

JETRO-Houston

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FOR IMMEDIATE RELEASE

Free B2B Meetings at CEATEC in Japan

HOUSTON, Tx. (June 22, 2007) - The Japan External Trade Organization announces its **JETRO BizMatch@CEATEC 2007** match-making initiative of B2B meetings at no charge in association with the Combined Exhibition of Advanced Technologies to be held from October 2-6, 2007 at Makuhari Messe in Chiba near Tokyo.

July 17 is the deadline for area ICT companies to apply for complimentary one-on-one, pre-arranged business meetings from October 2-4, 2007 with leading Japanese technology firms in conjunction with CEATEC. For registration information and forms, go to <http://www.jetro.org/ceatec2007> and visit <http://www.ceatec.com> for background on Asia's largest annual technology and electronics exhibition.

U.S. companies in the ICT industry with a strategy for entry into the Japanese market or searching for a Japanese business partner are encouraged to apply. Complimentary entrance to CEATEC and attendance at seminars and a networking reception are included for those with confirmed B2B meetings. Individual companies are responsible for their own travel arrangements, costs and accommodations. Last year, CEATEC attracted 200,000 visitors and the BizMatch component featured 233 meetings held for 28 companies with 88 Japanese businesses and organizations.

The Japan External Trade Organization, founded in 1958, is headquartered in Tokyo and has 73 overseas branches in 55 countries with 38 offices in Japan. JETRO-Houston, established in 1969, is one of six U.S. offices and has jurisdiction over the five-state U.S. south central region of Arkansas, Louisiana, Mississippi, Oklahoma and Texas.

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