

# Aichi Int'l Business Newsletter

— Business and Economic Close-Up on Aichi and the Greater Nagoya Region —

## Aichi's Rocket Successfully Launched



The H-IIIB launch vehicle was developed jointly by Japan Aerospace Exploration Agency (JAXA) and Mitsubishi Heavy Industries in Tobishima, Aichi. The H-IIIB is a larger and more powerful variant of the H-IIA.

The H-IIIB rocket carried with it the H-II Transfer Vehicle (HTV) for re-supplying the International Space Station (ISS). The HTV delivered 5,475 pounds of supplies in a pressurized compartment. The cargo included experiments, computers, food, crew provisions and maintenance items. After ten days ISS astronauts released the HTV to burn up over the Pacific Ocean. There are plans for another H-IIIB launch in 2010

## Recent Events in Nagoya

Aichi Prefecture is a prolific manufacturing region producing twice as much as any other prefecture in Japan. Being the center of many automotive and electric machinery manufacturers makes it the ideal location for **MECHATRONICS TECHNOLOGY JAPAN**. Held every two years, it is the showcase of advanced machine tools, robotics, and related products. The last 4 day event in October 2009 attracted over 90,000 people and 350 companies.



JETRO Nagoya's invitation program offered incentives and support for qualified overseas companies interested in exhibiting at Mechatronics Technology Japan. In 2009, 19 overseas companies were accepted to the program; 12 of which are based in North America.

[www.mect2009.com/en/](http://www.mect2009.com/en/)

**MESSE NAGOYA** was launched in 2006 to continue the spirit of the 2005 World Exposition in Aichi, Japan. This is a chance for companies and organizations to showoff their latest technologies and an opportunity to meet with potential partners. The 2009 event attracted over 45,000 people and 340 companies. The next Messe Nagoya will be held in 2010 from Oct. 27<sup>th</sup> to 30<sup>th</sup>. The theme will be "Environment and Energy."

[www.messenagoya.jp](http://www.messenagoya.jp)



## MRJ Travels from Aichi to World Stage

Trans-States Holdings (TSH), a regional carrier based in St. Louis, Missouri, placed firm orders for 50 MRJs with the options of 50 more in October 2009. Combined with an order from All Nippon Airways in March 2008 the current number of orders for the MRJ is 125 aircraft (65 firm, 60 options).

TSH President Richard A. Leach sums up the importance of the deal, "We are excited about the MRJ program and are extremely happy to be able to sign this letter of intent to purchase 100 MRJ aircraft. In addition, we are excited to be the first airline outside of Japan, as well as the first U.S. airline to make a commitment to the MRJ. We believe that the MRJ is a game-changing regional jet that takes into account the environment, as well as passenger and airline needs."

Current production schedules have the first flight in the second quarter of 2012, and first delivery to take place in the first quarter of 2014.

## Business Start-Up Support Program



The Greater Nagoya region (Aichi, Gifu, and Mie Prefectures) is offering incentives and support for businesses looking to break into the Japanese market.

The incentives can include consultation and expenses for specialists in company registration and visa applications; consultants such as legal advisors, judicial scriveners, certified public accountants licensed tax accountants, administrative consultants, and public consultants on social and labor insurance, etc.

Furthermore companies looking to build business alliances in Japan can use the **GNI Partners Club**. Over 500 organizations from the Greater Nagoya region have joined and are looking for international partnerships. Organizations include municipalities, business communities, academia, and research institutes.

For more information please visit the GNI website [www.greaternagoya.org](http://www.greaternagoya.org) or email [invest@greaternagoya.org](mailto:invest@greaternagoya.org)

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