



# **Block Council for Promotion of Foreign Direct Investment in Japan**

**September 2022**

**Investment Facilitation Division**

**Ministry of Economy, Trade and Industry (METI)**

# Background on “Block Council”

## What is “Block Council” ?

- ❖ Block Council is a forum held every year since 2014 by all nine METI Regional Bureaus on a voluntary basis, together with the Investment Facilitation Division of METI and JETRO, and consisting local governments, business associations, financial institutions and companies.
- ❖ The significance of Block Council relates to the "FDI Promotion Strategy" (June 2, 2021) of the Council for Promoting of Foreign Direct Investment at the Cabinet Office, taking account of the importance to bring together various regional expertise, specialties and needs. ([http://www.invest-japan.go.jp/committee/en\\_chuchoki.pdf](http://www.invest-japan.go.jp/committee/en_chuchoki.pdf) (P.16-17))

## Purpose of “Block Council”

- ❖ Exchange candid voices, opinions and needs in the regions
- ❖ Consider comprehensive collaboration and cooperation in the context of national policies
- ❖ Consider innovative projects and ideas that can be launched in the regions
- ❖ Encourage the regions to consider using foreign resources for revitalizing the local economies and societies

# Rationale for Inviting Foreign Companies

- ❖ METI conducts a survey, to which the local stakeholders (local governments, industrial and business associations and companies) provide responses.
- ❖ Last fiscal year, we identified the following challenges and decided to invite foreign companies to the Block Councils to be held during this fiscal year.

## Lack of Promotional Know-Hows

- How to establish contact points with foreign companies
- How to communicate with foreign governments or companies
- How to collect information on foreign companies' interests

## Lack of Capability for Establishing Networks

- How to find foreign governments or companies that are interested in particular regions
- How to establish local collaborations (i.e. through local Japanese governments and companies)

## Solution for FY2022

### Inviting Foreign Companies to Block Councils

#### <Purpose>

- identifying and matching the needs and seeds between local governments/companies and foreign companies
- enabling foreign companies to directly present their corporate interests and business operations to the local stakeholders
- enabling getting to know each other and developing dialogues between local governments/companies and foreign companies

# Details of Block Council ( 1 )

## Date

To be held during Fiscal Year 2022, namely from the end of 2022 to the end of March 2023 *※For Kanto Bureau, tentatively to be held in November 2022*

## Meeting Format

Each Regional Bureau may decide whether or not to hold the meeting, the frequency of the meeting, the meeting method (in-person, online or hybrid), and the contents of the meeting.

*※In FY2021, Block Councils were held in the following eight blocks.*

No	Name of the Regional METI Bureau	City
1	Hokkaido Bureau of Economy, Trade and Industry	Sapporo
2	Tohoku Bureau of Economy, Trade and Industry	Sendai
3	Kanto Bureau of Economy, Trade and Industry	Saitama
4	Chubu Bureau of Economy, Trade and Industry	Nagoya
5	Kansai Bureau of Economy, Trade and Industry	Osaka
6	Chugoku Bureau of Economy, Trade and Industry	Hiroshima
7	Shikoku Bureau of Economy, Trade and Industry	Takamatsu
8	Kyusyu Bureau of Economy, Trade and Industry	Fukuoka

# Details of Block Council ( 2 )

## Targeted Type of Companies

foreign companies, foreign business associations, VC, PE, accelerators, with interests in regional investments and collaboration.

※*You may participate in as many Block Councils as possible, but this would be subject to content, suitability, availability and time allocation of particular meetings.*

## Reference

### Example of Past Agenda

- ❖ Explanation by METI of national policies (medium- to long-term strategies for FDI in Japan, etc.) and directions, etc.
- ❖ Explanation by JETRO of measures to support the attraction of foreign companies (i.e. efforts to create regional brands)
- ❖ Sharing of examples, needs, challenges, and requests to the government regarding the attraction of foreign companies to local regions (local governments, foreign companies, local business organizations, financial institutions, VCs, accelerators)
- ❖ Expectations for cooperation with local and foreign companies
- ❖ Examples of local governments' utilization of foreign vitality in comprehensive policy and regional revitalization
- ❖ Possibility of cross-coordinating regional attractiveness and foreign vitality from the private sector's perspective
- ❖ Possibility of attracting overseas Start Ups, etc. to start-up ecosystem-based cities
- ❖ Potential for local initiatives in preparation for the Osaka-Kanto Expo 2025

# Contact at METI Investment Facilitation Division

*If you are interested in Block Councils,  
please respond to below by October 17, 2022.*

*If you have any question, please contact below.*

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