

**Broward County Office of Economic and Small Business Development (OESBD)
Justification for Broward County Trade and Sister Cities Mission
to Japan and Taiwan
May 27th – June 4th, 2026**

Introduction/Background

Japan and Taiwan are strategic markets for advancing Broward County’s export growth, business expansion, and for Broward County’s long-term competitiveness in global trade, innovation, and investment. Japan, the world’s third-largest economy, offers high-value opportunities for Broward exporters in sectors such as marine, logistics, technology, and professional services, while also representing a strong source of foreign direct investment and tourism. Taiwan, and in particular, Pingtung County, is an emerging hub for blue economy, resilient supply chains in the Asia-Pacific region and sustainable coastal development, and a Sister Cities partnership can support meaningful long-term benefits across culture, education, blue economy, and climate resiliency.

A focused trade mission to Japan and Taiwan will allow Broward County to deepen institutional relationships, support local exporters in accessing high-value Asian markets, and position the County as a reliable partner in diversified, resilient global supply chains.

Broward County Office of Economic and Small Business Development (OESBD) collaborating with the Consulate General of Japan in Miami and the U.S. Commercial Office in Tokyo would coordinate the mission and facilitate business-to-business (B2B) meetings for the Broward participants via the U.S. Department of Commerce’s Gold Key Program in Japan. Mission participants will also benefit from networking events and meeting contacts outside of the scheduled B2B appointments. Meanwhile, the mission trip segment to Taiwan would be focused on the signing of a Sister City Agreement between Pingtung County and Broward County.

The Broward County Trade Mission to Japan and Taiwan

The Broward County Trade and Sister Cities Mission to Japan and Taiwan is part of a countywide strategy to market Broward products and services more aggressively in Asia. This strategy is intended to provide Broward businesses with opportunities to grow their business and build new relationships in Asia and specifically in Japan and Taiwan. The mission has two objectives: bring Broward businesses to Japan to seek export opportunities and build relationship with Japanese partners and an institutional mission to Taiwan to sign a Sister City Twinning Agreement with Pingtung County, Taiwan. The Japan segment will feature Broward business matchmaking meetings and one-on-one business meetings with potential Japanese partners through the U.S. Department of Commerce’s Gold Key Program and networking opportunities organized with partners such as the Consulate General of Japan in Miami. Japan represents an excellent opportunity for Broward County companies to expand their business in one of the strongest economies in Asia. The Taiwan segment will include the Sister Cities Twinning Agreement signing ceremony.

Broward County Mayor Mark D. Bogen will be leading the Broward delegation for this trip. He will be accompanied by Broward County Office of Economic and Small Business Development’s International Chief Economic Development Officer – Trade & Protocol and Broward businesses for the Japan segment of the trip. An invitation will also be extended to Port Everglades, the Broward County Aviation Department, and local universities.

Best Export Opportunities to Japan

Below is a table of leading sectors, according to the U.S. Commercial Service, for Florida exports to Japan and the approximate number of corresponding firms in Broward County as this segment involves inviting local businesses to seek export opportunities:

Leading Sectors:	Approximate Number of Firms in Broward*
Information Technology: Ecommerce, Cloud Computing, Semiconductors, FinTech, Critical & Emerging Tech	1,984
Agriculture Sector	12
Aviation: Aircraft and Related Parts	3,844
Industrial Machine Tools	168
Life Sciences: Medical Devices and Pharmaceuticals	2,737
Defense Procurement	58
Automotive	614

* Source: Reference USA

Several of the leading sectors listed are also Broward County targeted industries. Promotion of international trade is consistent with the Broward County Commission’s Value of “Ensuring economic opportunities for Broward’s diverse population and businesses” as well as OESBD’s mission to grow targeted industries in the county.

The three (3) leading sectors in which Broward County has the greatest number of businesses are the *Aviation, Life Sciences & Information Technology* sectors. Opportunities for each sector are detailed below. This information is available in the U.S. Country Commercial Guide for Japan and is published by the U.S. Embassy in Japan.

