

## **JETRO USA Introduces Digital Investment Initiatives for US Investment Promotion Activities**

The global pandemic certainly shifted every industry to focus on strengthening digital initiatives at a much faster pace than imagined. History has told us many times that a crisis is when innovation accelerates the most. For JETRO, the past year has seen significant efforts to expand our digital presence more than ever.

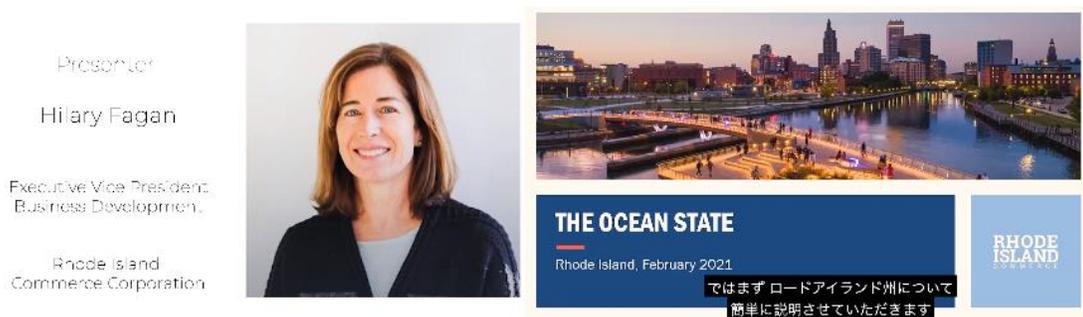
Before 2020, our US-Japan bilateral economic relationship's core focus was to host in-person events and encourage State governments to visit Japan to promote their business attractiveness. While this is still very much effective, especially when a Governor visits Japan, the pandemic has put a complete halt to foreign visitors entering Japan.

To continue supporting bilateral economic relationships, JETRO USA has implemented a promotional effort to recognize States' attractiveness in the US for direct investment. By utilizing our [main website](#) for Japanese viewers, which records 3 million visitors a month, we created a [dedicated page](#) that introduces a States investment initiatives and webinars that feature States and their partner organizations. Most importantly, the site will begin presenting messages from Governors that cater to the Japanese viewers, encouraging them to invest in their States in April.



*Image 1 Virginia Governor Ralph Northam and Pennsylvania Governor Tom Wolf*

JETRO has been working effortlessly during the first quarter of 2021 and has garnered commitments from over 20 States to provide a video presentation. The presentations will be featured on our site and include other content, such as the State's involvement with the Japanese community, business incentive programs, information on affiliated organizations, and many more. As an addition, the presentations will include subtitles in Japanese to ensure the viewers receive accurate information.



*Image 2 Video Presentation by Hilary Fagan, Executive Vice President, Rhode Island Commerce Corporation*



*Image 3 Video Presentation by Courtland Robinson, Managing Director, Business Investments, Virginia Economic Development Partnership*

Going back to a [survey](#) that JETRO conducted in July of last year, Japanese companies have mentioned that diversifying their supply chain and reassessing their US strategy would be a priority amidst the changes that occurred during the pandemic. As the national COVID-19 cases see a decrease and States start to reopen businesses, there will be

challenges ahead figuring out how to recover from the pandemic's debt burden. One way to create more jobs and investment would be to aggressively attract direct investment from the top investor to the US, Japan.

This initiative will be ongoing until we can fulfill all State's promotional activities and feature Governors' messages from other States. We encourage any States that haven't followed up with JETRO to reach out to their [nearest office](#).

JETRO New York