2}{3}$ of the GDP.

Breakdown of economic activity by sector	Agriculture	Industry	Services
Value added (annual % change)	0.0	1.8	2.0
Value added (in % of GDP)	1.5	29.9	68.6
Employment by sector (in % of total employment)	4.4	27.9	66.4

(Source : World Bank - World Development Indicators - last available data.)

Monetary indicators	2003	2004	2005	2006	2007
Average annual ex-change rate for 1 USD	115.93	108.19	110.22	116.30	117.75

(Source : World Bank - World Development Indicators)



Foreign Trade in Figures

Foreign trade is an essential element of the Japanese economy.

The Japanese market has progressively opened up to international exchanges since the Uruguay Round of 1994, under pressure exerted by the different members of the WTO. Nevertheless, the World Trade Organization recommends a further liberalization of exchanges, especially as concerns the agricultural sector. Paradoxically, Japanese commercial policy associates some of the lowest Customs duties in the world and extensive non-tariff barriers. Its most important commercial partners are US, China and Southeast Asia.

Foreign trade indicators	2003	2004	2005	2006	2007
Imports of goods (millions USD)	342,723	406,866	473,614	534,509	573,337
Exports of goods (millions USD)	449,119	538,999	567,572	615,813	678,090
Imports of services (millions USD)	111,528	135,514	134,256	135,556	150,367
Exports of services (millions USD)	77,621	97,611	110,210	117,298	129,117
Imports of goods and services (annual % change)	3.9	8.1	5.8	n.c.	n.c.
Exports of goods and services (annual % change)	9.2	13.9	7.0	n.c.	n.c.
Imports of goods and services (in % of GDP)	10.4	11.4	13.0	n.c.	n.c.
Exports of goods and services (in % of GDP)	12.0	13.3	14.3	n.c.	n.c.
Trade Balance (millions USD)	106,396	132,134	93,958	81,303	104,752
Trade Balance (including service) (millions USD)	72,488	94,231	69,912	63,046	83,502
Current Account (millions USD)	136,216	172,059	165,783	170,517	210,490
Current Account (in % of GDP)	3.2	3.7	3.6	3.9	4.8
Foreign trade (in % of GDP)	22.4	24.7	27.3	n.c.	n.c.

(Source : World Bank - World Development Indicators)

Main Partner Countries

Main customers (% of exports)	2007
United States	20.4%
China	15.3%
South Korea	7.6%
Hong Kong	5.4%
Thailand	3.6%
Other partners	47.7%

Main suppliers (% of exports)	2007
China	20.6%
United States	11.6%
Saudi Arabia	5.7%
United Arab Emirates	5.2%
Australia	5%
Other partners	51.9%

(Source : Comtrade)



Main Products

Main exports (% of exports)	2007
Vehicles other than railway or tramway rolling stock	22.4%
Machinery and mechanical appliances; parts thereof	19.5%
Electrical machinery and equipment and parts thereof; sound recorders	18.9%
Commodities not specified according to kind	5%
Optical, photographic, cinematographic, measuring, checking, precision	4.6%
Main imports (% of imports)	2007
Mineral fuels, mineral oils and products of their distillation	27.8%
Electrical machinery and equipment and parts thereof; sound recorders	11.8%
Machinery and mechanical appliances; parts thereof	8.9%
Ores, slag and ash	4.1%
Optical, photographic, cinematographic, measuring, checking, precision	3.4%

(Source : Comtrade)

India's Total Trade with Japan

Export to Chile (2005-06, 2006-07 & 2007-08), All Commodities

				(in US\$)		
				US\$ Million	US\$ Million	US\$ Million
				Cumulative	Cumulative	Cumulative
				2005-06	2006-07	2007-08
Exporting Country	Importing Country	Commodity Name	Unit	val	val	val
India	Japan	All Commodities		2480.89	2860.78	3574.26