Aviation: Aircraft and Related Parts

U.S. firms have an overwhelming presence in Japan’s aircraft and aircraft parts segment due to long-standing relationships with domestic manufacturers and trading firms – some spanning over 70 years. Several trends are driving opportunities for U.S. firms. For example, Japanese industry players are increasingly active in international projects, developing transport and patrol aircraft for defense initiatives and manufacturing small jets and jet engines for civil aviation. Geopolitical considerations, including ongoing regional disputes with China, Russia, and North Korea, are also driving Japan’s demand for enhanced defense capabilities.

Japanese customers of aircrafts and aircraft parts first consider track record and quality rather than cost competitiveness. In many cases, U.S. firms compete against other U.S. firms for new Japan contracts.

Aircraft Production Trends

Prior to the COVID-19 pandemic, Boeing's wide-body aircraft production was significantly higher. Japanese suppliers involved in the Boeing 787 program had the capacity to support a monthly output of 10 aircraft, with internal targets aiming to ramp up to 14. However, as of 2025, production has only recovered to approximately 7 aircraft per month.

Japanese suppliers also supported a monthly production rate of 4 to 5 Boeing 777 aircraft, which has since declined to 3 to 4 aircraft per month. The planned ramp-up of the next-generation 777X remains delayed. Boeing is currently working with the Federal Aviation Administration ("FAA") to obtain the certification, but the program continues to experience scheduling setbacks. These delays have hindered the anticipated increase in wide-body production volumes.

Although the 777X has not yet made a significant impact on production figures, the gradual phase-out of older 777 models is being partially offset by rising 787 output. Nonetheless, overall wide-body production levels remain below earlier industry expectations.

Outlook for 2025–2026

Despite these headwinds, Japan's aerospace sector is on a stable recovery path from the disruptions of the COVID-19 era. If Boeing can resolve its certification and production delays—particularly with the 777X program—a significant production rebound is expected, especially in the wide-body segment. This would have a positive knock-on effect for Japanese aerospace suppliers, many of whom are integrated into Boeing's global supply chain.

Leading Sub-sectors

Aircraft Engines

Aircraft engines are a leading sub-sector. Concerning the development of civil aircraft engines, Japan participates in international joint development projects for civil engines such as the V2500, Trent1000, GEnx, GE9X, and PW1100G-JM. In addition, Japan develops defense engines such as F7 and XF9-1.

Helicopters

As the world's fifth largest helicopter user, Japan develops and manufactures fuselages, engines, and all other helicopter components. Japan has also developed and produced a composite-material, bearing-less version of the rotor system that makes full use of cutting-edge technologies. In addition, the Japanese aerospace industry is proactively participating in multinational development projects such as the following:

Participation in International Civil Helicopter Projects

- MD902 Helicopters Transmission Production
- AW139 (AgustaWestland) High-Speed Gearbox

Opportunities

Civil Aircraft

Japan's commercial aerospace business is dominated by big companies that supply the major aircraft manufacturers – specifically Boeing. For example, Japanese manufacturers such as Mitsubishi Heavy Industries (“MHI”), Kawasaki Heavy Industries (“KHI”), and Subaru (formerly Fuji Heavy Industries) supply about 35 percent of content for the Boeing 787 aircraft including aircraft wings, center wings, and front fuselage. These companies also supply about 21 percent of content for the Boeing 777 such as center section, center fuselage, and aft fuselage.

According to Japan's Ministry of Finance, imports of aircraft products including parts, sub-parts, and components amounted to \$10.4 billion, with U.S. aerospace products accounting for 62.4 percent of the total.

Life Sciences: Medical Devices and Pharmaceuticals

Medical Devices

Japan's market for medical devices continues to be among the world's largest. Given Japan's aging population and the increasing number of patients with chronic and lifestyle diseases, the market is expected to continue to expand. Japan's Ministry of Health, Labor and Welfare (MHLW) data show that the Japanese market for medical devices in 2024 was \$32 billion. Fitch Solutions estimates that Japan's medical device market will exhibit a compound annual growth rate (“CAGR”) of 4.4% from 2024 to 2029.

