

JETRO

Japan External Trade Organization
2019 CASE STUDY



RESEARCH ON INVESTMENT

THE CHALLENGE

The Japan External Trade Organization (JETRO) is a government-related organization that promotes trade and investment in Japan. JETRO required support to further develop and nurture their FDI pipeline. They needed to generate more traction in the market while focusing on shorter-term prospects to increase conversion rates.

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THE SOLUTION

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ROI was hired to carry out a multi-pronged program.

The primary focus of ROI's engagement with the JETRO offices in North America has been hyper-targeted prospect list development, lead identification, meeting support, and nurturing.

ROI provides customized support from coast-to-coast.

The team works diligently with each office to meet all of their region and industry-specific needs.

ROI gives in-depth industry studies and analyses.

ROI provided JETRO with a multitude of executive surveys to gauge market reactions and feedback in key sectors and geographies.

ROI can quickly adapt its services.

When JETRO decided to adjust its strategy, the agile and dynamic ROI team transitioned to an "innovation" focus and quickly produced important lead generation results.



THE RESULTS

ROI has scheduled 266 meetings to date for the JETRO teams based in Chicago, New York, San Francisco, Los Angeles, and Toronto. Over this time, ROI has engaged with decision makers at over 1,600 companies presenting Japan as an investment destination and the services of the JETRO team.

ENGAGEMENT WITH OVER
1500
CORPORATE DECISION MAKERS



250+
QUALIFIED MEETINGS IN
JETRO'S
TARGETED SECTORS



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EXPANSION



INVESTMENT



HIGHLIGHTS



CrowdStrike Inc., is a Sunnyvale, California-based developer of cybersecurity solutions leveraging AI technologies. The ROI research team identified signals that the company was exploring growth in APAC, and engaged its leadership team. JETRO was then introduced to the company, and through its support, the company announced an expansion into Japan, where it has appointed a local leadership team to guide growth in the market.



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With its headquarters in Los Altos, California, **Contrast Security** is a cyber security company, currently employing more than 200 people. The ROI business intelligence team identified this as a fast-growing, gazelle company, and its outreach team, on behalf of JETRO targeted the company to present the advantages of locating in Japan. Within one year of being introduced to the JETRO team, the company announced its expansion to Japan.



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Grasshopper Solar is a Mississauga, Ontario-based solar energy company that develops and operates solar power generation plants. As part of its efforts to promote its green economy, the ROI team engaged with leadership at Grasshopper and connected them with the JETRO Toronto team. Through this partnership, Grasshopper announced an \$80 million investment in a solar plant located in Fukuoka, Japan.



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