India's Engineering Exports to Japan

Export to Japan (2005-06, 2006-07 & 2007-08), All Commodities

				(in Rs.)		
				Rs. Lakh	Rs. Lakh	Rs. Lakh
				Cumulative	Cumulative	Cumulative
				2005-06	2006-07	2007-08
Exporting Country	Importing Country	Commodity Name	Unit	val	val	val
India	Japan	All Commodities		1098539	1295361	1438281

Import from Japan (2005-06, 2006-07 & 2007-08), All Commodities

				(in US\$)		
				US\$ Million	US\$ Million	US\$ Million
				Cumulative	Cumulative	Cumulative
				2005-06	2006-07	2007-08
Exporting Country	Importing Country	Commodity Name	Unit	val	val	val
Japan	India	All Commodities		4060.5	4592.51	6326.99


Import from Japan (2005-06, 2006-07 & 2007-08), All Commodities

				(in Rs.)		
				<i>Rs. Lakh Cumulative</i>	<i>Rs. Lakh Cumulative</i>	<i>Rs. Lakh Cumulative</i>
				<i>2005-06</i>	<i>2006-07</i>	<i>2007-08</i>
Exporting Country	Importing Country	Commodity Name	Unit	val	val	val
Japan	India	All Commodities		1797990	2079488	2545981

India's Engineering Exports to Japan
Export to Japan (2005-06, 2006-07 & 2007-08), Engineering Goods

				US\$	US\$	US\$	US\$
				Million	Million	Million	Million
				Cumulative	Cumulative	Cumulative	Cumulative
				2005-06	2006-07	2007-08	2007-08
Exporting Country	Importing Country	Commodity Name	Unit	val	val	val	val
India	Japan	Mica	Kgs	2.5	1.93	2	
India	Japan	Ferro alloys	Tonnes	32.24	44.95	96.51	
India	Japan	Aluminium other than products	Kgs	2.52	6.69	12.8	
India	Japan	Manufactures of metals		20.24	25.67	34.06	
India	Japan	Iron & steel bar/rods	Tonnes	0.97	1.78	3.18	
India	Japan	Primary & semi-finished iron & steel	Tonnes	3.96	35.53	95.65	
India	Japan	Machine tools		1.54	1.78	4.11	
India	Japan	Machinery & instruments		95.08	115.51	130.68	
India	Japan	Transport equipment		15.37	15.32	44.57	
India	Japan	Non-ferrous metals	Kgs	9.34	20.21	35.9	
India	Japan	Residual engineering items		1.81	1.83	2.58	
Total				185.57	271.2	462.04	

India's Engineering Imports from Japan
Import from Japan (2005-06, 2006-07 & 2007-08), Engineering Goods

				US\$	US\$	US\$
				Million	Million	Million
				Cumulative	Cumulative	Cumulative
				2005-06	2006-07	2007-08
Exporting Country	Importing Country	Commodity Name	Unit	val	val	val
Japan	India	Machine tools		211.66	267.34	511.18
Japan	India	Non-electrical machinery		942.23	1202.12	1660.70
Japan	India	Electrical machinery		87.68	110.92	116.32
Japan	India	Professional inst, optical goods etc.		265.45	277.17	347.47
Japan	India	Transport equipment		717.43	450.28	614.47
Japan	India	Primary steel pig iron based items	Tonnes	1.87	1.26	1.41


Import from Japan (2005-06, 2006-07 & 2007-08), Engineering Goods

Exporting Country	Importing Country	Commodity Name	Unit	US\$ Million Cumulative 2005-06 val	US\$ Million Cumulative 2006-07 val	US\$ Million Cumulative 2007-08 val
Japan	India	Iron & steel	Tonnes	339.23	488.70	709.90
Japan	India	Manufactures of metals		100.90	118.06	189.56
Japan	India	Non-ferrous metals		25.85	34.58	41.84
Total				2692.3	2950.43	4192.85

Investing in Japan
FDI in figures

Despite the increase in FDI since the mid-1990s, Japan continues to have the smallest amount of inward foreign investment. According to the World Investment Report 2006 of the UNCTAD, the potential attractiveness for foreign investment in Japan is very strong compared with other countries in the world, but performance is poor in terms of the reception of the FDI made. Indeed, of the 141 countries studied, Japan is ranked as the 22nd country in the world with the strongest potential attractiveness for FDI. Nevertheless, in terms of performance, it drops to 131st place. The country received less FDI in 2008 and this tendency will be confirmed in the coming years.

