

Investing in Japan

“From a microeconomic perspective, the recent change in Japan’s investment environment seems attributable to two factors. One is related to the policy package and activities aimed at improving the investment environment and attracting FDI by the central and local governments. The other factor is that Japanese companies have increasingly sought partnerships with foreign businesses in view of the globalization of the Japanese economy.”

So says Shigeki Maeda, Executive Vice President of Japan External Trade Organization (JETRO). Through interviews and case studies, we investigate the changing nature of foreign direct investment in Japan.