

Welcome to the business neighbourhood

Business Support Centers in Japan

Japan's **Business Support Centers (BSCs)**, located in the central business districts of six major Japanese cities, are prime examples of Japanese hospitality in action. Operated by the Japan External Trade Organization (JETRO) (www.jetro.go.jp), each BSC functions as a serviced office-away-from-the-office for foreign enterprises and non-profit government organizations seeking trade or investment opportunities in Japan.

Located in Tokyo, Osaka, Yokohama, Nagoya, Kobe, and Fukuoka, the BSCs are available for use during regular business hours (9-5, holidays excluded) by qualified private companies for up to four months, and by non-profit government organizations involved in trade and investment for a maximum of one year.

Opening doors in Japan

To help foreign business representatives feel at home in Japan's business world, BSCs offer the following free services:

- private offices, able to accommodate 2-3 people, furnished with desks, chairs and storage cabinets, and equipped with fax machines and telephones;
- computer corners (computers not included);
- well-stocked libraries containing a variety of marketing support material, including company directories, brochures and other relevant publications;
- multi-purpose conference rooms (in Tokyo) for seminars, business meetings, and product exhibits.

BSCs are staffed with advisors who are knowledgeable about marketing strategies, import procedures, and the specific characteristics of individual markets. Advisors are also prepared to compile lists of business contacts and will provide advice about making appointments. BSC assistants are available for basic services such as answering

telephones, taking messages, and receiving faxes and mail.

BSC staff will also help arrange for the services of interpreters, translators, administrative staff, business travel coordinators, accountants, lawyers, and investment consultants (such as



Office space in a Business Support Center in Japan.

the Foreign Investment in Japan Development Cooperation). BSC clients are responsible for paying for any professional services they receive.

How to apply

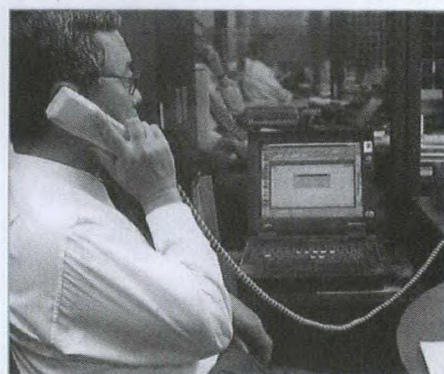
Companies interested in using the BSC services to gain a foothold in the Japanese market must contact the nearest JETRO officer or Senior Trade Advisor to set up an interview. The Canadian offices of JETRO are located in Toronto, Montreal, and Vancouver. A completed and signed application form must also

be submitted to JETRO, accompanied by a company brochure and a small portrait photograph.

For details, visit www.jetro.go.jp and click on "Business Support Centers". Follow the links to the application form.

Opening the door to a BSC office is the easiest way for a Canadian company to open doors to business in Japan.

For more information, contact Takako Shibata, Trade Promotion, JETRO Toronto, tel.: (416) 861-0000 ext. 230, fax: (416) 861-9666, e-mail: takako_shibata@jetro.go.jp or Jean-Pierre Petit, Trade Commissioner, DFAIT, tel.: (613) 996-2467, fax: (613) 944-2397, e-mail: jeanpierre.petit@dfait-maeci.gc.ca ✪



An advisor's desk in a Business Support Center.



Joint promotion of wireless technology

Canada and Hong Kong sign MOU

With the March 2002 signing of a Memorandum of Understanding between the Canadian Wireless Telecommunications Association (CWTA) and the Hong Kong Wireless Technology Industry Association (WTIA), the wireless ties that bind Canada and Hong Kong have grown stronger. Building on an MOU on IT and telecommunications cooperation signed by Canada and Hong Kong in 1998, the latest MOU sets forth a framework by which both associations will work together to promote wireless technology, and build cooperative links between both regions.

The mandate of the WTIA (www.hkwtia.org), a not-for-profit corporation registered in Hong Kong, is to promote development, utilization, and awareness of wireless technology applications, and to enhance the communication and partnership between companies within the industry. The Association has a strong

membership base that includes wireless application providers, mobile network operators, mobile device manufacturers, hardware and software vendors and distributors, system integrators, and consultancy firms.

Ottawa-based CWTA (www.cwta.ca) is Canada's authority on wireless issues and developments and trends in Canada. It represents providers of cellular, PCS, messaging, mobile radio, fixed wireless, and mobile satellite services, as well as product and service developers in the industry.

Sharing wireless success

The MOU was signed during the recent Hong Kong Information Infrastructure Exposition & Conference 2002 (www.hkiiexpo.com), and was witnessed by Eva Cheng, Acting Secretary for Information Technology and Broadcasting for Hong Kong SAR, and Jean-Claude Bouchard, Assistant Deputy Minister, Industry



Canada, and the mission leader of the Canadian delegation to the conference.

"News of these types of partnerships is always welcome because both Canada and Hong Kong depend on trade for economic success," explains Bouchard. "Canada's wireless telecommunications industry plays a vital role in driving our country's international trade, and its economic future."

The MOU will facilitate the strong desire by both parties to promote wireless

technology and create business opportunities within their own memberships and markets. Both organizations will share knowledge, research and data, and will organize joint promotional events such as trade missions, conferences and exhibitions to facilitate trade exchange.

"CWTA is eager to nurture this new relationship," says Peter Barnes, CWTA's President and CEO. "Combining the strengths of our respective wireless industries with new markets for our individual products and services will further enhance the well-established reputations of both economies in the global telecom arena."

Duncan Lau, Chairman of WTIA, is equally enthusiastic: "WTIA is looking forward to promoting cooperation between firms in Hong Kong, China, and Canada that develop wireless applications.

"This new partnership will facilitate trade exchange activities between our economies, and will accentuate the sharing of industry and market knowledge."

Since the signing, the two groups have already begun sharing industry developments and trade opportunities, and are currently engaged in the process of matchmaking with companies that wish to pursue trade ventures — an excellent demonstration of the strength of wireless connections.

For more information, contact:

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At the MOU signing between CWTA and Hong Kong's WTIA (left to right): Jean-Claude Bouchard, Assistant Deputy Minister of Industry Canada; Peter Barnes, President and CEO of CWTA; Duncan Lau, Chairman of Hong Kong WTIA; and Eva Cheng, Acting Secretary for Information Technology and Broadcasting for Hong Kong SAR.