

MARKET GUIDE JAPAN



NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

**Know
How**

About Japan

Dynamic, affluent and technology-driven, Japan's economy is the third biggest in the world. With an over-representation of millionaires and a buzzing consumer culture, it's the perfect place for New Zealand exporters to do business.

With an affluent population of 127 million, and with the second largest number of millionaire households in the world, the Japanese consumer market is one of the world's largest.

High investment in research and development keeps Japanese firms at the top of their field. However, the global downturn has brought a fall in overseas demand, and the economy faces a number of other challenges, including an ageing and shrinking population, unprecedented public debt levels (over 200 percent of GDP) and persistent deflation.

Japan is New Zealand's fourth-largest export market, fourth-largest investor, fifth-largest inbound tourist market and third-largest source of international students.

New Zealand exports to Japan peaked at NZ\$4.08 billion in 2001. In recent years, exports have been steady, between NZ\$3.3 billion and NZ\$3.5 billion, despite financial crises and natural disasters. This data doesn't account for the growth in New Zealand food and beverage products re-exported to Japan after processing in third countries such as China, Thailand and the Philippines.

New Zealand's exports to Japan in 2017 were valued at NZ\$3.3 billion; the top exports were aluminium (16.6 percent), dairy (13.1 percent) and fruit and nuts (13.2 percent).

New Zealand has been trying to secure a free trade agreement with Japan. In 2008, the Japan New Zealand Partnership Forum was established as a high-level non-governmental way to reinvigorate and strengthen the bilateral and economic relationship.

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Quick facts

Japan is:

- a country with the second largest number of millionaire households in the world
- a country where 20 percent of the population is over 65 years of age
- a market with one of the best-educated labour forces of any developed country
- a major investor in New Zealand (the fourth-largest).

GDP:

NZ\$7,231 billion (2017)

GDP per capita (PPP):

US\$38,545 (2017)

Currency:

Yen (JPY)

Official languages:

Japanese

World Bank Ease of Doing Business ranking (2017):

34 of 190 (NZ ranked 1 of 190)

Corruption Perceptions Index ranking (2017):

20 of 180 (NZ ranked 1 of 180)

Free-Trade Agreements:

Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Value of NZ exports:

NZ\$3.3 billion (year ending June 2018)

New Zealand's 4th largest market in 2016

Land area:

364,485 sq km

Population:

127.5 million (2017)

Density:

348.3 people/km²

Trade Agreements

If you are a goods exporter, use the Ministry of Foreign Affairs and Trade's [tariff finder](#) to find out the rates for Japan, plus HS codes, document and shipping requirements. For more details on [Free Trade Agreements](#) in force, go to the Free Trade Agreements section of the Ministry of Foreign Affairs and Trade's website.

Opportunities for New Zealand businesses

Food and beverage

Japanese families lead busy lives. They have limited time for buying and preparing food. There is a high demand for convenience foods at home and for meals at reasonably priced, quick-serve restaurants. This allows opportunities for processed-food manufacturers. The rapid expansion of the Japanese food and restaurant industry into other Asian countries means extra potential for suppliers.

Take a look at our [*industry-specific market information for Japan*](#).

Health care

Japan's ageing population means there is an increasing demand for pharmaceuticals, nutritional supplements and medical devices.

Renewable energy

The Japanese Government has pledged to reduce the country's dependency on nuclear power following the Fukushima nuclear disaster in March 2011. There are opportunities for New Zealand's renewable energy technology and services, especially related to geothermal power generation.

Software, electronics and engineering

Japan has one of the largest automotive, electronics and heavy engineering industries in the world. Japanese companies in these industries are generally interested in new technologies from overseas. If integrated into their products, Japanese companies can distribute these technologies on a global scale. Japan is also a large importer of software technology.

Business culture and etiquette

Greetings and introductions

Western cultures expect a firm handshake, but this is not the case in Japan. Use a lighter grip and let go of the other person's hand much sooner than you would if you were shaking hands with someone from New Zealand. Also, be sure to stand a minimum of two arm lengths from the person.