Foreign Direct Investment	2005	2006	2007
FDI of inward flow (millions USD)	1,774	3,219	1,835
FDI inward stock (millions USD)	13,228.8	12,713.1	14,548.5
Performance Index*, world ranking	136	137	135
Potential Index**, world ranking	24	24	n.c.
Number of Greenfield investments	121	146	168
FDI inwards (in % of GFCF)	28.9	54.9	85.1
FDI stock (in % of GDP)	104.1	88.7	89.4

(Source : UNCTAD, World Investment Report)

Note : * The UNCTAD Inward FDI Performance index is based on a ratio of the country's share in global FDI inflows and its share in global GDP. ** The UNCTAD Inward FDI Potential index is based on 12 economic and structural variables such as GDP, foreign trade, FDI, infrastructures, energy use, R&D, education, country risk.

Why you should choose Japan
Strong points

Japan is the second world economic power. Purchasing power is one of the highest of the world. Technologies are modern and innovative. Substantial means are devoted to education and R&D. Access to the Japanese market is an opening towards the rest of Asia. The business climate is favorable. The population is ageing, which opens up new development potential to meet the needs of the older age groups.

Weak points

Over-regulation in Japan continues to restrain economic growth, raise the cost of doing business, restrict competition, impede market entry and exit, and impede investment.



Government measures to motivate or restrict FDI

The government still imposes some restrictions on the penetration of the Japanese economy by foreign investors. Nevertheless, Japan’s Company Law was re-examined in 2005, which simplified and made access to the national market easier for foreign investors.

Visa Information

The following countries can gain entry to Japan without a visa. Length of stay varies from 30 to 90 days depending on your nationality.

Andorra, Argentina, Australia, Austria, Bahamas, Barbados, Belgium, Brunei(14 Days), Bulgaria, Canada, Chile, Costa Rica, Croatia, Cyprus, Czech Rep., Denmark, Dominican Rep., El Salvador, Estonia, Finland, France, Germany, Greece, Guatemala, Honduras, Hong Kong (BNO, SAR passport), Hungary, Iceland, Ireland, Israel, Italy, Latvia, Lesotho, Liechtenstein, Lithuania, Luxembourg, Macau (SAR passport), Macedonia, Malta, Mauritius, Mexico, Monaco, Netherlands, New Zealand, Norway, Poland, Portugal,

Republic of Korea, San Marino, Singapore, Slovakia, Slovenia, Spain, Suriname, Sweden, Switzerland, Taiwan, Tunisia, Turkey, U.S.A., United Kingdom, Uruguay.

All foreigners should expect to be photographed, fingerprinted and questioned each and every time they enter Japan.

Working Holiday Visa

Working holiday visas are available for Citizens aged between 18 and 30 from Australia, New Zealand, Canada, South Korea, France, Germany, the United Kingdom and Ireland.

Business hours

Offices are closed on Saturday and Sunday.

8 hours per day and 40 hours per week.

But employees frequently work 50 or 60 hours a week. Compared with the United States, the United Kingdom, France and Germany, Japanese employees work the most (in hours worked in industry).

It is also the country with the least annual vacation (weekly rest day and paid holidays included).

