

# International Relations Policy

Further strengthening the global competitiveness of the Chubu region

Starting with foreign investments in Japan and economic exchanges, we actively support second-tier enterprises and SMEs in their journey towards global expansion, and facilitate new opportunities for exporting and expanding regional products.

#InternationalAffairsDivision #Internationalization #GNI

## Efforts Towards the Internationalization of the Chubu Region

Through the Greater Nagoya Initiative (GNI), we partner with local governments, industrial sectors, and universities in the Tokai region to dispatch missions and organize business matching opportunities, among other initiatives, in order to promote foreign investments in Japan and economic exchanges. Our support of the internationalization of the region extends further to hosting seminars to share the latest information on industrial sectors, global economic trends, and businesses, and facilitating economic exchanges with East Asian nations.



▲ GNI delegates giving a presentation while on a mission to Germany

▲ Business matching event with global businesses



### What is the Greater Nagoya Initiative?

The Greater Nagoya Initiative (GNI) is a project by a collective of industry-academia-government entities that is working toward the dissemination of information overseas, promotion of foreign investments in Japan, and the creation of new business opportunities under the “Greater Nagoya” brand, an economic zone stretching at a radius of approximately 100 km with Nagoya City at its center.

#BusinessSupportDivision #OverseasExpansionSupport #ExportGrowth

## Support Towards Overseas Expansion and Export Growth

As the domestic market is expected to shrink, it is crucial to secure overseas consumer demand and pursue export expansion. To achieve this, we are promoting the establishment of export business models for food manufacturers in the Chubu region in partnership with relevant organizations such as the Japan External Trade Organization (JETRO). The ultimate goal is to reach the government’s target of generating 5 trillion JPY in agriculture, forestry, fisheries, and food exports by 2030. In line with this, we host events such as the Chubu Fair, which targets the institutional food service market in the United States.

Furthermore, through various measures, we provide support to businesses working on new product development and improvement, branding, and the exploration of new sales channels with the aim of expanding overseas, as well as to new businesses venturing into exporting.



▲ A tasting event for special dishes using products of small- and medium-sized food manufacturers in the Chubu region, and the corporate cafeteria serving as the Chubu Fair venue