When addressing another person by name, the last name or family name should always be used, preceded by "Mr", "Mrs" or "Miss". You might want to make the effort to do it the Japanese way, which is to address the person by his or her last name, followed by "san" – the equivalent of "Mr", "Mrs" and "Miss". For example, Mr Shioda would be Shioda san.

Bowing

Japanese people bow (ojigi) for many reasons. A bow can be a way of greeting someone, acknowledging an individual, thanking a person, displaying gratitude, saying "I'm sorry" or even asking for a favour. Japanese people will often shake hands with non-Japanese people as a way of making others feel comfortable. Non-Japanese should extend the same courtesy by bowing to acknowledge that they have made an effort to learn the Japanese way.

When bowing to someone who has the same status, you should bow at the same height. When bowing to someone who has more status than you, bow a little lower than the person to show respect. If you're not sure if the person has higher or lower status, always be conservative by bowing slightly lower than the person. Just as "the customer is always right" in the West, the customer is the person you bow lower to in Japan. When bowing, lower your eyes rather than look at the person. Men should keep their hands at their sides while women should keep their hands in front.

Business card (meishi) etiquette

When business cards (meishi) are exchanged, it is the first step in establishing a relationship. Business cards are a reflection of both the individual and the organisation.

Business card etiquette dictates that you initiate the exchange if you are the person visiting, rather than hosting, the meeting. When you receive another person's meishi, you should receive it with both hands. Be sure to study it a few seconds before putting it down. Then either lay it on the table if you are sitting or place it in your business card case if you are standing. Ensure you have a business card holder to put

the card into (never put the card straight into your pocket). And also make sure that the card is not bent – most definitely never fold it in half. Business cards should be treated with the greatest respect. Don't write on a card or request another card if you are meeting with a person for a second time.

Chopstick etiquette

Proper chopstick manners include maintaining good posture and bringing the chopsticks up to your mouth, rather than leaning in to the table and bringing your mouth down to the chopsticks. Chopsticks have many purposes. Besides being used for picking up food and taking it to your mouth, these utensils also may be used for cutting food into smaller, more manageable pieces. When you have finished using your chopsticks, they should be placed on the chopstick rest that you will find on the table. They can also be placed on the rest if you are still eating but resting between mouthfuls. Never pass food from one set of chopsticks to another, and never stick your chopsticks upright into your food and leave them there. These are both rituals carried out at funerals, and therefore are extremely inappropriate at the dinner table. If you can use chopsticks, you will probably be

complimented by your Japanese hosts. This is one of the most common compliments a foreigner can expect in Japan.

Seating etiquette

Seating etiquette dictates that the highest-ranked person hosting a meal sits at the centre of the table. The most important guests will be seated to the host's immediate right. The least important guest will be seated near the entrance or door. When sitting down, be sure to place both of your feet on the floor, rather than having the soles of your shoes showing or crossing your legs.

Shoe etiquette

Whether you are invited to a person's home or to a restaurant, or if you are staying at a Japanese inn (a ryokan), you will be taking off your shoes more times in one day than you do in a week at home. For that reason, take socks and stockings that are clean and conservative, and avoid anything that is worn. There will be many signals to tell you to remove your shoes. You may see shoes lined up at the entrance (pointing towards the door). You may also see people approaching wearing slippers rather than shoes. If you are offered a pair of slippers, put them on to replace your shoes. As you follow others into a room,

step over the threshold. Also, notice if others remove their slippers when they enter a room with rice mats, known as tatami. If they do, follow suit. Once you are in the room with rice mats on the floor, avoid walking on the outside border of the mats.

Lastly, pay attention to whether there are slippers in front of a bathroom door. A red pair of slippers means that you should put them on and wear them while you are in the bathroom. One size will fit all. Remove them when you leave the bathroom and place them back where they were.

