



# JETRO Atlanta

## Newsletter

Issue 3

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

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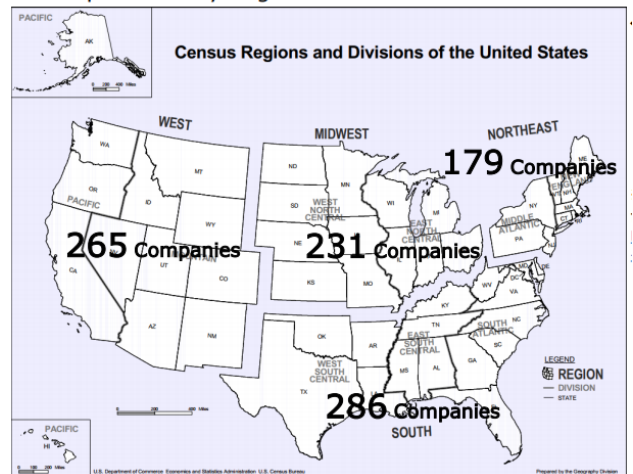
### JETRO's 5th QUICK BUSINESS SURVEY: CHALLENGES FOR JAPANESE COMPANIES IN THE US

JETRO conducted the Fifth Quick Business Survey from June 26th to July 1st. 961 companies responded about post-Corona business strategy in addition to the production/sales business restart and employment status.

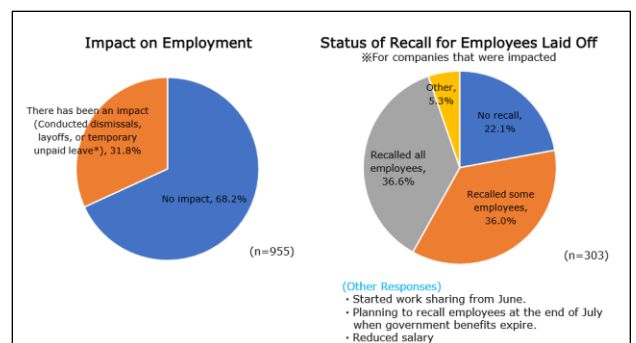
Japanese companies are indicating a double set of challenges on conducting business in America. First, they have to manage the day-to-day challenge of re-opening their business operations during the COVID-19 crisis. Secondly, because of the Presidential Proclamation on Non-Immigrant Visas of June 24, Japanese businesses now have the challenge to secure timely personnel transfers from Japan to help them maintain their U.S. based operations in an effective manner.

Here are some of the highlights from our most recent Business Survey.

#### ❖ Respondents by Regions



- More than 70% of the surveyed companies have seen a decrease in sales in the past month. However, **companies whose sales fell by more than 50% is half from the previous survey** conducted at the end of May, and there are signs of improvement. (34.9% to 15.0%)
- From the following survey conducted at the end of April, **nearly 70% of companies stated there has been no impact on employment.** Currently more than 70% of companies that laid off employees have now recalled them to work.
- For the first time, the number of responding companies and employees that are impacted under the Presidential Proclamation is shown. **Across the US, at least 308 companies and more than 1,400 employees will be impacted by the Presidential Proclamation.**



In particular, the impact on the restriction of L visas (in-house transferees) is significant, accounting for nearly 90% of the total.

- Many of the JETRO survey respondents showed concern about how the impact will **affect worldwide Human Resource strategies, production and development activities, as well as business continuity.**
- By the end of 2020, **more than 60% of companies stated they would maintain their business operations in the US.** More than 20% of those companies plan to reduce operations.
- Regarding business development, 30% stated they are working on developing new sales channels, products and services, while 20% will conduct exhibitions online. **This signals the acceleration of the digitalization of business operations.**

Please access the full JETRO Quick Business Survey:

[https://www.jetro.go.jp/ext\\_images/world/covid-19/us/doc\\_us\\_en05.pdf](https://www.jetro.go.jp/ext_images/world/covid-19/us/doc_us_en05.pdf)

For further information on JETRO Atlanta activities and events, please see our website [www.jetro.go.jp/usa](http://www.jetro.go.jp/usa) or contact our Business Information Desk at [ama@jetro.go.jp](mailto:ama@jetro.go.jp).

