Summary
The Internet has become an everyday shopping means for Japanese consumers. Wide use of the Internet and relative comfort with using credit cards have led to decreasing anxiety over purchasing products via the web. As a means of placing consumer mail orders, the Internet has overtaken telephones, conventional mail, faxes, and cell phones in terms of popularity. Also as a mail order information source, the Internet now exceeds the use of hard copy catalogs. Along with advanced technologies and improved designs of shopping websites, Internet shopping is expected to grow even further, especially via mobile phones. While Japanese consumers have recently tended to look for low-priced items, they do not mind paying premium prices for what they really want. Recent yen appreciation has made U.S. products competitive, and personal imports by Japanese consumers valued less that ¥10,000 ($106) are exempted from both tariffs and the consumption tax. The timing is good for U.S. retailers to sell directly to Japanese consumers via the Internet.

The exchange rate used in this report for 2009 is ¥94 to $1.00.

Market Demand
Purchasing goods via the Internet has been growing rapidly and has become a very popular shopping method for Japanese consumers. The B2C Market (e-commerce) expanded by 13.9 percent in 2008 from the previous year.

B2C Market Size (e-commerce)

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Size</td>
<td>¥4.39 trillion ($37.7 billion)</td>
<td>¥5.34 trillion ($45.3 billion)</td>
<td>¥6.09 trillion ($65 billion)</td>
</tr>
<tr>
<td>Percentage annual increase in yen terms</td>
<td>+27.1 percent</td>
<td>+21.7 percent</td>
<td>+13.9 percent</td>
</tr>
</tbody>
</table>

Source: Ministry of Economy, Trade and Industry

Exchange rate used here: 116.3 yen=$1 in 2006; 117.8 yen = $1 in 2007; 93.7 yen =$1 in 2008

The Japanese yen has appreciated against the U.S. dollar over the past three years, making U.S. products price very competitive in general.


<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exchange Rate</td>
<td>108</td>
<td>122</td>
<td>125</td>
<td>116</td>
<td>108</td>
<td>110</td>
<td>116</td>
<td>118</td>
<td>103</td>
<td>94</td>
</tr>
</tbody>
</table>

Unofficial, simplified annual averages, just for reference

As of August 6, 2010, the yen to dollar rate was 86.06 yen.
Market Data

Internet use in Japan, as with the rest of the world, has exploded over the past 10 years. By the end of 2008, the number of the individual internet users was 90.91 million, an increase of 2.8 million or 3.2 percent from 2007, bringing the total diffusion rate (number of users against the total population) of individual users in 2008 to 75.3 percent.

Japanese Internet Diffusion Rate, 1997 – 2008 (percent)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Households *</td>
<td>6.4</td>
<td>34.0</td>
<td>81.4</td>
<td>86.8</td>
<td>79.3</td>
<td>91.1</td>
</tr>
<tr>
<td>Individuals **</td>
<td>9.2</td>
<td>37.1</td>
<td>57.8</td>
<td>66.0</td>
<td>72.6</td>
<td>75.3</td>
</tr>
<tr>
<td>Companies ***</td>
<td>68.2</td>
<td>89.3</td>
<td>96.1</td>
<td>98.1</td>
<td>98.1</td>
<td>99.0</td>
</tr>
<tr>
<td>Organizations ****</td>
<td>12.3</td>
<td>44.8</td>
<td>79.1</td>
<td>81.8</td>
<td>85.6</td>
<td>NA</td>
</tr>
</tbody>
</table>

Source: Ministry of Management, Home Affairs, Posts and Telecommunications

* The percentage of “households” is defined as households in which someone used the Internet via PC, mobile phone or in any format anywhere. However, in 2006 were asked a slightly different question, if there was anyone in the household who had used the internet via PC from home, ignoring household members that accessed the Internet via other means (such as mobile phone) and outside the home.

** The percentage of “individuals” is defined as the percentage of Japanese who used the Internet during the year, whether via PC, mobile or in any format at any location (home, school, office, etc).

