



JETRO Atlanta

Newsletter

Issue 4

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

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Takuya Takahashi
Chief Executive Director
JETRO Atlanta

DIGITALIZATION OF JETRO's BUSINESS ACTIVITIES

Since the outbreak of Covid-19, JETRO has been focusing on digital business support including webinars, virtual exhibitions and online business meetings. Digitalizing our business activities has been a challenge for us. I would like to take advantage of digital technology to connect each region of the United States with Japan.

WEBINARS WITH STATE OF SOUTH CAROLINA

On November 17, 2020, JETRO Atlanta and the South Carolina Department of Commerce held a webinar. From the State Department of Commerce various support measures were explained to Japanese companies located in the state, such as providing business sources for the state, restructuring the supply chain, emergency management support, and export support. Dr. Cynthia Davis specifically mentioned aid measures to manufacturers indicating that in 2020 \$2 billion in investment and 8,000 new jobs were created. Ms. Tammie Greene introduced an online portal and the implementation of B2B matchmaking' events in relation to building the supply chain. Mr. Chuck Bandy introduced a concierge service and emergency management support program. He addressed all issues and problems that companies face, indicating he is the direct point of contact point for solving critical concerns. Finally, Ms. Anita Patel detailed counseling and grant referrals in the state, which has \$ 17.8 billion in direct foreign investment from 34 countries. (click [here](#) for video)

South Carolina Department of Commerce Services for Existing Businesses

	"Introduction to SC Existing Industry Resources" Dr. Cynthia Davis Business & Industry Programs Manager Existing Industry & Recycling	
	"Supply Chain Initiatives" Tammie Greene Program Manager for Business Outreach	
	"Concierge Services & Emergency Management Support" Chuck Bandy Deputy Director for Key Accounts and Special Projects	
	"Strategically supporting you to Export" Anita Patel Deputy Director of International Strategy and Trade	

On December 3, 2020, we held an additional webinar on the business environment in South Carolina. Ms. Renata Naurzalieva, of the Japan office of the South Carolina Department of Commerce, presented basic information about the state, the current status of its top industries, the latest updates about the state, and new projects. In addition, experts in each field explained the legal system and the status of land and properties suitable for establishing an investment base in the state. (click [here](#) for video)



WEBINAR WITH DADE COUNTY, MIAMI



On October 20, 2020, JETRO Atlanta held a webinar with the Miami-Dade Beacon Council. Ms. Diana Londono, Vice President International Economic Development, Miami-Dade Beacon Council and Ms. Christine Johnson, Vice President, Innovation, Economic Development introduced the features of Miami's business environment and ecosystem. Other talks were from 500 Startups, an accelerator that chose Miami as its investment base next to Silicon Valley and from eMerge Americas, the organizer of Miami's largest exhibition for startups and investment companies. (click [here](#) for video)

MESSAGE FROM MR. CHRISTOPHER CHAN, CEO OF THE ECONOMIC DEVELOPMENT PARTNERSHIP OF NORTH CAROLINA (EDPNC)

JETRO has launched a new web page to support Japanese companies entering the United States and establishing or expanding their manufacturing presence and R & D base. On this page, we will provide information in cooperation with Select USA, which is in charge of attracting investment in the United States by the US federal government, and the state governments that are active in attracting investment. As a first step, JETRO has uploaded a webinar video co-sponsored by North Carolina



and Select USA that explains the attractiveness of the Research Triangle Region as an investment destination with Japanese subtitles. Along with the release of the video, Mr. Christopher Chan, CEO of the Economic Development Partnership of North Carolina, gave a message to Japanese companies, introduced the investment trends of Japanese companies within the state and explained the attractiveness of the state. (click [here](#) for video)

VIRTUAL ENGINEERING WEEK

From November 30th to December 4th, 2020, JETRO Atlanta participated and set up a virtual Japan Pavilion in this Virtual Event to support the development of sales channels and corporate alliances of Japanese companies, supporting 16 companies which exhibited via a virtual booth. This is an online event for medical devices, advanced manufacturing technology, automation, design / manufacturing, packaging, etc. The participating Japanese companies widely publicized their products and services through the virtual booth and conducted networking with other participants and one-on-one individual business negotiations online.



RECENT INVESTMENT BY JAPANESE COMPANIES IN SOUTHEAST

◆ Nippon Express is locating on the campus of Mazda Toyota Manufacturing, U.S.A. (Sept.,2020)

Within the next two years, [Nippon Express USA](#), a logistics company, will hire 101 employees and invest \$19.1 million in Huntsville, Alabama.

◆ Toyota Industries Compressor Parts America Announces Jackson County Expansion (Oct.,2020)

[Toyota Industries Compressor Parts America \(TICA\)](#) will invest \$5.5 million in the project and create at least 27 new jobs in Jackson County, Georgia over the next 18 months.

◆ American Fuji Seal Plans to Create 101 Jobs in Catawba County (Dec.,2020)

[American Fuji Seal Inc.](#), part of Japan's Fuji Seal International, will establish new production operations in Catawba County, North Carolina and will invest \$52 million employing up to 101 workers by 2025.

◆ AM/NS Calvert kicks off construction on \$775 million steelmaking facility (Feb.,2021)

[ArcelorMittal and Nippon Steel Corp.](#) marked the official launch of a \$775 million project to construct a massive new steelmaking facility at their AM/NS Calvert production site near Mobile, Alabama. Construction is expected to take 24 months, and the new facility is anticipated to create 200 direct and 100 indirect jobs in the community.