

# Brief Introduction on Activities of JETRO Bangkok

Japan External Trade Organization  
(JETRO) Bangkok Centre

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# What is JETRO?

- ◆ A government-related organization founded by Ministry of Economy, Trade and Industry (METI) in 1958
- ◆ The initial role : to promote Japanese export to the world  
*gradually changed its role with the times...*
- ◆ Nowadays : to promote mutual trade and investment flow between Japan and the rest of the world.
- ◆ 74 overseas offices worldwide (19 in Asia, including 8 in ASEAN)  
In ASEAN: Bangkok, Kuala Lumpur, Singapore, Jakarta, Manila, Hanoi, Ho chi minh, Yangon
- ◆ JETRO Bangkok : the 5<sup>th</sup> largest office in the world after N.Y. , London, Paris and Shanghai  
-supervising all other offices in Southeast and Southwest Asia.

# Global Network



**74 Overseas in 56 countries (19 in Asia)**  
**38 in Japan**

# Mission of JETRO Bangkok :

To strengthen trade, investment, and industrial ties  
between Thailand and Japan

- ◆ Trade promotion (Thailand → Japan): especially, Cooperation to OTOP and Thai export promotion to Japan
- ◆ Direct investment promotion (Thailand → Japan): especially, Promotion for Japanese SME's FDI to Thailand
- ◆ Partnership cooperation to promote Thai Industries  
(SMEs, Supporting Industry, Human Resource Development, FTA, Logistics, Energy and Environment, Intellectual Property, etc.)

# Encouraging Thai Japanese Direct Investment

- ◆ Establishing JETRO Business Support Center in Thailand (BSCT) in July 2000 for the first time in the world

Providing free office space in short-term, consultation for Japanese SMEs planning to invest in Thailand on the initial phase. Already 119 firms have utilized and 89 firms have set up local company

- ◆ Providing wide range of information and consultation to Japanese companies operating or planning to invest in Thailand through consultation, brochure or internet.
- ◆ Providing consultant service and various information written in Thai useful for possible Thai investors (mainly from service sectors) to Japan

# Cooperation to promote Thai Industries

- ◆ SME promotion policy cooperation: Establishment of SME promotion law, OSMEP and SME bank / Introduction of “SHINDAN”(SME consultant) system
- ◆ Automotive industry cooperation: Dispatch of roving technical expert, Establishing Automotive HRD program and Skill Certification system
- ◆ Cooperation on Intellectual Property Protect Measures
- ◆ Cooperation on Energy saving and Environment protection measures
- ◆ Cooperation on Improvement in Logistics
- ◆ Promotion for establishing the Thailand-Japan Economic Partnership Agreement including trade, investment and industrial facilitation measures

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## THANK YOU