## WEBINARS WITH STATE OF NORTH CAROLINA AND TENNESSEE



On April 13, JETRO Atlanta Office hosted a web-seminar with EDPNC, Economic Development Partnership of North Carolina. First, JETRO Atlanta Director, Takuya Takahashi, reported the results of a questionnaire survey on "Trends of Japanese companies with labor relations, production/sales status, etc. under the influence of the new coronavirus" conducted from April 6th to 8th.

Next, EDPNC Director of Business Development Corey Howard explained the situation of the new coronavirus in North Carolina and the challenges faced by companies and how to deal with them including:

- Status of new coronaviruses in the state, • Designations of "Essential Industries", • Pharmaceuticals to support new coronavirus measures, • Japanese language inquiries window and economic relief measures.

Finally, Attorneys Kiyooki Kojima and Akiyo Inoko of Smith Gambrel & Russell Law Office explained the latest legal information related to the new coronavirus, various laws and usages on site included:

- Outline of FFCRA and CARES Act, • PPP application, • Documents related to "Essential Business" or "Critical Infrastructure" business.

**州による支援措置(2/1)**  
**企業救済プログラム・利用可能なリソース**

**NC COVID-19 Rapid Recovery Loans**

- Golden LEAF Foundationによるローン(総額1,500万ドル)
- 新型コロナウイルスに関連する経済的損失を被った中小企業が対象
- 1社あたり50,000ドルまでのローンを無金利で6か月間支払い猶予
- 外資系企業も利用可能
- ウェブフォームにて申請して下さい

**失業保険**

- 新型コロナウイルスの影響で職を失った従業員が対象
- 州より給付 → 失業保険に関する、当州オンライン情報集

**What is the TENNESSEE PLEDGE?**  
**テネシー・プレッジとは?**

- Tennessee Pledgeとは、テネシー州において、コロナウィルスの影響で自粛中だったあらゆる企業、店舗、施設、飲食店、教育機関等が責任を持って事業・営業再開するにあたってのガイドライン。
- 安全な環境において個人が生計を立て直し、且つ州の経済・事業の再スタートを切る為の計画やその根拠。

Tennessee Pledge

At the web-seminar on June 4 hosted with TNECD, Tennessee Department of Economic and Community Development, the first half featured an explanation by Takanori Nakajima an Attorney of the Baker Donelson Law Office, about the measures for common problems and worries that each company faces when resuming business. This was explained in the form of addressing the questions sent in advance. Some of the highlights included: Q1: Decision to restart business, Q2: What to do if an employee refuses to return to work, Q3: Unemployment insurance/allowance/other benefits.

In the latter half, Global Director of FDI and Trade of TNECD, Masami Tyson, explained the contents of "Tennessee Pledge," which is an industry-specific guideline for resuming business in Tennessee.

## RECENT INVESTMENT BY JAPANESE COMPANIES IN SOUTHEAST

## ◆ Meidensha Corp. invests \$8 million to Laurens, South Carolina (April 14)

[Meidensha Corp.](#), a Japan-based switchgear manufacturer, is expected to usher 41 jobs into Laurens county with its new North American Meiden manufacturing base.

## ◆ Mytex Polymers US Corp Invests Over \$7 Million in Newton County, Georgia (May 26)

[Mytex Polymers US Corp \(Mytex\)](#), owned by Mitsubishi Chemical Corporation, is investing more than \$7 million to expand its facility in Newton County, creating fifteen new jobs.

## Exhibit Virtually for Free!! "JETRO Global Connection" at CEATEC 2020 ONLINE (Oct. 20 - 23, 2020)

JETRO Tokyo will organize a virtual pavilion "JETRO Global Connection" at CEATEC 2020 Online and accepting applications for participation in there from foreign tech-startups!

CEATEC is one of the biggest Tech shows in Japan and a comprehensive exhibition for Society 5.0 that includes all industries and business categories. **Exhibitors will have an invaluable opportunity to introduce their solution/product, and to connect with prospective Japanese business partners.**

Please check the detail in the following link and spread this information to tech-startups in your region which have interest in expanding their businesses in Japan!

[https://www5.jetro.go.jp/newsletter/ama/2020/CEATEC2020Online\\_JETROGlobalConnection.pdf](https://www5.jetro.go.jp/newsletter/ama/2020/CEATEC2020Online_JETROGlobalConnection.pdf)