Many U.S. medical device companies – including larger companies such as GE Healthcare, Johnson & Johnson, Abbott, Edwards Lifesciences, Medtronic, Stryker, Zimmer, and 3M – have subsidiaries in Japan. The American Medical Devices and Diagnostics Manufacturers' Association (AMDD), an industry association for Japanese subsidiaries of U.S.-based corporations engaged in the manufacture and sale of medical devices and in-vitro diagnostics, currently has over 60 member companies in Japan. In addition, many U.S. medical devices are sold through Japanese importers and distributors. According to AMDD, U.S. products' share of Japan's medical device market is significantly higher than the percentage reflected in official statistics. AMDD estimates that U.S. origin products may account for as much as 60 percent of Japan's medical device market, including production in Japan by U.S. companies.

While the market for U.S. medical devices in Japan remains strong, U.S. firms face challenges with reimbursement pricing due to Government of Japan (GOJ) efforts to contain overall healthcare costs that continue to increase given Japan's aging population and low birthrate. Under these circumstances, the GOJ has taken various measures to cut

healthcare spending. Concerning medical devices, one such measure is the Foreign Average Price (FAP) Rule. The FAP is the average list price of specific medical devices in the United States, the United Kingdom, France, Germany, and Australia. Since Japan implemented the FAP Rule in 2002, the GOJ has continued to revise application of the rule to effectively reduce medical device reimbursement prices, including prices of innovative U.S. medical devices.

Leading Sub-sectors

Digital Health

Japan is working to improve its regulatory process for Software as a Medical Device (SaMD), an area where it still lags globally. In September 2023, MHLW launched “DASH for SaMD 2,” expanding on its 2020 strategy to streamline commercialization and enhance predictability. A key feature is a two-stage approval system, allowing limited initial use based on test performance, followed by full approval with real-world evidence. In January 2024, PMDA’s draft mid-term plan (JFY 2024–2028) set a six-month review goal for priority SaMD cases and proposed a new SaMD review department and consultation category. While these steps aim to boost domestic innovation, U.S. firms with advanced SaMD offerings may also benefit.

Caregiving Technology

As Japan’s population declines, the demand for caregiving continues to rise, with a projected shortfall of 570,000 caregivers by 2040. To address this, the government is promoting the use of caregiving robots and ICT devices—collectively termed “caregiving technology”—to improve care quality, reduce staff burden, and support elderly independence. In June 2024, the GOJ released its “Priority Areas for the Use of Caregiving Technology” policy, targeting areas such as transfer, mobility, toileting, and bathing support, as well as monitoring, functional training, and dementia care. With growing need and government support, Japan offers strong business potential for U.S. companies with advanced caregiving solutions.

Opportunities

Japan continues to be an important market for innovative U.S. medical device companies as Japan’s medical device market remains heavily dependent on imports, especially advanced medical devices. The U.S. continues to be the top exporter in Japan’s medical device market, and U.S. companies excel in therapeutic devices and also holds a fair share in diagnostic devices.

Japan’s aging population drives demand for advanced medical technologies. Japan’s relatively prosperous seniors have increasingly high expectations for improved quality of life in their later years. Opportunities in Japan exist for innovative new medical technologies and therapies that alleviate pain, complement lost functions, and improve quality of life, especially in the disease areas identified in the previously referenced survey. Specific medical devices that are likely to see increased sales potential are minimally invasive medical devices, as well as medical technologies and diagnostics utilizing Internet of Things (“IoT”) and Artificial Intelligence (“AI”). Other medical devices that will likely

enjoy increased market opportunities are those associated with telemedicine, in-home care, self-care, and preventive care.

