How can TPOs react to and prepare for sudden change?

Through the experiences of the Great East Japan Earthquake and Flood in Thailand

TPO Network
World Conference & Awards 2012
Kuala Lumpur, Malaysia
October 18, 2012

Hiroaki Isobe
Vice Executive President
Japan External Trade Organization
Great East Japan Earthquake (1)

Providing accurate information, eradicating harmful rumors:

- Providing information via the website
  ![Image of website providing information](image)

- Seminars (28 briefings in 21 cities)
  ![Seminar in Singapore (May 13, 2011, Singapore)](image)

- Public relations at int’l exhibitions (70 exhibitions)
  ![Canton Fair 2011 (Oct. 2011, Guangzhou, PRC)](image)

- Visits by journalists & opinion leaders (6 groups from 4 countries)
  ![Representatives of a US auto industry association visiting Sendai (Nov. 2011)](image)
Great East Japan Earthquake (2)

Supporting recovering companies through expanding exports:

◆ International exhibitions

Food Taipei (June 2012, Taiwan)

◆ Business talk events

Business talk at Tokyo Int'l Gift Show 2012 (Feb. 2012, Tokyo)

◆ Business missions

Sake promotion event in Chicago (June 2012, USA)

◆ Invest Japan symposiums/seminars

Symposium promoting foreign direct investment into Japan for reconstruction (Sep.19, 2012, Tokyo)
JETRO’s support for the post-flood recovery and restoration of Thailand (1)

For Japanese companies operating in Thailand:

◆ Enhancement of consultation services
  ✓ Launched consultation services by e-mail and phone
  ✓ Opened a special desk at JETRO Bangkok (Jan. 2012)
  ✓ Held seminars on legal, labor and tax issues in Thailand

◆ Support for the early resumption of operations
  ✓ Introducing information on the Experts Dispatch Program of the JODC and AOTS (currently HIDA) since Jan. 2012 (in response to requests from companies).

◆ Providing an opportunity to join “METALEX”
  ✓ Helped Japanese SMEs operating in Thailand which temporally lost sales channels participate in the largest machinery exhibition in East Asia.
JETRO’s support for the post-flood recovery and restoration of Thailand (2)

For local firms in Thailand:

◆ Support for expanding overseas sales channels

◆ Investment seminars to help Thailand regain confidence of Japanese investors

◆ Support for OVOP advocated by the Thai government

◆ Seminar and job fair aimed to support re-employment of afflicted Thai workers by (non-afflicted) Japanese companies
Action within the Asian Trade Promotion Forum (ATPF)

Established in 1987
23 TPO members
Annual CEO meeting

ATPF
Asian Trade Promotion Forum

ATPF contributes to enhancing trade in Asia
- Information exchange
- Promotion of cooperative projects
- Strengthening of networks

Proposal by JETRO at the 25th ATPF CEO Meeting in Bangkok (2012)
Mutual assistance for restoration from crises

Crises
- Exhibition support
- Investment seminars
- Buyer missions

Reconstruction/restoration assistance

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TPO efforts towards recovery

- Providing services making use of the knowhow and scheme we have built as TPOs in a swift manner
- Serving as a bridge between private and public sectors
- Forming new cooperative relationships one after the other to tackle various crises

TPOs provide more business opportunities for enterprises in disaster-stricken countries/regions.

- Restoration of business, jobs and local economy
- Stabilization of supply chains
For all TPOs and its glorious future

Thank you

Japan External Trade Organization