Operating a business in Japan

Setting up a company

Legal business entities

<i>Different types of companies</i>	<i>Number of partners/ shareholders</i>	<i>Maximum and/or minimum capital</i>	<i>Liabilities</i>	<i>Registration fees</i>
Kabushiki Kaisha (KK), Public limited company	No minimum since the reform of the Commercial Code	Minimum 10 million Yen	Limited to the amount of capital contributed	0,7% of the capital with a minimum of 150,000 YEN
Yugen Kaisha, Limited liability company	50 shareholders maximum	Minimum 3 Million Yen	Limited to the amount of capital contributed	60,000 YEN
Goshi Kaisha, Limited partnership	No minimum 2 types of partners : active partners and sleeping partners	No minimum capital	Unlimited for the active partners Limited to the amount of capital contributed for the sleeping partners	60,000 YEN
Gomei Kaisha, General partnership	2 partners minimum	No minimum capital	Unlimited	60,000 YEN

Business setup procedures

The administrative formalities depend on the structure created (branch office, subsidiary company or limited liability partnership).

The competent organization

The administrative formalities must be carried out at the bureau of legal affairs of the Ministry of Justice.



Reaching the consumers

Consumer behavior

Traditionally, Japanese have always been more aware of the quality and the renown of the brand name, and the features of a product and its quality. But with economic conditions becoming harder, the price is a more and more important factor in a consumer's choice.

Customer service is an important element in a sale: extra technical explanations, keeping to delivery dates, etc.

The quality of the service rendered will depend on the way linguistic barriers have been raised and the way in which sales techniques have been adapted to the local population.

Consumer profile and purchasing power

Japanese consumers were traditionally rather reluctant to buy foreign products, but they have become progressively more open to them.

Japan's consumers are rich, sophisticated and highly diverse in their interests and tastes, going from traditional needs to westernized desires. They value home comfort. They like goods to be meticulously presented, and to have exquisite packaging and very detailed instructions for use.

Distributing a Product

Evolution of the sector

The Japanese distribution system is going through a crisis linked to three types of factor :

1. Protection standards and recourse to a system of licenses and permits impose heavy restrictions on the free development of stores. In particular, the setting up of hypermarkets is controlled by the Large-Scale Retail Store Location Law of 2000 and regulated by local authorities on the basis of environmental considerations.
2. The deflationist trend of the macroeconomic situation has eroded the margins of middle-men.
3. Information technology allows producers to be informed rapidly of fashion effects and the evolution of consumer tastes. To react quickly to changes in consumer trends, producers tend to develop internet sales platforms.

Market shares

Specialized stores represent almost all types of the outlets (88%), the majority of the sales (57%) and the employees in the sector (65%).

Supermarkets are in second position with a market share of sales of 30% although they only represent 9% of stores. Nevertheless, sales made by supermarkets have shown a negative rate of growth over the last few years.

The well-known foreign names are present on the Japanese market : Tesco, Metro, Toys'R'us, etc. But the Japanese do not easily accept foreign sales techniques. Carrefour paid for this and decided to withdraw from the Japanese market after having set up 8 stores.

Unlike supermarkets, small stores are doing well. The number of convenience stores, especially, is increasing, with a constantly growing volume of sales.

Market access Procedures

Non tariff barriers

Some factors limit access to the Japanese market for foreign companies: recourse to exclusively Japanese standards, the importance of personal relations in doing business, a regulation policy oriented towards preference for national products, etc.

Quotas exist for certain marine products, certain organic chemical products, explosives, certain pharmaceutical and medical products, certain animals and plants in respect of the Washington Convention.

An import license is necessary for products subject to quotas, dangerous products and perishable goods.

Customs duties and taxes on imports

Japan applies a Customs tariff which is among the lowest in the world. It is 3% on average.

Customs classification

Japan uses the harmonized system.

As a reminder :

The Harmonized Commodity Description and Coding System, generally referred to as "Harmonized System" or simply "HS", developed by the World Customs Organization (WCO), comprises nearly 5,000 commodity groups, each identified by a six digit code. The system is used by more than 200 countries and economies as a basis for their Customs tariffs and for the collection of international trade statistics. Over 98% of the merchandise in international trade is classified in terms of the HS.