In addition, the Japanese medical device market is supported by the following factors that underpin market opportunities:

- **High healthcare expenditure:** Japan spends about 10% of its GDP on healthcare, one of the highest levels among Organization for Economic Cooperation and Development (OECD) countries. The government's medical expense subsidies and insurance systems provide an environment where patients can easily access advanced medical care.
- **Stable regulatory environment:** Japan's medical device regulations are aligned with global standards, with a strong emphasis on quality, safety, and efficacy. In recent years, the approval process has been expedited, making it easier to bring innovative products to the market.
- **Government support and policies:** The Japanese government recognizes the medical device industry as an important sector and has introduced regulatory easing and support measures, particularly in the areas of software as medical devices (SaMD).
- **Research capability:** There are numerous research institutions, universities, and medical device companies, that are actively engaged in R&D.
- **Legal framework:** Japan has a strong legal framework to protect intellectual property (IP).

Pharmaceuticals

Japan's pharmaceutical market is the 3rd largest in the world, following the United States and China and a critical market for U.S. pharmaceutical companies. According to the Ministry of Health, Labor and Welfare (MHLW)'s Annual Pharmaceutical Production Statistics, the Japanese market for prescription and nonprescription pharmaceuticals (in terms of shipment value) in 2023 totaled Yen 12.4 trillion (US\$ 88 billion at Yen 140.7/\$1). Approximately 93 percent of the market consisted of prescription pharmaceuticals. The market for prescription drugs surpassed Yen 11 trillion for the first time in 2022, and it is estimated to exceed Yen 12 trillion in 2029 with a five-year compound annual growth rate (CAGR) of 0.9-1.9% according to IQVIA, a leading global research organization. The IQVIA name is a combination of: I (IMS Health), Q (Quintiles), and VIA (by way of). IQVIA also projected that the patented drug market will experience steady growth with a five-year CAGR of 2.9%, positioning Japan as the second largest market for patented drugs through 2029.

All major U.S. pharmaceutical companies have subsidiaries in Japan, where the United States consistently enjoys a trade surplus against Japan. According to the latest official figures from the Ministry of Finance (MOF)'s Trade Statistics of Japan, the United States had a trade surplus of Yen 456 billion (\$3 billion at Yen 151.5/US\$ 1) in 2024. U.S.

companies captured approximately 26% market share for prescription pharmaceuticals based on sales among the top 20 products in Japan in 2023. The market share of U.S. pharmaceuticals is estimated to be higher if local production and U.S.-owned compounds licensed to Japanese manufacturers are included.

With Japan's aging population, the demand for pharmaceuticals, especially chronic disease and innovative pharmaceuticals, is steadily increasing, leading to support market growth and the opportunities for U.S. pharmaceuticals.

Japan's Healthcare Policy

Japan's healthcare system receives high marks for providing both basic care and a free choice of doctors to all Japanese citizens at an affordable cost under the country's national health insurance system established in 1961. Japan enjoys one of the world's highest life expectancy rates along with the low rate of infant mortality.

Leading Sub-sectors

Biopharmaceuticals

The pharmaceutical market is undergoing a significant global shift from small-molecule compounds to biopharmaceuticals. In Japan as well, biopharmaceuticals are expected to drive the domestic market in the future. According to the Cabinet Office, the domestic market size for biopharmaceuticals and regenerative medicine-related industries was approximately Yen 1.5 trillion as of 2020, with a target to expand it to over Yen 3.3 trillion by 2030. The Government of Japan (GOJ) is actively working to expand the bio-related market. However, around 90% of antibody drugs—one category of biopharmaceuticals sold in Japan—are manufactured overseas, and the market is expected to remain highly dependent on foreign production bases, including those in the United States, moving forward.

Genomic Medicines

Genomic medicine and personalized treatment are gaining attention as powerful tools for providing optimal care tailored to each individual patient. In Japan, the number of approved molecular targeted therapies for cancer was around 20 in 2010, but by 2022, it had exceeded 100, highlighting the growing importance of genomic medicine. In line with this trend, the market for genomic testing in cancer care is also expected to expand. According to research firm Fuji Keizai, comprehensive genomic profiling (CGP) tests in cancer care are projected to grow from approximately 9.5 billion yen in 2023 to 54 billion yen by 2035. Furthermore, when including other related tests such as monitoring for resistance prediction, minimal residual disease (MRD) testing for post-surgical recurrence and prognosis prediction, multi cancer early detection test (MCET), and companion diagnostics, the market for these key categories of genomic testing in cancer care is expected to grow more than fivefold from 2023 onward.