Toasting etiquette

If you would like to propose a toast, the appropriate term is "kampai", which is the equivalent of "cheers". After this toast, those around you will repeat your toast and clink glasses before enjoying sake, whisky or beer. Always wait for a toast to be made, and when a toast is made, wait for the person hosting the meal to drink first. If a toast is proposed to you, be sure to reciprocate with a toast of your own.

Other useful information

You might like to read the [*Japan Intercultural Consulting blog*](#) about communications between Japan and other cultures, particularly in business.

Travel and visiting Tokyo

Visas and immigration

Foreigners are fingerprinted and photographed when they enter Japan. This applies to all foreign nationals (including visitors, re-entry permit holders and permanent residents) except 'special permanent residents', people under 16 years of age, diplomatic or official visa holders and people invited to visit Japan by the head of a national administrative organisation. You'll find more information at [Immigration Bureau of Japan and the Ministry of Foreign Affairs](#).

APEC Business Travel Card holders can use special lanes at international airports in Japan.

Find out [more details about the card](#) including how to apply.

More [information for short-term visitors](#). And [information for temporary business residents](#):

For general information on immigration procedures and visa information, visit the Embassy of Japan in Wellington.

Accommodation

Hotel	Category	Address	Telephone	Website/Email
Cerulean Tower Tokyu Hotel	Shibuya	26-1 Sakuragaoka-cho Shibuya-ku Tokyo 150-8512	+81 3 3476 3000	<u>www.ceruleantower-hotel.com/en/</u>
Shibuya Excel Hotel Tokyu	Shibuya	Shibuya Mark City Building 1-12-2 Dogenzaka Shibuya-ku Tokyo 150-0043	+81 3 5457 0109	<u>www.tokyuhotelsjapan.com/global/shibuya-e/</u>

[Trip Advisor](#) and [Booking.com](#) are also great resources for accommodation in Japan.

Transport

Travel to central Tokyo from Narita Airport

You can reach central Tokyo either by JR Narita Express train, limousine bus or the Keisei Dentetsu railway.

The JR Narita Express takes around 60 minutes to get to central Tokyo from Narita Airport. The fare is JPY2,940, and the Japan Rail Pass is valid on the service. The Keisei Dentetsu Limited Express (Skyliner) travels between Narita Airport and Ueno in downtown Tokyo in about 45 minutes, with a fare of JPY2,400. Regular express trains on the Keisei railway take a bit longer at around 75 minutes, but fares are lower at only JPY1,000.

[Limousine buses](#) also travel directly to many major stations and hotels, with travel times varying from 60 to 90 minutes depending on where you want to go. Fares for the limousine buses are around JPY3,000. No advanced reservations are available from Narita Airport, but you can buy tickets at the Limousine Bus Ticket Counter located in Terminals 1 and 2. However, you need to make an advance reservation when returning to the airport.

If you are travelling with many bags or heavy luggage, the limousine bus service is a great option.

Travel from Haneda Airport

The *limousine bus* is the easiest way to get to major hotels and central Tokyo from Haneda Airport. Keikyu Line and Tokyo Monorail are also good options if you don't have too much luggage.

Rail travel

The *Japan Rail Pass* covers a huge area of the country. This pass offers unlimited travel on Japan Railway (JR) lines, including the Shinkansen (bullet train), but it doesn't include the Nozomi train.

Taxis

Taxis are widely available and can usually deliver you to addresses written in Japanese or on business cards. Generally, if the red light in the lower left corner of the windshield is lit, then the cab is available and it can be flagged down. The passenger capacity of small and mid-size taxis is four. The rear door on the left side of a taxi opens and closes automatically; do not try to open it yourself.

If you'd like to book a taxi, try either:

Nihon Kotsu

<http://www.nihon-kotsu.co.jp/en/>

English hotline: +81 3 5755 2336

Or:

Hinomaru Kotsu

https://hinomaru.tokyo/call_taxi

Call centre: +81 3 3814 1111

Drivers licences

If you want to drive in Japan, you must hold one of the following:

- a Japanese drivers licence
- an International drivers licence (90 member countries) based on the Treaty of Geneva (1949)
- a drivers licence of Switzerland, Germany or France (however, there are conditions to using these licences).

