

JETRO's ACTIVITIES IN THE ENERGY & ENVIRONMENT INDUSTRY



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ABOUT JETRO

Japan External Trade Organization

Is a parastatal organization under the control of Ministry of Economy, Trade and Industry, that was established in 1958.

1.Our mission:

- Promoting mutual trade and investment between Japan and the rest of the world

2.Our activities

- Promoting cross-border business tie-ups in high-tech and other key industry sectors
- Facilitating economic growth in developing countries through trade promotion
- Assisting Japan's small and medium-sized enterprises (SME's) to develop markets overseas
- Supporting Japanese firms expand overseas business and aiding in protecting their intellectual property

Global Network

For contact information please visit <http://www.jetro.go.jp/en/jetro/worldwide>

Our Overseas Offices: 73 offices in 55 countries



JETRO's Activities in the Energy & Environment Industry in 2011

1. Coordination for Japanese firms to participate in overseas exhibitions

■ COP17 Climate Change Response Expo: Nov. 28 - Dec. 9, 2011

- ★ Theme: 3L Innovations in Africa by Japanese Green Technologies
- ★ 24 Japanese participant companies

■ Entech Pollutech Asia: June 1-4, 2011, Bangkok, Thailand

- ★ 9 companies
- ★ 436 arranged business meetings



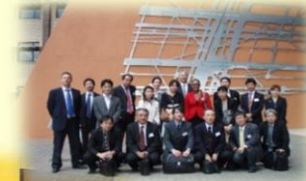
2. Organization of overseas business missions and business-matching events

■ Environment and energy saving technology Mission to South Africa: October 16-21, 2011

- ★ Johannesburg and Cape Town
- ★ 13 Japanese participant companies

■ Mexico Mission: July 12-16, 2010

- ★ Mexico City, Monterrey, and Guanajuato
- ★ 16 Japanese participant companies



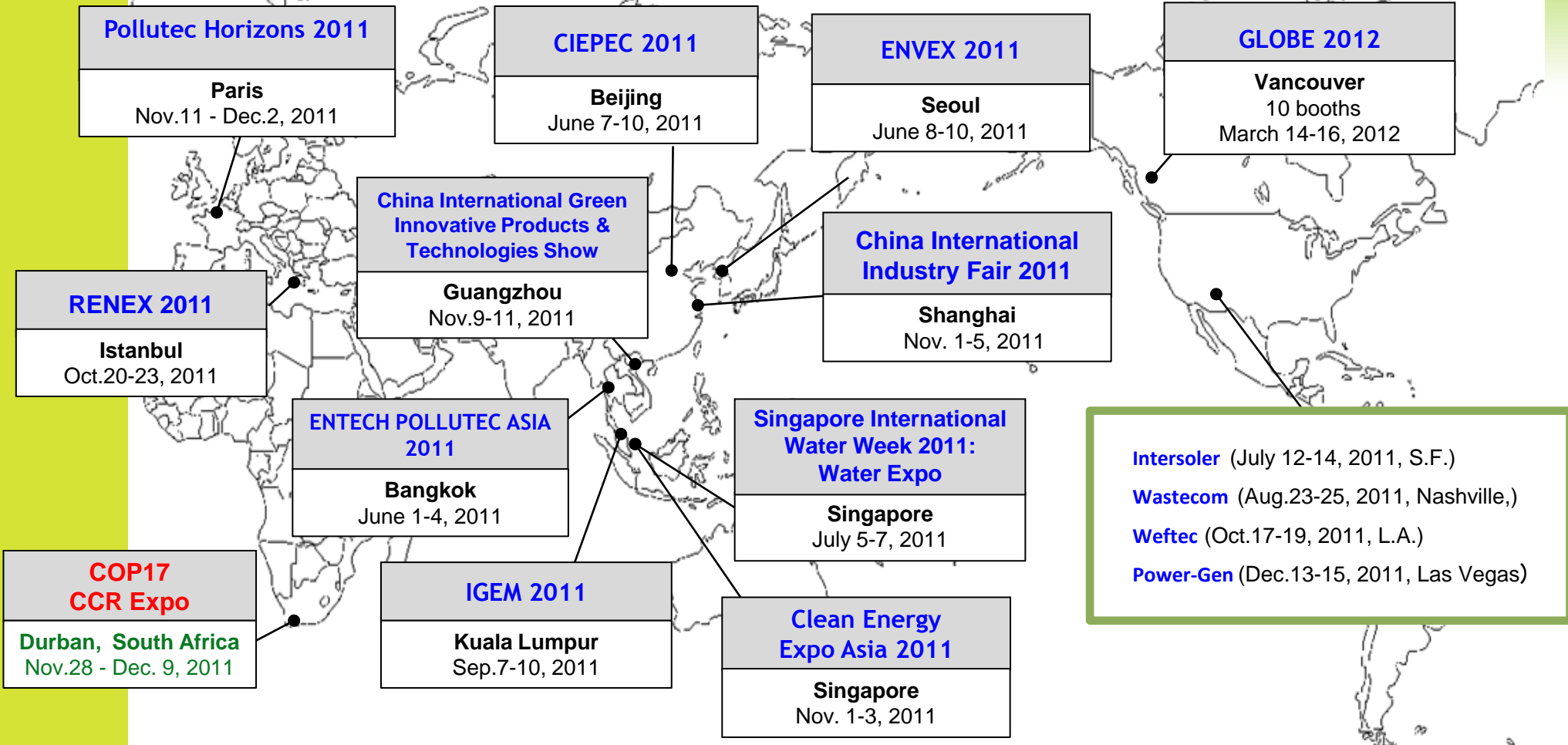
3. Organization of domestic business-matching events, inviting overseas buyers