Artificial Intelligence Drug Discovery

With the introduction of AI technology, the drug development process, which traditionally requires long review periods and high costs, is becoming more efficient. MHLW's Council for Promoting AI Utilization in the Healthcare Field has selected drug development as one of the six priority areas for AI development in Japan. One GOJ priority for AI drug development is building a knowledge database for searching drug discovery targets; another GOJ priority is matching AI support between pharmaceutical companies and IT companies. AI is already being put to practical use in certain stages of the drug discovery process, and with the GOJ actively supporting AI pharmaceutical development, it is expected that AI will be integrated into even more stages of the drug discovery process.

Opportunities

Japan continues to be an important market for innovative U.S. pharmaceutical companies. Japan's aging drives demand for innovative treatments, personalized therapies, and AI-driven drug discovery. In addition, the Japanese pharmaceutical market is supported by the following factors that underpin market opportunities:

- High healthcare expenditure: Japan spends about 10% of its GDP on healthcare, one of the highest levels among OECD countries. The government's medical expense subsidies and insurance systems provide an environment where patients can easily access advanced medical care.
- Stable regulatory environment: Japan's pharmaceutical regulations are aligned with global standards, with a strong emphasis on quality, safety, and efficacy. In recent years, the approval process has been expedited, making it easier to bring innovative products to the market.
- Government support and policies: The Japanese government recognizes the pharmaceutical industry as an important sector and has introduced regulatory easing and support measures, particularly in the areas of biopharmaceuticals and regenerative medicine. This facilitates the development of new treatments and technologies by companies.
- Research capability: There are numerous research institutions, universities, and pharmaceutical companies, actively engaged in R&D.
- Legal framework: Japan has a strong legal framework to protect intellectual property (IP).
- Time to access: New drug prices are determined within 60-90 days after regulatory approval.
- Price maintenance: The Price Maintenance Premium (PMP) rule maintains the prices of on-patent drugs during the patent period under certain conditions.

Information Technology: Ecommerce, Cloud Computing, Semiconductors, FinTech, Critical & Emerging Tech

Ecommerce

Japan is the world's third largest eCommerce market after China and the United States. The Japanese eCommerce market is categorized into three categories: business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C). The Japanese Ministry of Economy, Trade and Industry (METI) published its annual eCommerce Market Survey in September 2024, estimating that the B2B market is \$3.3 trillion, based on the total of all commercial transactions between companies in all industrial categories in Japan. METI estimates the B2C market is \$176.8 billion and the C2C market is \$18 billion and the survey reports that Japan's eCommerce market continues to grow steadily.

Cloud Computing

Japan's cloud services market has experienced steady, sustained growth. IDC Japan, an IT market research and consulting company, indicated that Japan's cloud services market reached approximately \$29 billion in 2025. Forecasts for 2026 suggest the market will continue to expand with an annual growth rate exceeding 15%, reflecting a strong and long-term growth trend.

The growth in Japan's cloud services market has been mainly driven by Japan's adoption of digital transformation (DX) tools which have become a standard practice in Japanese enterprises. As Japanese companies increasingly prioritize system modernization and efficiency, their investment in IT infrastructure and cloud platforms is steadily expanding. Additionally, Japan's adoption of generative AI technologies is creating new demands for scalable and flexible cloud infrastructure which is resulting in further investment opportunities in the cloud sector. Cloud services have become a core part of Japan's growing digital economy, with the market anticipated to experience strong growth in the coming years.

Japan's Digital Agency maintains a list of cloud services vendors authorized to provide cloud services to Government of Japan agencies ("Government Cloud"). The authorized vendors must meet approximately 330 benchmark standards. In 2023, the Digital Agency allowed companies to form partnerships to meet the benchmark standards. This change enabled Sakura International to be certified as the first authorized Japanese Government Cloud vendor. As of June 2025, Amazon Web Services, Google Cloud, Microsoft Azure, Oracle, and Sakura Internet are the only companies certified as providers to the government.