Import procedures

Import procedure is subjected to a computerized declaration. All the steps and documents to be produced are listed on the Japanese Customs website.

The Customs Counselor System assists companies with import procedures.



The case of samples

Goods that are used as and which qualify as samples are eligible for duty-free entry. In order to qualify, the total customs value should be 5,000 yen or less and the words "sample, not for resale" should be written on the commercial invoice. The goods should be marked or mutilated so that they can only be used as samples and not be sold.

Organizing Goods Transport

Main useful means

Japan has 128 ports, including 23 main ports. They are situated all along the Japanese coastline.

Ports are the mainstay for 99% of Japan's foreign trade and 42% of its domestic distribution. Tokyo Bay (six harbors, including Yokohama and Tokyo), Osaka Bay (five harbors including Kobe and Osaka) and Ise Bay (five harbors including Nagoya) are known as the Three Major Bays. These bays handle approximately 35% of all port cargo in Japan. Japanese ports handle more than 3,090 thousand tons per year.

The total amount of international freight handled at airports in Japan is more than 3,100 thousand tons per year. Japanese Airlines carried approximately one third of the total amount of international freight.

Useful Addresses

Embassy of India in Japan

Embassy of India

2-2-11 Kudan Minami
Chiyoda-ku, Tokyo 102-0074, Japan
Tel. : 00-81-3-32622391-97
Fax : 00-81-3-32344866
E-mail : indembjp@gol.com

Consulate General of India

Semba I S Bldg, 9-26, Kyutaromachi
1-Chome, Chuo-ku, Osaka –Kobe – 5410056, Japan
Tel. : 00-81-06-62617299, 62619299
Fax : 00-81-06-62617201
E-mail : cgindia@gol.com

Embassy of Japan in India

Embassy of Japan

50 G, Shantipath
Chanakyapuri
New Delhi 110 021
Tel. : +91-11-2687 6564, 2687 6581
Fax : +91-11-2688 5587
E-mail : jpjic@nda.vsnl.net.in
Website : www.japan-emb.org.in

Consulate General of Japan

12/1 Ceneh Road First Street
Teynampet
Chennai 600018
Tel. : +91-44-24323860
Fax : +91-44-24323859

Consulate General of Japan

28th Floor, Oberoi Towers
Nariman Point
Mumbai 400 021
Tel. : +91-22-56325000
Fax : +91-22-56325050

Consulate General of Japan

55, M.N. Sen Lane
Tollygunj
Kolkata 700 040
Tel. : +91-33 - 2421 1970
Fax : +91-33 - 2421 1971

Trade Associations

Japan Chamber of Commerce and Industry

2-2, Marunouchi, 3-chome
Chiyoda-ku, 100-0005 Tokyo, Japan
Tel. : 81-3-3283-7851
Fax : 81-3-3216-6497
E-mail : info@jcci.or.jp
Website : <http://www.jcci.or.jp>

Useful Links

Business Environment

Standards

The Japanese Industrial Standards Committee (JISC) depending on the METI (the Ministry of economy, trade and industry) (www.jisc.go.jp/eng)

JSA (Japanese Standards Association) (www.jsa.or.jp)

The list of certification organizations provided by the Japan Accreditation System for Product Certification Bodies (JASC) (www.jisc.go.jp/eng)

The database of certification organizations provided by the Japan Accreditation Board for Conformity Assessment (JAB) (www.jab.or.jp)

The certification organizations proposed by the International Accreditation Japan (IA Japan) (www.iajapan.nite.go.jp)

Japan Patent Organisation (JPO) (www.jpo.go.jp)

**Ministries**

Ministry of the Economy, Trade and Industry (www.meti.go.jp/english)

Ministry of Agriculture, Forestry and Fisheries (www.maff.go.jp)

Japan's SME policies (www.sme.ne.jp)

Japanese Ministry of foreign affairs (www.mofa.go.jp)