*** Companies with 100 or more employees

**** Organizations with 5 or more employees. Organizations were not surveyed after 2006.

Most Japanese home PC users have broadband connections. In 2009, the use of broadband vs. narrowband (including ISDN) for home PC was 76.8 percent vs. 23.3 percent. The use of optical fiber broadband was 41.1 percent. This means that the consumers can readily download heavy catalog pages with little to no delay. In most cases Japanese households pay a monthly flat fee to Internet service providers, allowing them to browse web pages at their leisure, including catalog pages, without worrying about mounting Internet or telephone usage charges.

At present, PCs are still the primary platform for Internet connection in Japan. That said, cell phone Internet access is on the rise, growing faster than that of PCs.

Connecting to the Internet in Japan (number of people)

<table>
<thead>
<tr>
<th>Access via:</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC</td>
<td>82.55 million</td>
<td>85.14 million</td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>75.08 million</td>
<td>80.10 million</td>
</tr>
<tr>
<td>Game Machines/TV</td>
<td>5.67 million</td>
<td>6.27 million</td>
</tr>
<tr>
<td>PC &amp; Mobile Phone</td>
<td>62.00 million</td>
<td>64.92 million</td>
</tr>
<tr>
<td>Game Machines &amp; PC or Mobile Phone</td>
<td>4.73 million</td>
<td>6.25 million</td>
</tr>
</tbody>
</table>

Source: Ministry of Management, Home Affairs, Posts and Telecommunication

The Internet has become the most widely used medium for consumers when placing mail orders, as well as the most popular information source for consumers looking for goods to buy.

Medium Used to Place Mail Orders in Japan, 2008 (multiple answers possible)

<table>
<thead>
<tr>
<th>Internet via PC</th>
<th>Land-line Telephone</th>
<th>Mail</th>
<th>Fax</th>
<th>Internet via Cell Phone</th>
<th>Cell phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>54.1%</td>
<td>44.8%</td>
<td>30.7%</td>
<td>17.3%</td>
<td>10.3%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

Source: Japan Association of Direct Marketing (JADMA) 2008 report on mail orders
According to a JADMA survey, roughly half of those who shop via the Internet in Japan do it either only once a month or a few times a year in 2009.

### Frequency of Shopping via the Internet in Japan (percent)

<table>
<thead>
<tr>
<th>Age</th>
<th>3 or more times a week</th>
<th>Twice a week</th>
<th>Once a week</th>
<th>2 to 3 times a month</th>
<th>Once a month</th>
<th>Less than a few times year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>5.1</td>
<td>2.4</td>
<td>9.9</td>
<td>27.9</td>
<td>33.8</td>
<td>20.9</td>
</tr>
<tr>
<td>Females</td>
<td>3.9</td>
<td>2.4</td>
<td>11.3</td>
<td>27.4</td>
<td>33.3</td>
<td>21.7</td>
</tr>
<tr>
<td>Males</td>
<td>8.1</td>
<td>4.4</td>
<td>11.9</td>
<td>22.2</td>
<td>34.8</td>
<td>18.5</td>
</tr>
<tr>
<td>20-29</td>
<td>3.0</td>
<td>2.2</td>
<td>18.5</td>
<td>25.2</td>
<td>31.9</td>
<td>19.3</td>
</tr>
<tr>
<td>Females</td>
<td>5.9</td>
<td>3.7</td>
<td>14.1</td>
<td>28.1</td>
<td>29.6</td>
<td>18.5</td>
</tr>
<tr>
<td>30-39</td>
<td>5.2</td>
<td>1.5</td>
<td>9.6</td>
<td>29.6</td>
<td>34.8</td>
<td>24.4</td>
</tr>
<tr>
<td>Males</td>
<td>5.2</td>
<td>3.0</td>
<td>6.7</td>
<td>26.7</td>
<td>38.5</td>
<td>20.0</td>
</tr>
<tr>
<td>40-49</td>
<td>5.2</td>
<td>3.0</td>
<td>6.7</td>
<td>26.7</td>
<td>38.5</td>
<td>20.0</td>
</tr>
<tr>
<td>Females</td>
<td>5.2</td>
<td>3.0</td>
<td>6.7</td>
<td>26.7</td>
<td>38.5</td>
<td>20.0</td>
</tr>
<tr>
<td>50-59</td>
<td>5.2</td>
<td>3.0</td>
<td>6.7</td>
<td>26.7</td>
<td>38.5</td>
<td>20.0</td>
</tr>
</tbody>
</table>

Source: Consumer items purchase via the internet in 2009 – JADMA

(Survey of 1080 people who shopped via the Internet shopping at least once during 2009; the survey was conducted on the Internet. Equal numbers of respondents came from each age bracket and gender.)