Electricity

The voltage used throughout Japan is 100 volts, AC. There are two kinds of frequencies: 50 Hertz in eastern Japan and 60 Hertz in western Japan (including Nagoya, Kyoto and Osaka).

A transformer is required to convert appliances with different voltages. Japan uses 2-fl t-pin plugs like the one shown here. They don't use column-shaped plugs or 3-pin plugs.

IT, internet and communications

Public telephones

Public telephones are hard to find due to widespread use of mobile phones. If you find one, it will accept JPY10 and JPY100 coins and/or telephone cards.

Internet

Japan has an advanced internet infrastructure, with high-speed broadband and Wi-Fi available in most areas. Some hotel phones and public telephones have modular sockets for computer network access.

Postal service

Postcards and stamps are available from Post Offices, convenience stores and kiosks at train stations all over the country. Post boxes are located by street crossings, buildings and public facilities. The opening slot of the post box may differ depending on the size of mail that the post box is designed to accept.

Familiarise yourself with the *Postal Service*.

Currency, credit cards and ATMs

Cash transactions are the norm in Japan, but most stores and restaurants will accept Visa, MasterCard and American Express.

However, many ATMs do not accept credit cards issued outside Japan, and credit card transactions are not always convenient outside the big cities. It's sensible to stock up on cash before travelling to the countryside.

Foreign credit and cash cards can be used at Post Office and Seven Bank ATMs throughout Japan.

There are over 26,000 Post Office ATMs in Japan, and all of them display stickers indicating which cards they accept. Cards from Cirrus, PLUS, Maestro and Visa Electron networks can all be used. Accepted credit cards include VISA, MasterCard, American Express and Diners Club.

You'll find Seven Bank ATMs at 7-Eleven stores throughout Japan, and the service is available 24 hours a day in English, Korean, Mandarin and Portuguese. Cash cards from the PLUS and Cirrus networks can be used. Accepted credit cards are Visa, MasterCard, American Express, JCB and China UnionPay.

It's a good idea to contact each credit card company beforehand and check the location of each ATM and its availability, as conditions vary from machine to machine.

If you should lose your credit card, travellers' cheques or your airline ticket, contact the issuers directly. We recommend that you keep a list of tollfree numbers for the issuers of your cards and tickets in a separate place from the items.

Travellers' cheques

Carrying travellers' cheques is not recommended as these are no longer widely used in Japan and may not be accepted, other than by major hotels and banks. Travelex offers a convenient prepaid PIN-protected travel money card called a cash passport which is generally accepted at Visa ATMs. For further details about the cash passport see www.cashpassport.co.nz.

Tipping and gratuities

Tipping is not customary in Japan but is welcomed at your discretion. An automatic service charge is included in most restaurant bills.

Public holidays

- New Year's Holiday – 1 January
- Coming-of-Age Day – Second Monday of January
- National Foundation Day – 11 February
- Vernal Equinox Day – 20 or 21 March
- Showa Day – 29 April
- Constitution Memorial Day – 3 May
- Greenery Day – 4 May
- Children's Day – 5 May
- Maritime Day – Third Monday of July
- Mountain Day – 11 Aug
- Respect for the Aged Day – Third Monday of September
- Autumnal Equinox Day – 22 or 23 September
- Health and Sports Day – Second Monday of October
- Culture Day – 3 November
- Labour Thanksgiving Day – 23 November
- The Emperor's Birthday – 23 December

Working hours

	Weekdays	Saturdays	Sunday and national holidays
Banks	9am-3pm	Closed	Closed
Post Offices	9am-5pm	Closed	Closed
Department Stores	10am-8pm	10am-8pm	10am-8pm
Shops	11am-8pm	11am-8pm	11am-8pm
Museums	10am-5pm	10am-5pm	10am- 5pm
Offices	9am-5pm	Closed	Closed

- Some Post Offices are open seven days a week for limited services.
- Most museums are closed on Mondays.