Ministry of Finance (www.mof.go.jp/english)

Statistical Office

The Japanese Institute of Statistics (www.stat.go.jp/english)

Central Bank

The Bank of Japan (www.boj.or.jp/en)

Stock Exchange

Tokyo Stock Exchange (www.tse.or.jp)

Nagoya Stock Exchange (www.nse.or.jp)

Osaka Securities Exchange (www.ose.or.jp/e)

Fukuoka Stock Exchange (www.fse.or.jp)

Jasdaq Securities Exchange (www.jasdaq.co.jp)

Search Engines

Keegan (www.keeganbrothers.com/directory/japan)

Books.or.jp (www.books.or.jp)

Excite Japan (www.excite.co.jp)

Fresh Eye (www.fresheye.com)

Goo (www.goo.ne.jp)

Infoseek Japan (www.infoseek.co.jp)

Japan Web (www.japanweb.ne.jp)

Lisa (www.lisa.co.jp)

Lycos Japan (www.lycos.co.jp)

MSN Japan (<http://search.msn.co.jp>)

NTT (www.ntt.co.jp)

Straight Flash (www.marunaka.com/straight)

Yahoo! Japan (www.yahoo.co.jp)

Economic portals

Economy watch (www.economywatch.com/world_economy/japan)

Reaching the consumers**Consumers associations**

Consumers' Organization of Japan (www.jccu.coop)

Japan Consumer's Association (www1.sphere.ne.jp/jca-home)

Portal to Japanese consumers association (<http://web-jpn.org/links/business/consumer/consumer.html>)

Main advertising agencies

Dentsu (www.dentsu.com)

Hakuhodo (www.hakuhodo.jp)

ADK international (www.adk-intl.jp)

Tokyu Agency (www.tokyu-agc.co.jp/eng)

NTT Advertising (www.ntt-ad.co.jp/en/index.html)

Organizations in the retail sector

Japan Retailers Association (www.japan-retail.or.jp/english/index.htm)

Japan Department store Association (www.depart.or.jp)

Japan Council of Shopping Centers (www.jcsc.or.jp/english)

Japan Federation of Service and Distributive workers unions (www.jsd-union.org/english)

Customs

Japanese Customs Office (www.customs.go.jp/english)

Organizing goods transport**Ports**

www.mlit.go.jp/english

Airports

Narita International Airport (www.narita-airport.jp/en)

Kansai International Airport (www.kansai-airport.or.jp/en)

Chubu Centrair international airport (www.centrair.jp/en)

Sea transport organizations

Ports and Harbours Bureau (www.mlit.go.jp/english/2006/k_port_and_harbors_bureau/index.html)

Maritime Bureau (www.mlit.go.jp/english/2006/j_maritime_bureau/index.html)

Air transport organizations

Civil Aviation Bureau (www.mlit.go.jp/koku/english)

Road transport organizations

Road Bureau (www.mlit.go.jp/road/road_e/index_e.html)

Rail transport organizations

Railway Bureau (www.mlit.go.jp/english/2006/h_railway_bureau/index.html)

Business Directories

Japan Yellow Pages (www.yellowpage-jp.com)

Dmoz.org Japan (www.dmoz.org/Regional/Asia/Japan)

Corporate Information - Japan (www.corporateinformation.com)

**Manufacturers associations of the main industries**

Japan Manufacturers Automotives Associations (www.jama.org)

Japan Electronics and Information Technology industries Association (www.jeita.or.jp/english)

Japan Electrical Manufacturers Association (www.jema-net.or.jp/English)

Japan Analytical Instruments Manufacturers Association (www.jaima.or.jp/english)

Japan Pharmaceutical Manufacturers Associations (www.jpma.or.jp/english)

Japan Construction Equipment Manufacturers Association (www.cema.or.jp/english)

Domestic Trade Agencies and their representations abroad

Japanese Chambers of Commerce in Japan (www.cin.or.jp)