Over 90 percent of Japanese Internet shoppers spend less than ¥30,000 ($319) per month. However, the average amount can be larger for purchases from abroad.

### Average Purchase Amount per Month (via internet shopping) in 2009

- 3% more than 50,000 yen ($532<
- 34% 30,000 yen to 50,000 yen ($319-$532
- 24% 10,000 yen to 30,000 yen ($106-$319
- 35% 5,000 yen to 10,000 yen ($53-$106
- 2% below 5,000 yen ($53<

Source: based on a 2009 JADMA report on Internet shopping
Best Prospects

The following chart shows the kinds of merchandise that Japanese Internet shoppers purchased in 2009.

\[
\begin{array}{|c|c|c|c|}
\hline
\text{Consumer Items Purchased via the Internet in 2009 (multiple answers possible)} & \text{Total} & \text{Men} & \text{Women} \\
\hline
\text{Digital contents*} & 47.4\% & 47.9\% & 46.9\% \\
\text{Books/CD/DVD} & 33.6\% & 36.1\% & 30.5\% \\
\text{Clothes/accessories} & 32.7\% & 23.8\% & 43.4\% \\
\text{Hobbies/sundries} & 30.0\% & 36.3\% & 22.3\% \\
\text{Tickets/gift certificates} & 22.6\% & 21.2\% & 24.4\% \\
\text{Food} & 20.5\% & 17.6\% & 24.1\% \\
\text{Travel} & 19.2\% & 20.1\% & 18.2\% \\
\hline
\end{array}
\]

Source: 2009 Report “Tsushin Riyo Doko Chosa (Communications Usage Trend Survey)” by the Ministry of Economy, Trade and Industry

* digital contents – such as music downloading

An important factor for when deciding on a purchase is the total price, inclusive of shipping charges. This is especially so for consumers when shopping from abroad since shipping costs will be of much more concern than for domestic orders. Heavy and/or bulky items will be disadvantaged if there are comparable items readily available in Japan’s domestic market.

Japanese consumers are able to avoid certain import tariffs and consumption taxes on normally high-tariff products by ordering them directly from overseas as “personal imports”. As given later in this report, the tax-free threshold for personal imports is 10,000 yen (about $106). Hence, normally high-tariff items may be attractive to Japanese consumers willing to order directly from the United States. For greater detail, please refer to the Taxes and Tariffs section below under Market Issues & Obstacles.

Mobile shopping will continue to grow. Shopping using mobile gear is growing very rapidly and Japanese now shop while in transit, such as while waiting for trains or buses or sitting in coffee shops. Recognizing this, Japanese Internet retailers target younger age groups for cell phone shopping. While Books/CDs/DVDs had been popular cell phone internet purchases, apparel, accessories and fashion items from cell phones grew substantially in 2008. The retail industry has high hopes for the cell phone shopping market.

Key Suppliers

The following chart shows Japan’s most popular Internet shopping sites.