Language and useful phrases

Language

Even if you don't speak any Japanese, finding your way around Japan isn't difficult. English is widely spoken, particularly in major cities and tourist centres.

Public transport announcements are frequently made in both Japanese and English, and signs generally include an English translation.

Japanese language pronunciation and vowels are very similar to the Māori language. You might like to try:

English	Japanese
Hello	Konnichi wa
Nice to meet you	Hajimemashite
My name is <name>	Watashi no namae wa <name> desu
Thank you	Arigato gozaimasu
Used at the beginning/end of meetings to signify gratitude	Yoroshiku onegaishimasu
I like <object>	Watashi wa <object> ga suki desu
Sorry or excuse me	Sumimasen

Safety and security

Thefts and accidents

To report a crime, accident or other emergency, dial 110 from any telephone.

In Tokyo, an English-language line to the Metropolitan Police is available from Monday through Friday, 8.30am to 5.15pm at +81 3 3501 0110.

The best way of contacting the police, getting directions if you are lost or for reporting something lost or stolen is the nearest koban, or police kiosk. This network of mini police stations is unique to Japan, and they can be found in virtually every neighbourhood; there are over 1,200 koban in Tokyo alone. While not all koban are staffed 24 hours a day, most of the koban in heavily populated areas will have an officer on duty. In the most popular tourist areas such as Ginza or Shinjuku, there may be someone who can help you in English, and they may have forms and other documents available in English as well. Look for the KOBAN sign, with its distinctive red light. If you are unable to find one, ask at your hotel or another local business. Most people will know where the nearest one is located in their neighbourhood.

Inform Ministry of Foreign Affairs and Trade and register on the Safe Travel website.

Visit the [Safe Travel](#) website for the latest travel advisory updates. New Zealanders in Japan are strongly encouraged to register their details on Safe Travel.

Emergency numbers

Fire/ambulance	119
Flight information (Haneda)	+81 3 5757 8111
Flight information (Narita)	+81 476 34 8000
Flight information (Kansai)	+81 72 455 2500
Highways	+81 3 3506 0111
Hospital information	+81 3 5285 8181
JR East infoline	+81 3 3423 0111
Lost and found	+81 3 3814 4151
New Zealand Embassy	+81 3 3467 2271
Police	110
Road traffic information	+81 50 3369 6666
Subway information	+81 3 3837 7046
The Japan help-line	+81 570 000 911

Medical services and hospitals

Japan has good medical services, and in most urban areas, you'll be able to find a hospital or clinic with at least some ability to communicate in English. If you have any pre-existing conditions, you should carry copies of any prescriptions and have adequate medical insurance, as well as a list of any allergies and a record of your blood type.

In Japan, common over-the-counter drugs and prescription medicines are available only at chemists (where you'll usually find a pharmacist on duty) and not at convenience stores or supermarkets. You can usually bring into the country over-the-counter and prescription medications that are in quantities for personal use. There are some restrictions on medications containing stimulants, even if they are available over the counter elsewhere. See the [Japan Customs](#) website for more information.

Be aware that the strength and composition of common drugs (including painkillers and cold remedies) may differ from those in New Zealand. Ask a pharmacist or doctor about this.

Japan has no requirements for pre-travel inoculation against known diseases, but if there is an outbreak of avian flu, SARS or another epidemic disease in New Zealand at the time, you may be asked to visit the Health Office at the airport when you arrive.

Many large hotels have access to on-call medical services, and some may have an in-house doctor or clinic.

Ambulance services are provided by the fire department; dial 11 from any phone to request an ambulance.

Drinking water

Tap water is generally safe to drink in Japan.

Trade shows and industry exhibitions

The major venues for trade shows and industry exhibitions are [Tokyo Big Sight](#), [Tokyo International Forum](#) and [Makuhari Messe](#).