Semiconductors

Buoyed by sales of AI semiconductor chips, the global semiconductor market is projected to reach \$1 trillion by 2030. Japan's market is also steadily expanding and is estimated to reach over \$51 billion by 2025. A key driver of the Japanese semiconductor sector's steady growth has been increased investment in logic integrated circuits (ICs) and memory ICs. The Government of Japan continues to prioritize and fund the country's semiconductor and AI sectors. According to an April 2024 Nikkei Asia report, Japan proportionately spends more to support its semiconductor industrial sector than the United States and other

Western countries. Japan has provided 0.71% of its GDP, or \$25.7 billion, to fund its semiconductor industry over a three-year period.

In the 1980s, Japanese companies accounted for more than 50% of the global semiconductor market. However, Japan lost its dominant semiconductor market position, with U.S. companies emerging as global semiconductor design leaders and Taiwan's semiconductor industry establishing itself as the world's semiconductor manufacturing leader. The Government of Japan's priority initiative to mass produce 2-nm semiconductor chips and enhance the country's semiconductor ecosystem creates an opportunity for U.S. semiconductor companies seeking growth opportunities in Japan.

With the establishment of Rapidus, IBM and a new chip manufacturing hub in Hokkaido, U.S. companies engaged in semiconductor equipment and material manufacturing activities may contemplate export and service opportunities with Rapidus and its R&D partner IBM in furtherance of Rapidus's 2-nm manufacturing efforts.

FinTech

Tokyo ranks 22nd among global financial centers according to the March 2025 Global Financial Centre Index, trailing major hubs like New York, London, and Singapore, despite Japan being the world's fourth-largest economy. This gap underscores significant opportunities for growth, as Tokyo's ranking factors include human capital, business environment, finance, infrastructure, and reputation. Both Japan's central government and the Tokyo Metropolitan Government are actively working to revitalize Tokyo's financial standing, with the Japan Financial Services Agency and local authorities dedicating teams to attract foreign financial services firms. This presents a valuable gateway for U.S. FinTech companies seeking to enter or expand in Japan.

Since 2016, the Bank of Japan (BOJ) has championed FinTech growth and digital currency innovation, conducting central bank digital currency (CBDC) proof-of-concept and pilot programs with private sector involvement, signaling a strong push toward payment digitalization. Major Japanese banks, including Mitsubishi UFJ, Sumitomo Mitsui, and Mizuho, have formed active partnerships with FinTech firms, opening further avenues in payments, settlements, and blockchain technology.

Globally, FinTech investment totaled \$95.6 billion in 2024, with \$5.5 billion in Asia-Pacific alone, according to KPMG's Pulse of FinTech H2'24 report. Payment systems remain the dominant subsector worldwide. Japan's Fintech Association counts 140 venture members but has relatively few unicorns, largely due to limited venture capital availability, highlighting an area where U.S. companies can play a pivotal role in shaping Japan's evolving FinTech landscape.

Critical & Emerging Technologies

Japan presents significant export opportunities for U.S. companies in critical and emerging technologies (CETs), driven by demographic shifts, the pursuit of economic security, and a strong government push for technological advancement and digitalization across industries. This favorable environment is bolstered by a robust U.S.-Japan technology

partnership and a history of substantial trade in high-tech products. The Japanese government is channeling significant resources into CET development and adoption, with strategies for key areas such as semiconductors, artificial intelligence (AI), quantum, bioeconomy, and renewable energy. This top-down commitment signals clear areas of opportunity and potential for partnership with Japanese entities. U.S. technology firms are often viewed as “trusted partners,” a status that can be leveraged when approaching the Japanese market.