\[
\begin{array}{|c|c|c|c|c|c|}
\hline
\text{Internet Site} & \text{Web Address} & \text{Types of Goods Offered} & \text{Percentage of Male Shoppers Surveyed Using the Site} & \text{Percentage of Female Shoppers Surveyed Using the Site} & \text{Percentage of All Shoppers Surveyed Using the Site} \\
\hline
\text{Rakuten} & \text{http://www.rakuten.co.jp} & \text{General Merchandise} & 76.3 & 75.2 & 75.7 \\
\hline
\end{array}
\]
<table>
<thead>
<tr>
<th>Store Name</th>
<th>Website Link</th>
<th>Category</th>
<th>Rank 1</th>
<th>Rank 2</th>
<th>Rank 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td><a href="http://www.amazon.co.jp">http://www.amazon.co.jp</a></td>
<td>Books &amp; General</td>
<td>52.0</td>
<td>46.3</td>
<td>49.2</td>
</tr>
<tr>
<td>Yahoo!</td>
<td><a href="http://shopping.yahoo.co.jp">http://shopping.yahoo.co.jp</a></td>
<td>General Merchandise</td>
<td>39.1</td>
<td>35.0</td>
<td>37.0</td>
</tr>
<tr>
<td>Nissen</td>
<td><a href="http://www.nissen.co.jp">http://www.nissen.co.jp</a></td>
<td>Apparel &amp; General Merchandise</td>
<td>8.1</td>
<td>22.6</td>
<td>15.4</td>
</tr>
<tr>
<td>Bell Maison</td>
<td><a href="http://dc.bellemaison.jp/dc">http://dc.bellemaison.jp/dc</a></td>
<td>General Merchandise</td>
<td>3.9</td>
<td>18.1</td>
<td>11.0</td>
</tr>
<tr>
<td>Cecile</td>
<td><a href="http://www.cecile.co.jp">http://www.cecile.co.jp</a></td>
<td>Apparel &amp; General Merchandise</td>
<td>2.8</td>
<td>14.6</td>
<td>8.7</td>
</tr>
<tr>
<td>Fancl</td>
<td><a href="http://www.fancl.co.jp">http://www.fancl.co.jp</a></td>
<td>Cosmetics &amp; Supplements</td>
<td>2.6</td>
<td>8.5</td>
<td>5.6</td>
</tr>
<tr>
<td>Orbis</td>
<td><a href="http://www.orbis.co.jp">http://www.orbis.co.jp</a></td>
<td>Cosmetics &amp; Supplements</td>
<td>0.6</td>
<td>10.6</td>
<td>5.6</td>
</tr>
<tr>
<td>Dinos</td>
<td><a href="http://www.orbis.co.jp">http://www.orbis.co.jp</a></td>
<td>General Merchandise</td>
<td>2.0</td>
<td>6.1</td>
<td>4.1</td>
</tr>
<tr>
<td>Scroll</td>
<td><a href="http://www.scroll.jp">http://www.scroll.jp</a></td>
<td>General Merchandise</td>
<td>1.3</td>
<td>6.5</td>
<td>3.9</td>
</tr>
</tbody>
</table>

Source: based on a 2009 JADMA survey of 1,080 Japanese Internet shoppers

**Prospective Buyers**

The Internet is no longer a tool used only by Japanese young people. Men and women of all ages are becoming familiar with the benefits of accessing the Internet. Indeed, the number of internet users ages 65-69 increased by over 20 percent in 2009, bringing usage rates to nearly 60 percent in that age group in Japan. Expectations are for even higher Internet usage among senior Japanese, a demographic with the means to spend easily on life-enriching products and services.

**Market Entry**

**Language, the Metric System and Search Engines**

Few Japanese maintain the language skills needed to comfortably navigate and search for products and services from abroad on English-language retail websites. Hence, a Japanese language option on a website is a definite plus. Many Japanese consumers who are not confident in their English will use the services of personal import agents once they know what they want. Also, it is important to make sure U.S. retail websites are on the search engines used by many Japanese internet users.

Japan uses the metric system. Japanese consumers do not easily convert inches and pounds, so U.S. internet retailers are advised to include links to reliable conversion sites. Sizes in demand are generally smaller than in the U.S. For electric appliances, the voltage in Japan is 100V (and 50Hz for eastern Japan/60Hz for western Japan). The region code for DVDs is 2.

**Personal Import Agents**

There are many personal import agencies on the Internet that charge service fees to assist Japanese consumers with personal imports. In general, these agents collect payment, inclusive of shipping and service fees from the consumer (often cases in yen), and then place orders on behalf of the consumer. The agents make the consumer the consignee of the shipment. Often the agents promote featured U.S. products on their homepages. Some agents provide links to (affiliated) U.S. internet shopping sites.
Leading Web Malls
One option for U.S. exporters may be to open a virtual shop in a leading Japanese Internet shopping mall. Leading Internet shopping sites have developed or are developing online malls, where Japanese consumers tend to shop. Tenancy in one of the leading online malls may be an easy way to approach Japanese internet shoppers.