[Japan External Trade Organisation \(JETRO\)](#) provides the list of trade fairs on their website.

Product registration

Japan does not have a product registration system. However, all imports have to clear a stringent sanitation check.

Any food or related products must be notified beforehand. You'll need to list any ingredients and how they've been processed on the notification form before it's submitted to the quarantine station of Ministry of Health, Labour and Welfare (MHLW).

The quarantine station will then decide whether the product meets Japan's sanitation requirements.

Products that require sanitation are inspected on the spot and then samples are forwarded for a lab analysis.

Setting up operations and establishing a business

JETRO provides information on [laws and regulations](#) on setting up a business in Japan.

They also have a [directory of professional services](#).

The [Manufactured Imports and Investment Promotion Organisation](#) (MIPRO) provides information on establishing a company, obtaining proper status of residence and other helpful tips on doing business in Japan.

Customs and import regulations

Standards and regulations

There are four major laws in Japan regarding food safety and standards:

- 1) The Food Safety Basic Law – sets the principles for developing a food safety regime and also establishes the role of the [Food Safety Commission](#), a food-related risk assessment body.
- 2) [Food Sanitation Law](#) – ensures the safety and sanitation of foods through the Ministry of Health. The law prohibits the sale of foods containing harmful substances. It also prescribes the standards for foods, additives, food containers and packages.
- 3) Japan Agricultural Standards Law – the [Ministry of Agriculture, Forestry and Fisheries \(MAFF\)](#) is involved in food safety risk management, mainly in the area of food labelling to Japan’s agricultural standards.
- 4) [Health Promotion Law](#) – aims to provide a basic framework for the overall promotion of public health improvement.

Applicable laws for each category:

	Food sanitation law	Domestic animal infectious disease control law	Plant protection law
Horticulture	✓		✓
Meat/meat products	✓	✓	
Fisheries	✓		
Other processed foods	✓		

The [Japan External Trade Organisation \(JETRO\)](#) is a good place to find out about Japan’s standards and regulations on imported products.

Taxation

Japan External Trade Organisation (JETRO) provides information on Japanese corporate tax on [their website](#).

Opening a bank account

Please refer to [Japan Visitor’s website](#) for information on opening a bank account in Japan.

Resources and contacts

Business service providers

Japan External Trade Organisation (JETRO) has a [*Directory for Doing Business in Japan*](#) where you can search professional services, schools, medical facilities and so on.

Chambers of Commerce

The [*Japan Chamber of Commerce and Industry*](#) is the Japan New Zealand Business Council's (JNZBC) counterpart organisation.

[*The Australian and New Zealand Chamber of Commerce*](#) (ANZCCJ) in Japan can be found at:

WeWork Shimbashi

6-19-13 Shimbashi

Minato-ku

Tokyo 105-0004

General Telephone: +81 3 4400 2972

The ANZCCJ's aim is to promote business and strengthen cultural ties between Japan, Australia and New Zealand. The ANZCCJ has more than 360 members.

Business associations

The [*Japan New Zealand Business Council*](#) was formed in 1974, with the aim to foster trade relations with Japan and provide a forum for high-level networking between New Zealand and Japanese business leaders. The council holds an annual joint conference, alternating each year between New Zealand and Japan, as well as occasional seminars and networking functions.

Local government directory

[*Japan External Trade Organisation*](#) (JETRO) is the equivalent of NZTE in Japan. They provide a range of services to help overseas companies. JETRO also has a business library, which is a specialised trade and investment library that is open to the public. Here you'll find a wealth of trade statistics, company directories, tariff schedules and online databases. A material search can also be done online.

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The library is located in Tokyo at:**Ark Mori Building**

1-12-32 Akasaka

Minato-ku

Telephone: +81 3 3582 1775

Opening hours – 9am to 12 noon and 1pm to 5pm.