4. Dispatch of Japanese energy efficiency experts overseas

- Waste water treatment plant, Guangzhou, China
- Food processing plant, Mexico



INTERNATIONAL EXHIBITIONS IN FY2011 ATTENDED BY JAPANESE COMPANIES UNDER SUPPORT OF JETRO



Japan Pavilion at CCR Expo @ COP 17 (November 28th to December 9th 2011)



Line Tour of Mr. President Zuma at Japan Pavilion



Coating Material for Heat Prevention



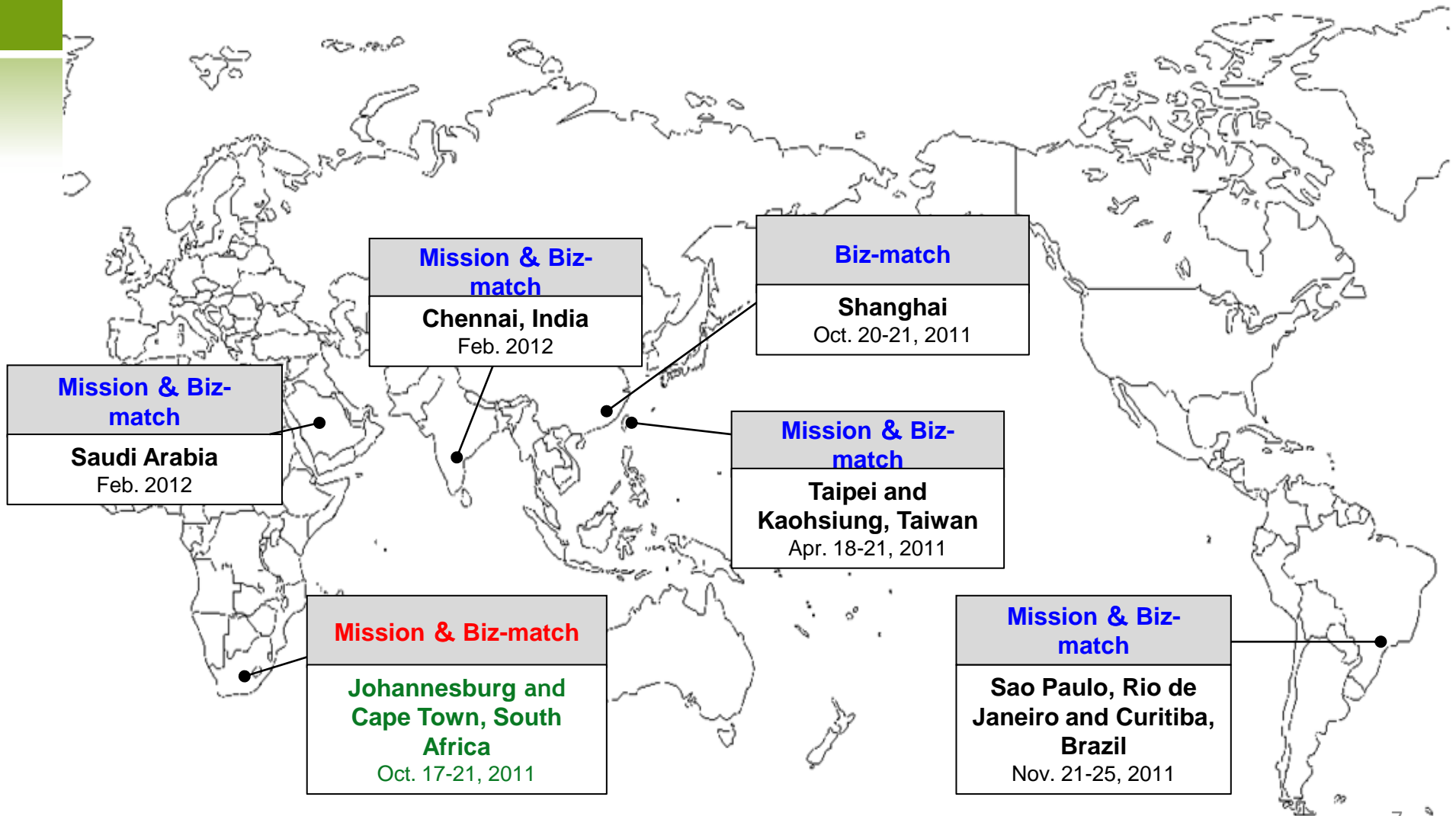
Satellite

Heat Pump

Waste Plastic to Liquid Fuel



JETRO's overseas missions and biz-match projects in FY2011



Mission & Biz-match in South Africa in FY2011

<Mission>

- ◆ 13 Japanese companies including several SMEs participated in the mission.
- ◆ Its objective was to develop the new businesses through Transfer of Technologies.
- ◆ All the mission members found the business opportunities in the environmental and energy sector of South Africa.



Company Presentation at the Business Matching Forum

<Business Matching Forum>

- ◇ Business Matching Forum was comprised of Policy session, Company Presentation on their Technologies, and Individual Business Talks.
- ◇ More than 80 individual business talks were conducted in the forum held in Johannesburg and Cape Town.



Meeting at the Department of Environmental Affairs

JETRO's Activities in the Energy & Environment Industry in South Africa in 2012

1. Coordination for Japanese firms to participate in overseas exhibitions

■ Clean Business International Conference & Expo 2012: Oct 2-3, 2012

- ★ Gallagher Convention Centre (Midrand)
- ★ JETRO will exhibit Japanese technology and products at JETRO Zone



2. Organization of overseas business missions and business-matching events

■ Environment and energy saving technology Mission to South Africa: November 25-30, 2012

- ★ Johannesburg and Durban
- ★ Maximum 20 Japanese companies



3. Dispatch of Japanese energy efficiency experts overseas

■ Energy-Saving Diagnostic Project in 2012

- ★ JETRO will dispatch energy control experts to South Africa
- ★ The experts will analyze the factory's actual energy utilization system and will propose new energy control system



Coordination for Japanese firms to participate in exhibitions in South Africa in 2012

(Exhibition) Clean Business International Conference & Expo 2012

(Date) October 2nd to 3rd, 2012

(Venue) Gallagher Convention Centre (Midrand)

