

JAPAN

PENNSYLVANIA'S TRADE REPRESENTATIVE



Coco Watanabe, Director

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JAPAN

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DIRECTOR'S BIO

Coco Watanabe joined the Japan Office in February 2007 and was appointed Pennsylvania's Authorized Trade Representative in July 2010. She has assisted more than 300 Pennsylvania companies since joining the team.

Coco has experience working with corporate clients and development agencies throughout Japan. She has expertise in business management, export planning, market analysis and direct and indirect sales development. Her access to the Japanese network of business will prove invaluable to the Pennsylvania company trying to break into that market.

OFFICE SCOPE OF SERVICES

- Market viability studies and market entry strategies reports
- Trade show selection assistance and support
- Appointment Scheduling: Stand alone events or in conjunction with a trade show.
- Customized lists of manufacturers, buyers, agents, distributors, or other potential business partners
- Referrals to private service providers, trade associations, or with government or industry experts
- State sponsored trade missions: Pre-qualified business contacts, market briefings, and logistical assistance
- In-country customized business appointments and scheduling
- When appropriate and pre-arranged, staff will accompany Pennsylvania clients to their appointments as a business coordinator.

RESEARCH TOOLS & FACILITIES

- Extensive contacts in Japanese government and industry
- A wide range of industry specific directories
- A wide selection of trade show directories
- A directory of Japanese agents, distributors and manufacturers

To obtain export assistance from our Authorized Trade Representative, contact:

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