Rakuten, with 63 million members (shoppers) and 26,233 tenants in 2008, is the largest and most popular Japanese online shopping website. The site's “Personal Imports” page can be found at http://shopping.linkshare.com/ja/ and is operated by LinkShare, Rakuten’s U.S. subsidiary. LinkShare developed the website to facilitate online shopping by Japanese consumers where they can place orders in Japanese, use popular Japanese credit cards, and be provided information about import duties, size conversion tables, shipping costs, etc. In short, it is very a handy website for Japanese shoppers who lack experience in shopping from abroad in English. However, Rakuten’s personal imports site is not as eye-catching as Rakuten’s other top-tier pages. LinkShare’s company and contact information in the U.S. can be found on its English website at http://www.linkshare.com/about/

Amazon.co.jp (Amazon’s Japanese shopping site) accepts applications from overseas to sell in its virtual marketplace on condition that (i) the seller has a bank account in Japan (to which Amazon.co.jp sends payments) and also (ii) the seller has an address in Japan where Amazon.co.jp will send bills (though it does not have to be an office). Some restrictions will apply to the products being sold. However, at this moment, it does not appear that there are very many products from abroad being sold directly on the website.

Not many other top sites appear to accept applications from retailers who do not have a foothold in Japan at this moment. For example, Yahoo Shopping allows for a shop to have a main webpage in English if it also has a page in Japanese. However, virtual tenants must have a registered office in Japan which shoppers can contact in Japanese and pay with Japanese yen.

Payment Methods
Credit cards have become a very popular payment method in Japan for shipping on the Internet. Credit card security has improved and people have less anxiety about giving credit card information via the web. According to a 2009 survey by JCB (Japan's most popular credit card), 82.8 percent of the 1,700 respondents (ages 20 years and over) had one or more credit card, and 17 percent of the card holders used their main card for ¥10,000 – ¥20,000 ($106 – $213) in purchases per month, followed by 15 percent who used their cards for monthly purchase valued between ¥50,000 and ¥100,000 ($532 – $1,064), 14 percent for ¥30,000 – ¥50,000 ($319 – $532) and 14 percent for ¥20,000 – ¥30,000 ($213 – $319).

Payment Methods Used in Japan for Internet Shopping in 2009 (multiple answers possible)

<table>
<thead>
<tr>
<th>Method</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credit Cards</td>
<td>50.3%</td>
</tr>
<tr>
<td>Cash on Delivery</td>
<td>46.4%</td>
</tr>
<tr>
<td>Via Bank/Post Office/ATM</td>
<td>34.3%</td>
</tr>
<tr>
<td>Via Convenience Store</td>
<td>33.3%</td>
</tr>
<tr>
<td>Internet Bank</td>
<td>14.2%</td>
</tr>
<tr>
<td>Add to Internet Service Provider Bill</td>
<td>4.1%</td>
</tr>
<tr>
<td>Other, Including Mailing Cash or Check</td>
<td>1.1%</td>
</tr>
<tr>
<td>No Answer</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

Source: Ministry of Public Management, Home Affairs, Posts & Telecommunications

In another survey conducted by JADMA, over 70 percent of the respondents replied that they had used credit cards for internet shopping in 2009. It is apparent that despite past anxieties, payment by credit cards will pose little problem for most Japanese consumers shopping from overseas via the Internet. While JCB is by far the most popular credit card used in Japan (more than 60 million card holders), Visa and MasterCard are also widely used.
Returning Merchandise
Return rates are low in Japan. In the 2009 JADMA survey, when asked if they had ever returned goods purchase via the Internet after they had been delivered (Japan domestic shipments), 63.3 percent responded that they had “never” returned goods, 27.6 percent replied “not often,” 8.6 percent said “sometimes, and only 0.5 percent answered “often.”

These answers are not unexpected, considering the complications and high costs of return shipping as well as the procedures to request tax refunds. Should these conditions persist, these low return rates should continue for some time.

