

〈Announcement〉 PR Material Production Project - Consulate General of Japan support Japanese Companies—

2022/12/21

Business activities have become more diversified due to the COVID-19 pandemic. Online meetings and events continue to be held, while face-to-face meetings, international conferences and in-person exhibitions are returning.

Japanese companies are expected to continue making valuable contributions on international issues, such as climate change and clean energy, as well as on regional issues such as logistics and transportation.

The Consulate-General of Japan in Los Angeles will support Japanese companies operating in Southern California and Arizona to raise awareness about their contributions in the United States, possibly helping foster new business with the PR Material Production Project.

(Please refer to the recent successful precedent of the “Five Themed Videos Project”, which highlight Japanese companies’ technologies and societal contributions 「Japanese Company PR Video」[\[Please click here\]](#)

1 Proposed Themes of PR Material

Open call for participants in the PR Material Production Project in the following themes.

Theme ① “Climate Change & Energy” (Global Issues)

Including, Innovation and Science & Technology, Digital Transformation, Economic Security.

Theme ② “Logistic & Transportation” (Local Issues)

Including, Regional Revitalization, Agriculture, Education, Medical & Welfare, Digital Infrastructure, Depopulation and Aging, Smart City, MaaS, Disaster Prevention in Southern California and Arizona.

2 PR Material to be created

- ① Data for digital distribution
- ② A4/Letter Size PR Materials
- ③ A0 Size Panel Board (A0 or W33”×H46”, Portrait)

※The Consulate will create the PR materials (including design, layout, proofreading, panel production, etc.).

※Language is English

※The created panels and electronic data are owned and maintained by the Consulate, however we would encourage companies to actively use them for their own purposes.

3 Utilization of PR Materials

- ① Dissemination via Consulate’s website or SNS.
- ② To be exhibited at events with State, County, Municipal officials and business community leaders.
- ③ To be exhibited at events hosted by the Consulate.

4 Targeted Company Participants

A company that meets all of the following three requirements.

- ① Japanese companies located in the US or headquartered in Japan
- ② Companies currently doing business in Southern California or Arizona, or companies considering doing business in Southern California or Arizona in the future.
- ③ Companies currently doing business in the field of theme ① or ② in the US or Japan.

5 Production Process

- ① Company submits original materials to the Consulate which summarize the company's activities.
- ② The Consulate outsources the design and production of PR materials to a design company.
- ③ There is no fixed format of the original proposal, however if there are a large number of applications, priority may be given to applicants who have a stronger final image for their PR material.
- ④ In the case of a large number of applications, selection will be made from the viewpoints of "concreteness", "appeal" and "originality".
- ⑤ One company can apply for multiple themes.
- ⑥ PR materials will be updated by consultation with the Consulate and design company.
- ⑦ Even if you are not eligible for PR material production, we can provide "opportunities for sharing information on company efforts in cooperation with the Consulate" by submitting original materials from companies, so please feel free to contact us.

6 Production Schedule

Open Call for participants (First round): December 21, 2022 – January 31, 2023

Announcement of Project Participants: At any time after submissions are reviewed

Panel/Digital Data Production: Completed by early February 2023

※After production, PR materials will be exhibited at events and uploaded online.

※The second round production project will be announced later. (Delays or changes may happen due to budget or other reasons.)

※The above schedule is subject to modification.

※Production schedule will be set for each case submitted, and the earliest design is expected to be completed by January 20th.

7 Application process for the open call for participants.

Please access the form below and use the "Microsoft Forms"

Assuming about 10 participants for each theme (Total of 20 companies). Determined by open recruitment.

PR Material Production – Application Form <https://forms.office.com/r/Sa2UPCfqxE>

8 Disclaimer

In the event that there is a deliberate misrepresentation of facts, plagiarism, or other infringement of rights in the production materials, or if there is a suspicion of such, the relevant article will be immediately withdrawn from the public and the Consulate will not be held responsible. Strict measures will be taken against those who are involved.

9 Others

If you have any questions, please contact to the contact information below. Answers will be updated on the Consulate's website.

Contact information:

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Attention to:

Mr. Nishigami / Ms. Date (Japanese inquiries)

Mr. Swords (English inquiries)