[JETRO in New Zealand](#) has an Auckland office at:

10/F 120 Albert Street

Telephone: +64 9 379 7427

Tokyo Business Entry Point

www.tokyo-business.jp/eng/index.html

Tokyo Metropolitan Government's Business Entry Point Programme provides advice on setting up business, working and living in Tokyo.

Customs and Tariff Bureau

www.mof.go.jp/english/customs_tariff/

Immigrations Bureau of Japan

www.immi-moj.go.jp/english/index.html

Japan Customs

For information about exchange rates and trade procedures, as well as links to regional offices.

www.customs.go.jp/english/index.htm

Japan National Tax Agency

www.nta.go.jp/foreign_language/index.htm

Japan National Tourism Organisation

www.jnto.go.jp/eng/

Japan Patent Office

www.jpo.go.jp/

Japan Statistics Bureau

www.stat.go.jp/english

**Ministry of Agriculture, Forestry and Fisheries
(food labelling)**

www.maff.go.jp/e/

**Ministry of Economy,
Trade and Industry**

www.meti.go.jp/english/index.html

For information on policies – e.g. economic and industrial, manufacturing and information services, energy and environment, SME and regional economic and nuclear policies.

Ministry of Finance

www.mof.go.jp/english/index.htm

Ministry of Foreign Affairs

www.mofa.go.jp/index.html

Ministry of Internal Affairs and Communications

www.soumu.go.jp/english/index.html

Small and Medium Enterprise Agency

www.chusho.meti.go.jp/sme_english/index.html

Other useful websites

Air New Zealand

www.airnewzealand.co.jp/

Getting Around Japan

www.jnto.go.jp/eng/

Living in Japan

www.daijob.com/en/support/dailylife

Local news and online media

Asahi Evening News

www.asahi.com/english

Japan Economy News

www.japaneconomynews.com

Japan Inc

www.japaninc.com

Japan Times

www.japantimes.co.jp

New York Times Japan Stories

topics.nytimes.com/top/news/international/countriesandterritories/japan/index.html

News on Japan

www.newsonjapan.com

Nihon Keizai

www.nni.nikkei.co.jp

Terrie's Take

mailman.japaninc.com/mailman/listinfo/terrie

Yomiuri Shimbun

www.yomiuri.co.jp

NZTE/Embassy contact details

The official New Zealand Government representation in Japan is based in Tokyo.

Organisation	Address	Telephone	Website / Email
New Zealand Trade and Enterprise (Tokyo) 9am - 5.30pm	20-40 Kamiyama-cho Shibuya-ku Tokyo 150-0047	+81 3 5478 9668	exporthelpinfo@nzte.govt.nz
New Zealand Embassy 9am - 5.30pm	20-40 Kamiyama-cho Shibuya-ku Tokyo 150-0047	+81 3 3467 2271 (Embassy's main number)	www.nzembassy.com/japan



New Zealand Trade and Enterprise (NZTE) is the Government agency charged with a single purpose: growing companies internationally, bigger, better and faster, for the good of New Zealand.

We employ 600 people, have over 200 private sector partners and draw on a global network of thousands more. We have people based in 50 offices, working across 24 time zones and 40 languages to support New Zealand businesses in over 100 countries. Our global presence lets us deliver value to the businesses we support, through our unique know-how (knowledge and experience) and know-who (networks and connections).

Our know-how and know-who is expressed in our Māori name: Te Taurapa Tūhono. Te Taurapa is the stern post of a traditional Māori waka, which records valuable knowledge, and stabilises and guides

the craft forward. Tūhono represents connections to people and an ability to build relationships.

We provide customised services and support to ambitious businesses looking to go global. We help them build their capability, boost their global reach, connect to other businesses and invest in their growth. We also connect international investors with opportunities in New Zealand through a global network of investment advisors.

We call on our Government network and work closely with our NZ Inc partners and the business community, to grow our national brand and help businesses to open doors in global markets.

nzte.govt.nz

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ISBN: 978-1-98-855231-6

August 2018