



SME Support, JAPAN

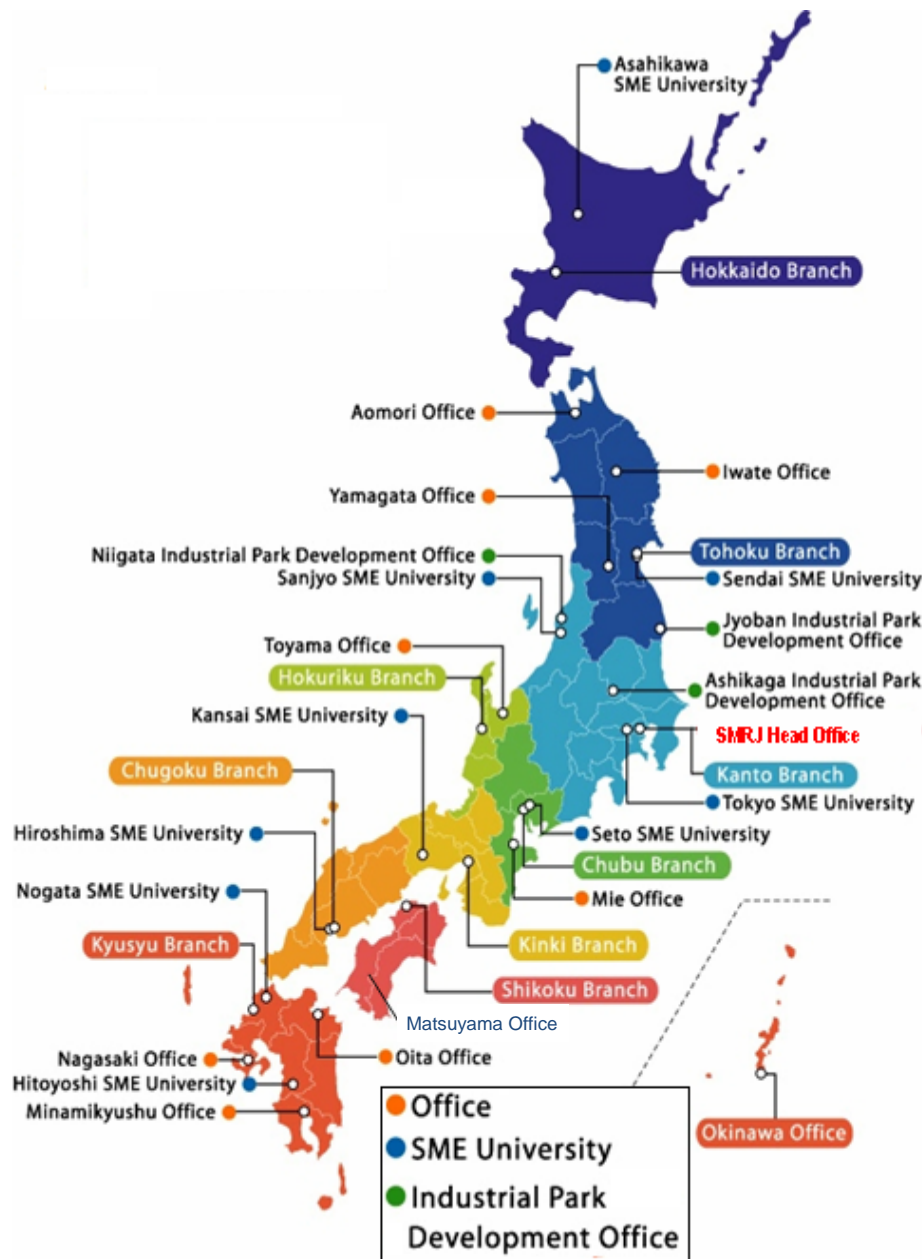
Responses to the Changes in the Economic Environment

SME Support , JAPAN

General Manager, International Center

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Overview of SME Support, JAPAN and SMEs in Japan



Overview of SME Support, JAPAN

- The government policy implementation organization for management support in SME sectors.
- Establishment: July, 2004
- Structure: 9 branch offices & 9 SME universities
- Employees: 818 (as of April, 2011)
- Capital: 1.1 trillion yen

Definition of an SME

Small and medium enterprises are defined for each industry sector by *the Small and Medium Enterprises Basic Law* (Amended in 1999)

☆A company will be recognized as an SME by one of the following criteria: either capital amount or the number of employees.

	Manufacturing and Others	Wholesale	Retail	Service
Capital	300 million yen or less	100 million yen or less	50 million yen or less	50 million yen or less
Number of Employees	300 or less	100 or less	50 or less	100 or less

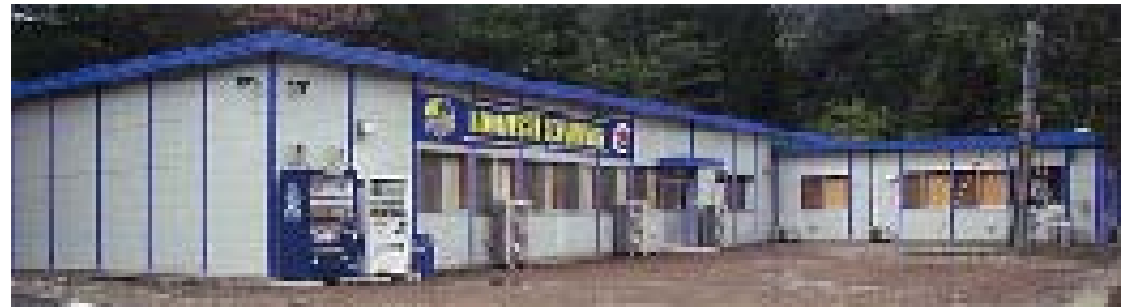
1. Support for the SMEs Affected by the Disaster

(1) Construction of temporary stores/ factories/ offices

(2) Debt waiver, grace period provisions

(3) Interest-free loans as a part of the mutual relief system

(4) Dispatching experts



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2. Support for Internationalization of SMEs

(1) Establishment of the International Center

- (2) Support for participation in trade shows
- (3) Provide seminars on overseas business development
- (4) Provide training for human resource development



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Support for Participating in Domestic/ International Exhibitions

Support Process for Overseas Market Cultivation

<1st Step: Support for preparation>

- Provide information on the local market, product trends, business customs and regulations
- Generate sales promotion tools including brochures and websites
- Offer advice on presentations and product display

<2nd Step: Support for business meeting during exhibitions>

- Provide interpreters to assist sales promotion
- Provide experts on overseas business development to support business meetings

<3rd Step: Support for business meetings after exhibitions>

- Support for contract preparation
- Provide advice on trading businesses
- Support for improving products and designs to meet the overseas market needs and regulations



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