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**JETRO, a body affiliated to the Ministry of Japanese Economy, Trade and Industry, called the thirty five most innovative companies worldwide in ICT (Information Communication Technology) to participate in the Bizmatch series of meetings in Tokyo with possible partners and investors. The Business Intelligence company Hicare Research, maker of Lilith Enterprise software, is the only Italian firm.**

Hicare Research Srl, the Turin based Business Intelligence company established in 1996 in Italy, has been invited to Tokyo to attend a series of meetings with potential Japanese partners, from 6 to 8 October 2009. Under the Ceatec exhibition, JETRO (the Japan External Trade Organization) invites every year a group of firms in the Information Communication Technology sector.

JETRO is a Japanese semi-governmental institution, affiliated to the Ministry of Economy, Trade and Industry, established to promote trade relations between Japan and the rest of the world. Besides the main activity of promoting investment, it is committed to providing market information, such as customs and regulatory framework, sector studies, import-export statistics. The package of services, which users can receive for free, includes access to databases with names of potential Japanese partners, as well as legal, administrative and marketing advice.

The event will be held in Chiba, near Tokyo, under the Ceatec Japan 2009 exhibition, and will consist of a series of one-to-one meetings already scheduled with Japanese corporations interested in the import of particularly attractive foreign technologies. In this edition the companies invited after a rigorous pre-selection are 35. Hicare Research, the maker of Lilith Enterprise, is the only Italian one.

JETRO will provide interpreter services, sales and logistics support for the entire period. The meetings will be preceded by sessions of introduction to the Japanese high technology market, held by the prefecture of Chiba.

The selection focused on technology companies, not Japanese, neither having a branch or exclusive partners in Japan, and determined to seek one in the region. Their activity range from Business Intelligence, the stem of IT processing all types of Erp data and facilitating the development of budgets, to Software as a Service, next-generation wireless networks, optical and voice recognition, and WiMax.

Marco Borzino, one of Hicare Research shareholders, says: "This is a unique opportunity for our company, which is having a considerable support from the institutions. We are following, in parallel with the Japanese activities, the deployment of the Gap project, established by the University of California Los Angeles in collaboration among others with the Chamber of Commerce of Turin, Italy. The Global Access Program consists of the implementation, by UCLA, of a business plan for Hicare Research expansion in the United States. The business plan issue will be followed by a road show with meetings with potential distributors, partners and investors. "