

**GENERAL AGREEMENT BETWEEN
THE STATE OF MICHIGAN
AND
THE JAPAN EXTERNAL TRADE ORGANIZATION**

The Honorable John Engler, Governor of the State of Michigan, and the Honorable Noboru Hatakeyama, Chairman and CEO of the Japan External Trade Organization (JETRO), concur as to the vital importance of a cooperative effort to increase business between Michigan and Japan. Toward that end, the State of Michigan and JETRO endeavor to establish an agreement, the Michigan-JETRO Program, which will promote mutual business relations leading to increased exports between Michigan and Japan.

To assure the success of the Michigan-JETRO Program, Governor Engler and Chairman Hatakeyama pledge the full support of their respective agencies in regard to the assignment and allocation of appropriate resources.

The Michigan-JETRO Program will be comprised of the following general components to be implemented subject to availability of funding as prescribed by the relevant governmental funding units:

Trade Promotion/JETRO Senior Trade Advisor:

The State of Michigan's Michigan Economic Development Corporation (MEDC) will continue its activities to facilitate export promotion. MEDC staff, along with the U.S. Department of Commerce, will address and coordinate issues of market research, export seminars, trade missions, trade shows, study programs, and trade-related information exchanges. JETRO will cooperate with these activities by sending a Senior Trade Advisor (STA). The JETRO Senior Trade Advisor will provide insight and expertise into the state activities and will receive full benefit of staff support and resource allocations as needed.

Linkages Between Existing State Trade Promotion Activities and JETRO:

In addition to cooperation with the State of Michigan, the MEDC will facilitate cooperation between the JETRO advisor and other existing state export promotion programs including those of the Michigan Chambers of Commerce and major Michigan Trade Associations. The JETRO advisor will assist the State's export promotion efforts by serving as a vital link between Michigan business and JETRO programs and resources.

4. **Export Seminars**

During the JETRO STA's stay in Michigan, MEDC will promote and participate in educational seminars aimed at teaching Michigan manufacturers and other potential exporters about exporting to Japan. The seminars will be held in the major metropolitan areas of Michigan.

5. **Business Support Center**

MEDC will publicize and encourage the participation of Michigan companies in JETRO's Business Support Centers, which provide comprehensive assistance to firms attempting to enter the Japanese market.

6. **Information Exchange**

MEDC and JETRO agree to exchange trade-related information including databases on exporters and importers. MEDC shall be responsible for data collection to identify products for export to Japan as well as exporters and manufacturers with interest in exporting to Japan. JETRO will be responsible for data collection to identify importers in Japan.

I. **Joint Investment Promotion Activities**

MEDC and JETRO agree to cooperate on the following investment promotion activities:

1. **Investment Missions**

MEDC and JETRO will cooperate in the planning of Michigan investment missions to Japan, as well as local Japanese investment missions to Michigan. The host organization will assist with business appointments, accommodations, reception arrangements and other support as needed.

2. **Information Exchange**

MEDC and JETRO agree to exchange investment-related information. JETRO shall be responsible for data collection to identify companies interested in investment in the State of Michigan.

3. **Business Presence in Japan**

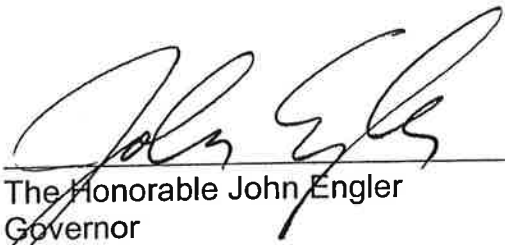
In cooperation with JETRO and MEDC, the STA will assist Michigan companies with establishing a business presence in Japan.

J. **Termination**

This agreement shall commence on the date of signing and shall terminate on November 30, 2001, unless otherwise changed in accordance with the terms of this agreement. Either party shall have the right, in such party's sole discretion and such party's sole option, to terminate and bring to an end all performances to be rendered under this contract, such termination to be effective sixty (60) days after the receipt of written notification of termination by either party. Only an officer signing this agreement

This General Agreement is to be augmented by an Implementation Agreement signed by the CEO and Department Director of the Michigan Economic Development Corporation, A. Douglas Rothwell, and Chief Executive Director of JETRO, Chicago, Nobumasa Take, outlining specific measures.

Governor Engler and Chairman Hatakeyama believe that the successful implementation of the Michigan-JETRO Program will significantly enhance trade promotion efforts, thereby fostering increased export trade from Michigan to Japan.



The Honorable John Engler
Governor
State of Michigan



The Honorable Noboru Hatakeyama
Chairman
Japan External Trade Organization

April 9th, 1999
Date