

Japan

Missouri's Japanese-Owned Companies:

Auston Company -Kansas City
Biokyowa -Cape Girardeau
Bodine Aluminum -St. Louis
Cantex -Rolla
Eiki Industrial -St. Louis
Friend Tire Company -Springfield, St. Louis
Hitachi Data Systems -St. Louis
INX International Ink -St. Louis
Itochu Corp. -Charleston, Cape Girardeau, Caruthersville, East Prairie, Kansas City, Scott City
Jefferson Porite Corporation -Jefferson City
K Line America -St. Louis
Kawasaki -Maryville
Kawasaki Kisen Kaisha Ltd. -St. Louis
Keyence Corporation of America -St. Louis
Koken Manufacturing -St. Louis
Linweld, Inc. -Kansas City, Joplin, Springfield, St. Joseph
Master Halco -Kansas City, St. Louis
Maruka USA -Kansas City
Mitsubishi Electric Corporation -St. Louis
Mitsui & Co. -Springfield, St. Louis
Nidec Motor Corp. -St. Louis
Nikken Foods -St. Louis
Nippon USA -St. Louis
Nippon Soda -St. Louis
Nitto Denko Corp. -Kansas City
NYK Logistics -Kansas City, Springfield, St. Louis,
NNR Global Logistics USA -Kansas City, St. Louis
Normura Holdings -St. Louis
SMC Corporation of America -St. Louis
Sojitz Corp. -St. Louis
Toyota -Perryville, St. Louis
Yuhshin, USA -Kirksville

Japan is the 3rd largest economy in the world and one of the most prosperous and stable democracies. Personal relationships are of great importance in Japan's business culture. Adapting to the Japanese business culture can be invaluable for success in this market. The Japanese market offers many opportunities for exporting and investment.

Quick Facts

GDP:	\$4.389 trillion (2011 est.) (U.S. = \$15.04 trillion)
Currency:	Yen (JPY)
Language:	Japanese
Population:	126,475,664 (July 2011 est.)(U.S. = 313,232,044)
Land Area:	364,485 sq km (≈226,480 miles)
Major Cities	Tokyo (Capital), Yokohama, Osaka, Nagoya
Industries:	among the world's largest, most technologically advanced producers of motor vehicles, electronic equipment, machine tools, steel and nonferrous metals, ships, chemicals, textiles, processed foods
Agricultural:	rice, sugar beets, vegetables, fruit, pork, poultry, dairy products, eggs, fish

Infrastructure

Number of Ports:	10
Number of Airports:	176
Major Airports:	Tokyo Narita, Tokoyo Haneda, Sapporo, Sendai, Kansai International Airport
Railways:	26,435 km (≈16,426 miles)
Waterways:	1,770 km (≈1,100 miles)

Data Sources: CIA World Factbook, ITI Offices, Missouri Partnership, The World Bank, U.S. Commercial Service Commercial Guide, U.S. Department of State Background Note

Missouri Connections

Missouri companies with connections to Japan include:

- » American Soybean Association
- » Anheuser-Busch Asia, Inc.
- » Biologix, Asian Operations
- » Bluescope Buildings Japan
- » Boeing Japan
- » Emerson Japan, Ltd.
- » Mallinkrodt Medical Japan, Co., Ltd.
- » Emc Japan Ltd.
- » Monsanto Japan Limited
- » Mueller - Japan Rep. Office
- » NBP Japan
- » Nihon Hall Mark, K.K.
- » Purina Japan, Inc.
- » Sigma - Aldrich Japan K.K.
- » Sigma Genosys Japan K.K.
- » Sinclair & Rush, Inc.
- » Smiths Medical Japan Ltd.
- » Thermadyne Japan, Ltd.
- » Watlow Japan Ltd.



The World Bank ranks Japan 20th out of 183 countries for ease of doing business.

Missouri Trade



Japan ranks 17th among 178 countries in Transparency International's Corruption Perception Index.

Japan is Missouri's 5th largest export partner, with exports to Japan accounting for 4.2 percent of Missouri's total exports in 2011. Missouri exports to Japan totaled \$590.6 million in 2011, down by \$5.4 million, or 0.9 percent, from 2010.

Missouri Trade Continued



Top Five Missouri Export Commodities to Japan

Code	Description	Annual 2011
2	Meat and Edible Meat Offal	\$260,975,549
30	Pharmaceutical Products	\$31,204,659
29	Organic Chemicals	\$31,187,764
84	Industrial Machinery, including Computers	\$26,987,735
90	Optic, Photo Etc, Medic or Surgical Instrments Etc	\$21,188,110

Meat, organic chemicals, pharmaceutical products, industrial machinery, and medical and surgical instruments were the top commodities exported to Japan for 2011.

Market Opportunities

- » Agricultural Sectors
- » Computer Software
- » Cosmetics/Toiletries Market
- » Education and Corporate Training
- » Electronic Components
- » Medical Equipment
- » Pharmaceuticals
- » Renewable Energy
- » Safety and Security
- » Soil Remediation/Engineering Services
- » Telecommunications Equipment
- » Travel and Tourism

Services

The International Trade & Investment Office has eight foreign offices that provide trade promotion and export transaction assistance to existing Missouri firms. The offices also play a major role in foreign direct investment lead generation within their respective markets. The offices are located in Brazil, China, Europe, India, Japan, Mexico, South Korea, and Taiwan. The International Trade & Investment Office provides the following services to Missouri firms: Advocacy, Agent/Distributor Search, Background Check, Business Protocol, Certificate of Free Sale, Customized Company Trade Missions, Export Finance, Market Research, Trade Counseling, and Trade Shows. Please contact our office for more information on the services provided.

Education Connections

Missouri State University - Springfield
Asian Studies minor

Truman State University - Kirksville
Asian Studies minor

University of Missouri - Columbia
East Asian Studies minor, BA in International Studies with East Asian emphasis, BA in International Business with East Asian emphasis

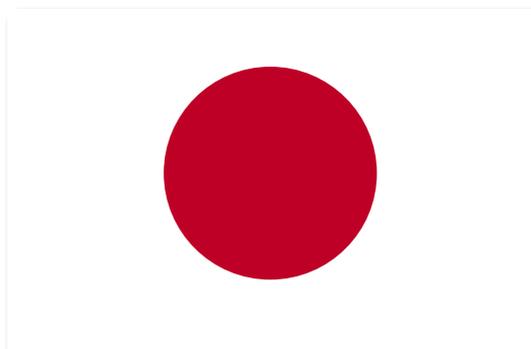
University of Missouri - St. Louis
East Asian Studies minor, BA in International Studies with East Asian emphasis

Washington University - St. Louis
BA, MA, PhD in Japanese

University of Missouri Asian Affairs Center - Columbia

Market Challenges

- » Presence of local and third-country competition
- » Regulatory hurdles
- » Cultural factors (languages, written and spoken)
- » Strict service and quality expectations
- » Unique business practices



Helpful Resources/Links

- » **CIA World Factbook:** <https://www.cia.gov/library/publications/the-world-factbook/geos/ja.html>
- » **Ex-Im Bank:** <http://www.exim.gov>
- » **Trade Events:** <http://www.export.gov/tradeevents>
- » **U.S. Commercial Service -Doing Business in Japan:** http://www.buyusainfo.net/docs/x_8753419.pdf
- » **U.S. Commercial Service:** <http://export.gov/>
- » **U.S. Department of State-Background Note Japan:** <http://www.state.gov/r/pa/ei/bgn/4142.htm>
- » **U.S. Export Control Information:** <http://www.bis.doc.gov/>

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