Representations of the JETRO abroad (www.jetro.go.jp/en)

Small and Medium Enterprise Information of Japan (www.sme.ne.jp/japane.html)

Tokyo Metropolitan Small Business Promotion Agency (www.tokyo-kosha.or.jp)

Japan Small and Medium Enterprise Management Consultants Association (J-SMECA) (www.j-smeca.or.jp/english)

Tokyo Business Entry Point (www.tokyo-business.jp)

Enterprises Federation

Japan Small and Medium Enterprise Management Consultants Association (J-SMECA) (www.j-smeca.or.jp/english)

Small and Medium Enterprise Information of Japan (www.sme.ne.jp)

Tokyo Metropolitan Small Business Promotion Agency (www.tokyo-kosha.or.jp)

Tokyo Business Entry Point (www.tokyo-business.jp)

Business setup procedures

The administrative formalities depend on the structure created (branch office, subsidiary company or limited liability partnership) (www.jetro.go.jp/en)

The competent organization

The administrative formalities must be carried out at the bureau of legal affairs of the Ministry of Justice (www.moj.go.jp/ENGLISH)

Competent Organization for the Declaration

Japan Fair Trade Commission (JFTC) (www.jftc.go.jp/e-page)

Labor regulation bodies

The Labor situation in Japan: General Overview 2006/2007, published by the Japan Institute for Labor Policy and Training (www.jil.go.jp/english/laborinfo)

Ministry of Health, Labor and Welfare (www.mhlw.go.jp/english)

The representation of the International Labor Organization in Japan (www.ilo.org/public/english/region/asro/tokyo)

Investment aid agency

Japan External Trade Organization, JETRO (www.jetro.go.jp)
Invest Japan Business Support Centers (IBSC) (www.jetro.go.jp/en/invest)

Kansai Council of Investment Promotion (www.kansai.meti.go.jp)

Japan Invest Council (www.investment-japan.go.jp)

Other useful resources

Further arguments in favor of investing in Japan (www.jetro.go.jp/en/invest/whyjapan)

Venture Japan (www.venturejapan.com)

Traveling in Japan**Passport and visa service**

To get more information on visa and entry requirements, visit the website of the ministry of Foreign affairs of Japan (www.mofa.go.jp/j_info/visit/visa/index.html)

Maps of urban networks

Map of the Tokyo metro (www.tokyometro.jp)

Map of the Osaka metro (<http://johomaps.com/as/japan/osaka/osakametro.html>)

Maps of urban transports in other large Japanese towns are accessible on the Subway navigator website (www.subwaynavigator.com)

Rail companies

Japan Railways Group (www.japanrail.com)

Road Maps

Map of Japan (www.jnto.go.jp/eng)

Maporama (<http://world.maporama.com>)

Tourism organizations

Japanese National Tourism Organization (www.jnto.go.jp)

Ministry of Land, Infrastructure and Transport in charge of Tourism purposes – Japan Tourism policy website (<http://www.mlit.go.jp/sogoseisaku/kanko/english>)

To find an accommodation

Japanese Guest Houses (www.japaneseguesthouses.com)

Japan Ryokan Association (www.ryokan.or.jp)

Japan Hotel Association (www.j-hotel.or.jp/en)

Japan Hotel Network (www.japanhotel.net)

Tokyu Hotel Chain (www.tokyuhotelsjapan.com)

Discount hotels in Japan (www.budgetjapanhotels.com)

Japan Youth Hostels Inc (www.jyh.or.jp)

Japan national tourist organization (www.jnto.go.jp/eng/arrange/accomodations/index.html)

Free translation tools

Babel Fish Translation (<http://babelfish.altavista.com>)

Jim Breen's WWWJDIC Server - on-line dictionary (www.csse.monash.edu.au)

<http://jisho.org> - on-line dictionary

(Source : EEPC INDIA Website, Statistics Department – EEPC INDIA, www.fita.org)