Japan Export Guide Fact Sheet

PNG-Japan Trade Relation:

- **Establishment:** September 16, 1975
- **Status:** Japan is PNG's 3rd largest bilateral aid donor
- **PNG-Japan Exports Value:** US$3.03 billion
- **Key Export Products:** Cooper Ore, Petroleum Gas, and Crustaceans
- **Japan-PNG Import Value:** US$222 million
- **Primary Imports:** Buses, Delivery Trucks, and Rubber Tires

Economic Environment:

- **Currency:** Japanese Yen (JPY)
- **GDP(2025):** $4.44 trillion US
- **GDP per capita (2025):** $35,951 US
- **Unemployment Rate (2025):** Around 2.5%
- **Inflation Rate (2025):** Estimated 1.5%
- **Major Industries:** Manufacturing (automobiles, electronics) Technology and innovation Services (finance, tourism)
- **Exports :** Major exports include automobiles, machinery, electronics, and precision instruments.
- **Imports :** Key imports include petroleum, natural gas, foodstuffs, and raw materials.
- **Trade Partners :** Major trading partners include the United States, China, and other Asian countries.

Global Ranking:

- 1.89%global share
- 4th largest economy
- 4th largest e-commerce market
- 4th largest importer and 5th largest exporter

Country Overview:

- **Location:** East Asia
- **Capital:** Tokyo
- **Population(2025):** Est. 123 million people
- **Language:** Japanese
- **Government:** Constitutional monarchy with a parliamentary government

Gross Domestic Product (GDP):

The total value of all goods and services produced within a country's borders in a specific time period, usually measured annually.

GDP per capita:

Is the average economic output per person in a country, indicating the average income or standard of living.

FUN FACTS:

Japan is situated northwest from PNG. Port Moresby to Tokyo is approx. 5000km apart or a 7 – 8 hours flight.

People in Japan live longer than most people in the world. There are more old people than young. Most people live to be more than 80 years old.

Most people in Japan do not speak English and they like product instructions to be in Japanese too.

The Japanese people are very careful about what they eat and drink. They like healthy & organically sourced and produced goods.

HERE'S A SIMPLE GUIDE TO ENTER THE JAPANESE MARKET:

01 ***What product(s) will you sell?*** Identify the product you want to sell in the market.

02 ***Do your research!*** Find out about the standards & product requirements that are imposed in the market place.

03 ***Learn about the people!*** Find out what the people like or are attracted to and use that when promoting your product.

04 After you have done all your research, you should be equipped to ***prepare your product for sale.***

05 ***Start promoting your product.*** You can tailor your promotion strategy specifically to the target market by participating in both local and international trade shows, using social media and other events that allow you to showcase your product.

06 ***After you find a buyer:***
- Select the right payment method you want to use (learn about International Payment Terms)
- Select the mode of transport best for shipping your product (learn about shipping terms here).

07 ***Start your export.*** Please go to PNG Customs website and follow the "export clearance procedure" and take note of other information therein to successfully export your product.

Exporting can be a lot of work. It is recommended that you work with a Customs broker to streamline the export process and contribute to smoother international transactions. PNG Customs provides an updated list of licensed customs brokers/agents.

BUSINESS IN JAPAN

Japan's strong and steady economy, low currency fluctuations, and high per capita income make it a reliable and promising place for investment, providing a secure environment for PNG entrepreneurs.

A challenge: To successfully sell products in Japan, it's important to be mindful of their regulations. Japan has specific standards for quality and safety, so making sure your products meet these guidelines will help ensure everything goes smoothly with customs and entry into the market.

An Opportunity: Papua New Guinea has an opportunity to expand beyond mineral exports to Japan by exploring sectors like agriculture and fisheries, benefiting both countries' economic growth goals through enhanced sustainable trade connections.

PREFERENTIAL TREATMENT FROM JAPAN:

Go to www.mofa.go.jp for information on Japan's GSP Scheme and how to utilize it. The scheme allows certain products from beneficiary developing countries (BDC), like PNG, to receive preferential treatment or duty-free entry into the Japanese market.

Japan grants GSP treatment for selected agricultural and fishery products in 430 items. Japan's MOFA website also provides a list of products under the GSP scheme (pdf).

> *"Trade is the language of prosperity, spoken by nations."*
>
> \- Anonymous

DISCLAIMER:

This factsheet is a simplified guide for Papua New Guinea (PNG) exporters looking to enter the Japanese market, offering insights on Japan's economy, an export guideline and links to important sites with information that should be considered. While it's a helpful starting point, exporters are advised to do thorough research, follow all required market regulations, and seek assistance to ensure compliance with specific market dynamics.

INFORMATION YOU CAN FIND ON NTO'S TRADE PORTAL:

JAPAN MARKET RULES:

Go to www.research.hktdc.com for information on Trade Regulations of Japan.

Also check out the USTR's National Trade Estimate Report on Foreign Trade Barriers, for a summary of Japan-specific trade barriers.