Leading Sub-sectors

- Advanced Manufacturing & Robotics
- Artificial Intelligence (AI)
- Biotechnologies
- Cybersecurity Technologies
- Civil Nuclear Power
- Quantum

Pingtung County, Taiwan Sister City Twinning Agreement with Broward County

Broward County, Florida and Pingtung County, Taiwan exhibit a range of shared characteristics that together provide a compelling basis for establishing a sister county relationship. Both jurisdictions are coastal territories whose economic structures are strongly influenced by tourism, services, and trade-related activities, creating significant potential for bilateral economic cooperation and business exchange. Each county is also a well-established leisure destination with diverse cultural assets and attractive shorelines, supporting vibrant tourism sectors and offering a platform for cultural and people-to-people exchanges. Both Broward and Pingtung have placed increasing emphasis on sustainability and climate resilience, particularly in relation to coastal management, environmental protection, and the long-term competitiveness of their communities. In addition, their respective locations along important intracoastal and maritime corridors create practical opportunities for benchmarking port, waterfront, and blue-economy development. Collectively, these convergences in economic structure, cultural and tourism development, sustainability priorities, and intracoastal positioning form a strong foundation for a mutually beneficial sister county partnership between Broward County and Pingtung County.

The Pingtung County, Taiwan Sister Cities partnership highlights major areas of collaboration between Broward County and Pingtung County which include the following:

- Economic and Trade Cooperation
- Tourism and Cultural Exchange
- Sustainability and Climate Resilience

- Intracoastal and Blue-Economy Benchmarking

The Pingtung County segment of this trade mission will solidify Broward County's 1st Sister City Twinning Agreement with this strategic partnership.

OESBD Participation in this Trade and Sister Cities Mission

The role of the OESBD's representative on the mission will be to provide support, protocol and export assistance to Broward County firms, as needed, during the Japan segment of the trade mission.

OESBD's representative will work to build and strengthen ties with both Japan and Taiwan government agencies and associations at the national, state and local levels to identify future export opportunities for Broward County firms and institutional collaboration. OESBD's representative will also be available to provide international protocol support for the Broward County delegation.

OESBD will coordinate meetings for the Broward delegation (meetings are listed below) and will work with all Broward County firms to provide one-on-one technical assistance, counseling and protocol support pre, during and following the mission. OESBD will identify additional organizations and contacts in Japan which may lead to future export opportunities for these firms as well as other Broward County firms that are not participating in this trade mission. OESBD will also seek foreign direct investment opportunities for Broward County. Another objective will be to promote the 2026 Florida International Trade and Cultural Expo (FITCE) to recruit international delegations to the conference and to invite Pingtung County to the Southeast Florida Climate Leadership Summit 2026.

Tentative Meetings for the Mission

- B2B Gold Key Meetings for the qualified Broward businesses organized by the U.S. Commercial Service (U.S. Department of Commerce) of the U.S. Embassy in Tokyo, Japan
- Special meetings in Japan for Broward County leaders and Broward delegation
- Potential meetings for Broward County:
 - Local chambers of commerce
 - Association of importers / exporters in Japan / other related associations
 - Media: potential interviews with newspaper/TV/radio station in Japan
 - Meetings with importers/distributors

OESBD Mission Goals and Objectives

1. Organize export-related and business meetings for the Broward Delegation

2. Provide international protocol support to the Broward County delegation.
3. Provide export assistance to participating Broward County businesses as needed.
4. Participate in meetings with Japan government agencies and associations at the national, state and local level to build relationships that will aid in identification of future export opportunities for Broward County firms.
5. In addition to meetings arranged for participating Broward County firms through the Gold Key Program, OESBD is also working to arrange meetings for Broward County firms with economic, trade and industry organizations/associations designed to help Broward County firms build relationships that will lead to future export opportunities. Targeted organizations/associations include:
 - a. Association of Importers and Exporters in Japan
 - b. National Manufacturing Industry Chamber
 - c. AMCHAM Japan

Estimated Costs:

FLIGHT

(Business Class)

Fort Lauderdale – Tokyo: \$4,183

Flight from Tokyo to Kaohsiung City: \$278

Flight from Kaohsiung City – Miami: \$3,312

HOTEL (*including taxes and fees*)

Estimated Room Rate in Japan (6 nights –Tokyo): \$3,856

Estimated Room Rate in Kaohsiung County, Taiwan – (1 night): \$452

Costs for ground transportation, per diem have yet to be estimated