



PRESS RELEASE

20 Japanese companies are attending the first-ever online “JAPAN DAY” @ IIT Hyderabad

Japan is keen to enhance the global competitiveness by co-working with Indian top talents even amid COVID-19



HYDERABAD, 18th September 2020: Japan External Trade Organization (JETRO), Japan International Cooperation Agency (JICA), and IIT Hyderabad are co-hosting the third edition of job fair “JAPAN DAY” on 2nd of October. The event will be organized online for the first time due to COVID-19 this year and 20 Japanese companies, comprising of start-ups, SMEs, and large corporates are participating to promote their businesses/cutting-edge technologies to attract students from IIT Hyderabad. This year, JETRO has strengthened the ties with JICA to provide an opportunity to connect Japanese companies and IIT-H graduates, who received a scholarship from JICA and are currently studying at Japanese universities for Master or PhD programme.

JETRO has been conducting “JAPAN DAY” at IIT Hyderabad since 2018 based on a Memorandum of Cooperation (MOC) on a Japan-India Digital Partnership, which was signed between the Ministry of Economy, Trade and Industry (METI) and the Ministry of Electronics and Information Technology, India. So far 10 Japanese companies, mostly large corporates joined the event in 2018, 5 Japanese companies mainly start-ups joined in 2019. This year we got an overwhelming response and the number of companies increased to 20 even despite of COVID-19. More than half are start-ups aiming to recruit Indian top talents, who will be work-ready new

employees for these companies to develop their technologies and products to compete in the global market.

JETRO has conducted research in cooperation with an HR company Tech Japan (Sukills Inc.) focusing on highly skilled Indian talents who currently work for Japanese companies as well as Japanese companies who hired them. According to the result of the research, all the companies are satisfied with the recruitment of Indian talents and they are highly impressed with their performances. The main reasons behind hiring Indian talents are to accelerate the in-house digital transformation or to create new businesses to compete in the global market. Japanese companies have realized that Indian talents with their analytical and engineering skills, coupled with very good communication skills in English will play a pivotal role.

Mr. Takashi Suzuki, Director General of JETRO Bengaluru commented that "Japan considers Indian talents as a key contributor for Digital Transformation and Creation of new global business models for Japanese companies, its importance is rapidly increasing especially under this ongoing COVID-19 situation."

Prof. B.S. Murty, Director of IIT Hyderabad, said "The strong collaboration of IIT Hyderabad with Japan has made Japan as one of the most preferred countries for our students to study or work abroad. JAPAN DAY, which is being organized regularly for the last 2 years at IIT Hyderabad, is a very unique and important event that greatly helps our students to develop the understanding and confidence about the job, work culture, life and carrier path in Japan. Many Japanese companies will also get exposure to the excellence and potential of IIT Hyderabad students through active interaction with them on JAPAN DAY. I wish the third edition of JAPAN DAY a grand success, and I also wish success in the upcoming placement season for both IITH students and Japanese companies."

Prof. Murty also emphasized "I thank JETRO and JICA for making this important event happen despite difficulties amid COVID-19. I also wish JAPAN DAY to be a part of the Indo-Japan collaboration ecosystem and to sustain it for the future."

■ JAPAN DAY 2020 Website:

<https://www.jetro.go.jp/en/events/iithjapanday2020.html>

■ JAPAN DAY 2020 Promotion Video

<https://www.youtube.com/watch?v=JbyfQG5z208&feature=youtu.be>

About [JETRO](#)

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

About [JICA](#)

Established as an Incorporated Administrative Agency under the Act of the Incorporated Administrative Agency - Japan International Cooperation Agency (Act No. 136, 2002), JICA aims to contribute to the promotion of international cooperation as well as the sound development of Japanese and global economy by supporting the socioeconomic development, recovery or economic stability of developing regions.

About [IIT Hyderabad](#)

Indian Institute of Technology Hyderabad (IITH) is one of the six new Indian Institutes of Technology established by the Government of India in 2008. In a short span of around a decade, the institute built on an imposing 570-acre campus. It has been ranked among the top ten engineering institutes in India for five consecutive years in [National Institute Ranking Framework \(NIRF\)](#) released by the Ministry of Human Resource Development (MHRD), Government of India. The Institute was Ranked #8 in 'Engineering' category and Ranked #17 in 'Overall' category in NIRF Rankings 2020

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