Market Issues & Obstacles
Restricted Items
Most Internet shopping from abroad in Japan is classified as “personal imports” and Japanese law stipulates that consumers may import what they want for their personal use at their own risk. In principle, no government import permit is required. That said, some obvious restrictions do apply. For example, certain weapons, drugs, wild animals, etc. are restricted, as is the case with most countries. However, U.S. exporters should be aware of Japan’s stricter restrictions on guns and daggers. Switchblade and jumping knives may not be imported. Also, the criterion on the blade length was revised from 15 cm to 5.5 cm in January 2009. However, kitchen knives with blades longer than 5.5 cm may be imported. For general information on prohibited goods, controls and restrictions, please refer to the Japan Customs webpage at

http://www.customs.go.jp/english/c-answer_e/customsanswer_e.htm#kinsei

or

http://www.customs.go.jp/english/summary/prohibit.htm

Licenses and permits are usually required for businesses importing and reselling pharmaceuticals and cosmetics. However, no such licenses/permits are required for Japanese consumers to import these products for their own personal use at their own risk. Up to a two month supply of medicine, a four month supply of vitamins, 24 cosmetic items, and 12 bottles of alcoholic drinks within a period of three months are considered a reasonable quantity for personal use. These items, imported for personal use, cannot be re-sold or given free to others. A new restriction was placed on the personal importation of “milepri-stone” abortion pills in 2004. This medicine is not approved in Japan, and Japanese individuals who want to import it must submit a doctor’s prescription note. This revised regulation is loaded with implications for more restrictions on medicines that may be “seriously harmful if taken incorrectly.”

Direct Shipping from the U.S.
In order to be considered “personal imports,” goods from the U.S. must be shipped directly to Japanese consumers.

Taxes and Tariffs
Purchases valued under ¥10,000 ($106) are usually exempted from both tariffs and the five percent consumption tax. Imported goods are valued at the total price of the goods plus shipping and insurance. However, wholesale prices are used for goods, making the price usually about 60 percent of retail prices.

For purchases over ¥10,000, simplified tariff rates can be applied:

(http://www.customs.go.jp/english/c-answer_e/imtsukan/1001_e.htm)
Except for leather and knit products, tariffs on consumer items are generally low. Many consumer items are free of import duties.

High tariffs are applied to leather goods. Although lowered to some extent in recent years, a 30 percent import duty is placed on leather shoes over the import quota. Personal imports are generally always considered over the import quota and the tariff may be applied even if the import value is under ¥10,000. Footware, even if it is not made of leather, is often subject to high duties.

**Consumer Protection Laws**

For Japanese web shops (and for all mail order companies), certain information is required to be disclosed for shoppers. This information includes shipping charges, payment methods/deadlines, delivery, conditions of returns as well as address and contact information and the name of the person in charge. Naturally, this law does not apply to U.S. companies in the U.S., but consumers will look for this kind of information on websites.

Sending unsolicited ad mail is prohibited. For sending e-mail ads, the principle is “opt-in” expressed by the recipient.

Under the personal information protection law, trading/purchasing of customer lists with/from Japanese companies is virtually impossible.

**Shipping charges**

Please note that shipping charges/handling as well as other fees (e.g. insurance) will all be counted as part of the import value for the basis of import duties.

**Trade Events**

None at the moment

**Resources & Contacts**

**Consumer Affairs Agency**

Address: Sanno Park Tower, 2-11-1 Nagata, Chiyoda, Tokyo, 100-6178  
Phone: 81-3-3507-8800  

**Japan Customs**


**JADMA (Japan Direct Marketing Association)**

Address: 2F, Libra Bldg., 3-2 Nihonbashi- Kobunacho, Chuo-ku, Tokyo 103-0024 JAPAN  
Phone: 81-3-5651-1155  
URL: [http://www.jadma.org/e/](http://www.jadma.org/e/) (English)

**JETRO (Japan External Trade Organization)**

URL: [http://www.jetro.go.jp/](http://www.jetro.go.jp/) (English)

**JETRO Offices in the U.S.**

JETRO ATLANTA
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