



# JETRO Atlanta

## Newsletter

Issue 2

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Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee

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# Season's Greetings



### JETRO CHAIRMAN AND CEO SASAKI PARTICIPATED IN THE SEUS-JAPAN 2019

The 42<sup>nd</sup> Annual Joint Meeting of the Southeast U.S./Japan and Japan-U.S. Southeast Associations was held in Savannah, Georgia from October 20th to 23th. Attended by nearly 430 delegates from the Japanese corporate and government sectors, this year's event saw various speakers advocate for closer cooperation to forge even stronger

cultural and economic partnerships between Japan and the Southeast U.S. under this year's theme of "Bridging Cultures. Celebrating Success".



*GA Governor Brian Kemp and wife, Marty Kemp, meet Mr. Sasaki.*

At the meeting on the 22<sup>nd</sup> Chairman and CEO Sasaki delivered the keynote address, remarking that Japanese corporate investments have contributed significantly to the U.S. economy including the creation of 860,000 new jobs. He further commented that the Southeastern U.S. is an area of focus for Japanese companies due to the favorable business climate as well as state and local government efforts and enthusiasm.



*SC Governor Henry McMaster and his wife Peggy meet Mr. Sasaki.*

On the other hand, he also expressed concerns such as the new tariffs to China, and export controls. Moving forward, the importance of promoting two-way investment to further deepen the countries' ties was also highlighted.

Separately, he met with the Governors of South Carolina and Georgia, and asked for their cooperation in securing and developing human resources for Japanese companies operating in each state.

Finally, Mr. Sasaki took advantage of this opportunity to visit Yamaha Motor Manufacturing Corporation of America, one of the most successful Japanese companies in Georgia.

### ALABAMA & GEORGIA ON OUR WEBCAST PROGRAM "JETRO GLOBAL EYE"

JETRO has its own webcast weekly program "[JETRO Global Eye](#)"(\*Japanese) for Japanese companies interested in doing business overseas. As a topic of the program, we have chosen Alabama and Georgia with the title "Why Businesses are Choosing the U.S.: The Auto Industry Eyes the Southeast:", so that Japanese companies can learn more about the excellent business environment of these states. It includes the interviews with companies and state government representatives. Please click [here](#) to view.

You can also watch it on [YouTube](#). Please share it with your friends!



## JAPAN PAVILLION AT SOUTHERN AUTOMOTIVE CONFERENCE IN TENNESSEE



*Inside JETRO Japan Pavilion area.*

From September 25th to 27th, the 2019 Southern Automotive Conference (SAC) was held in Nashville, Tennessee, sponsored by the Automobile Manufacturers Association in the six southeastern states (Alabama, Georgia, Kentucky, Mississippi, South Carolina, Tennessee) and Southern Automobile Women Forum (SAWF).

JETRO Atlanta set up a Japan Pavilion, the largest booth by country, for the third consecutive year. 20 Japanese auto-related companies joined in the Pavilion. Altogether, 230 automotive related companies and organizations from the southeastern region exhibited.

On the 25th, SAC invited Southeast OEMs and Tier 1 companies such as NISSAN, VOLVO, HONDA, BMW, MAZDA-TOYOTA, MAREILLI, VW, and AUTOCAR to a VIP reception.

We learned that there were many exhibitors who were successful in doing the business with the number being significantly higher than last year.

On the 26th, Commissioner Bob Rolfe and Deputy Commissioner Allen Borden from the Tennessee Department of Economic and Community Development (TNECD) visited the Japan Pavilion. The Commissioner then spoke at the conference held in parallel with the exhibition. He began by saying that Tennessee has a low union membership rate, low tax rate, and a favorable subsidy system for business investors that creates an easy-to-do-business environment. He also stated that the automobile industry has created more than 140,000 jobs representing the largest number in the southeastern region.

On top of this, Tennessee is well positioned as a favorable location for automotive manufacturing sites located from the Midwest to the Southeastern regions. He stressed that he would welcome more automobile-related companies to Tennessee. He mentioned that this year Mitsubishi Motors North America relocated their headquarters to Tennessee, and that Japan is the Tennessee's largest investing country with which they continue a good relationship.

Prior to the expo, JETRO Atlanta organized a business tour for Japan pavilion exhibitors. We visited one automotive supplier to learn more about the attractiveness of doing business in Tennessee.

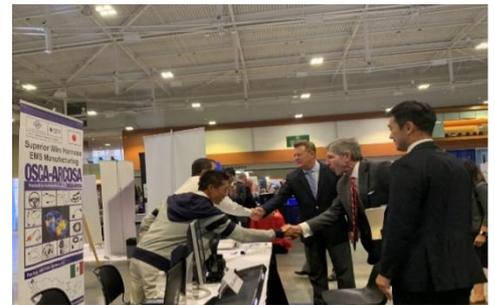
### RECENT DIRECT INVESTMENT FROM JAPANESE COMPANIES IN SOUTHEAST

#### ◆ New 150-Job Facility to East Chattanooga, Tennessee

[Nippon Paint \(USA\) Inc.](#) announced its plans to invest more than \$60 million to build a new state-of-the-art manufacturing plant in East Chattanooga's Avondale neighborhood creating 150 jobs.

#### ◆ Nippon Light Metal Georgia (NLMGA) to Build Facility, Create 110 Jobs in Bartow Co., Georgia

[Nippon Light Metal Georgia, Inc.](#), a company specializing in aluminum products for the automotive industry, will build a new manufacturing facility in Adairsville, creating 110 jobs and investing \$50 million in the project.



*Commissioner Bob Rolfe (second from right) and Deputy Commissioner Allen Borden (center) visiting booths.*



*JETRO and Japanese exhibitors welcome TNECD delegates.*