(Scope) Waste management, Energy management and Water management

(Work) JETRO will exhibit Japanese technology and products at JETRO Zone

Mission & Biz-match in South Africa in FY2012

- (Mission) Environment and energy saving technology
Mission to South Africa
- (Date) November 25th to 30th, 2012
- (Venue) Johannesburg and Durban
- (Scope) Environmental Sector (Waste Management, Recycling and Water Treatment, etc.) and Energy Sector (Energy Efficiency, Renewable Energy, etc.)
- (Work) Mission of Japanese Companies (Max.20)
- Visit South African Government and Organization related to Environment and Energy
 - Seminar for Introduction of Japanese Technology
 - Biz-match with South African Companies

ENERGY-SAVING DIAGNOSTIC PROJECT (1)

- (1) JETRO solves the energy problem in South Africa with the Japanese energy-saving technology and experts .
- (2) JETRO proposes more high level energy-saving model to the company or the public organization of South Africa.
- (3) JETRO shares energy-saving technology in South Africa.

<What is merit of Energy-Saving Diagnostic Project?>

- JETRO will pay the whole of expert's cost.
- The expert of energy/power saving propose an improvement method.
- Clarify cost effectiveness and contribute to cost reduction.
- Network construction with Japanese company
- Understanding of latest technology

ENERGY-SAVING DIAGNOSTIC PROJECT (2)

<Example of Program>

Step1:(2weeks in South Africa)

- JETRO will dispatch energy control experts to Overseas.
- The experts will check the whole system of the factory with JETRO.

Step2: (1 or 2 month in Japan)

- The experts will analyze the factory's actual energy utilization system.

Step3: (2weeks in South Africa)

- The experts will propose new energy control system and discuss for future collaboration.
- JETRO will organize a seminar or a workshop with the experts and will deliver the useful information on energy management.

ENERGY-SAVING DIAGNOSTIC PROJECT (3)

JETRO dispatches Japanese energy-saving experts

Guangzhou, China (FY2010)
Waste water treatment plant
<Electric system>

Malaysia (FY2011)
Food processing plant
<Refrigeration system>

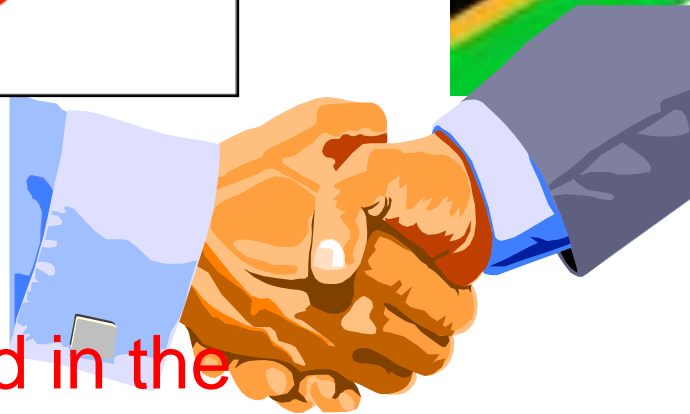
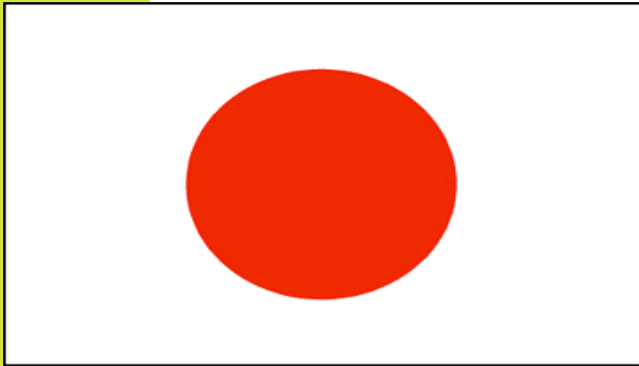
Mexico (FY2011)
Food processing plant
<Steam system>

Saving energy cost!!

Reducing Co2 emission!!

NEXT

Thank you for your attention



If you are interested in the energy-saving technology, please come to visit us. JETRO Johannesburg is always open for you.

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