



Shulman
Advisory

METI Retail License

A comprehensive process
overview

Access to Japan's Wholesale Electricity Market: A comprehensive process overview

Japan's wholesale electricity market presents **significant opportunities** for international traders and retailers, but successful entry requires navigating complex regulatory requirements and institutional memberships. **Shulman Advisory** brings deep expertise in Japanese power market regulations, guiding clients through every step of the market entry process.

Our comprehensive support encompasses the complete licensing journey: Japanese entity incorporation and banking arrangements, the METI retail license application, OCCTO membership procedures, TSO wheeling agreements, JEPX market access and specialized advisory services tailored to your market objectives.

This guide provides **essential insights** into each requirement, helping you understand the process as you prepare to take your first steps into Japan's evolving power market.



Why a Retail License?

A retail electricity supplier is a business category defined under Japan's Electricity Business Act, referring to entities officially registered with METI to supply electricity to end users.

Following the full liberalization of Japan's electricity market in April 2016, retailers beyond the traditional 10 utility companies have been able to enter the market. As of May 30, 2025, there are 764 registered retail electricity suppliers in Japan.

Holding a Retail License enables comprehensive participation in Japan's power markets, including:

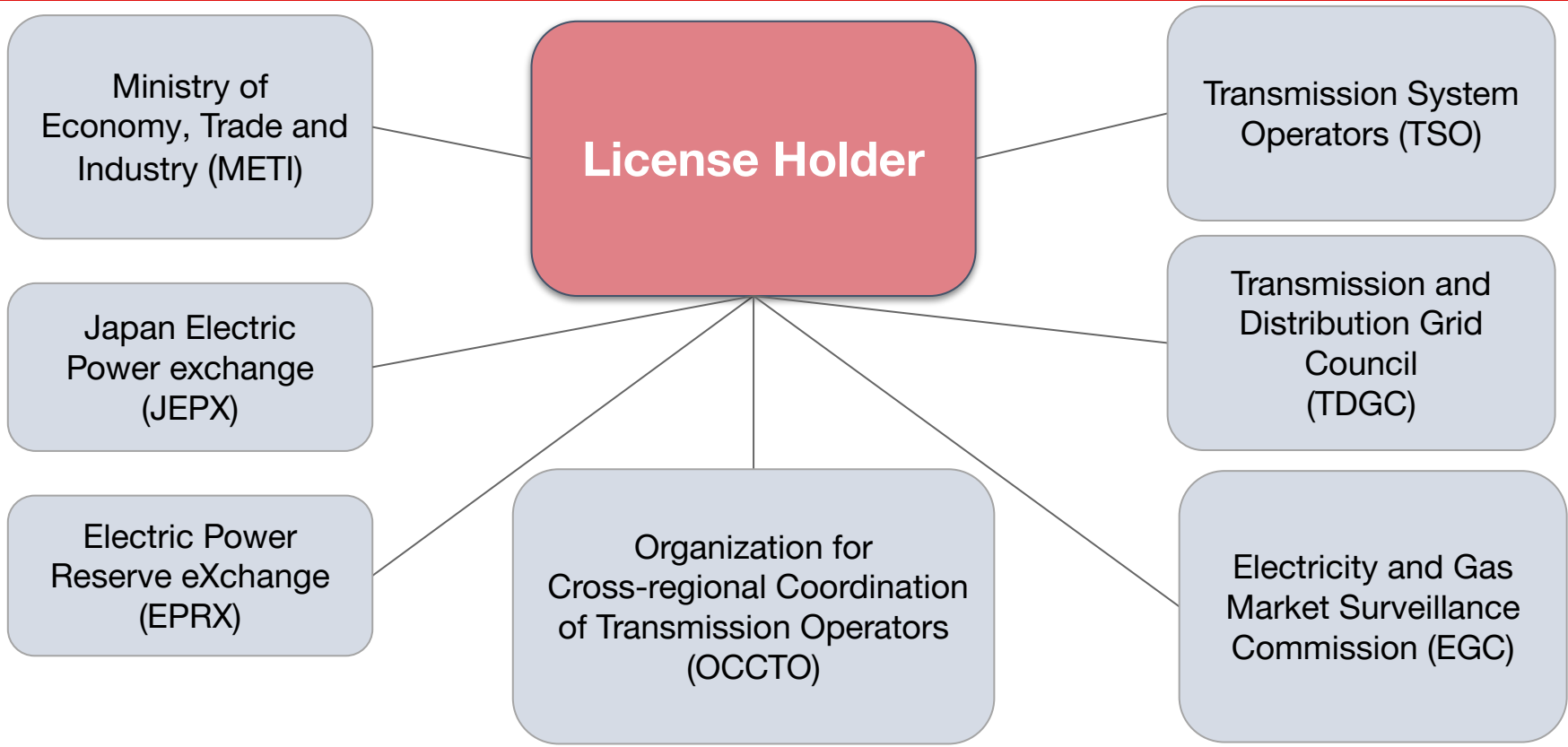
- Selling electricity directly to residential, commercial, and industrial customers
- Sourcing power via JEPX spot (day-ahead) and OTC markets
- Offering value-added services like renewable PPAs and green energy certificates
- Providing demand-side aggregation and energy management solutions

To obtain the license, applicants must submit documentation to METI and undergo a review process that evaluates business viability and customer service capabilities.

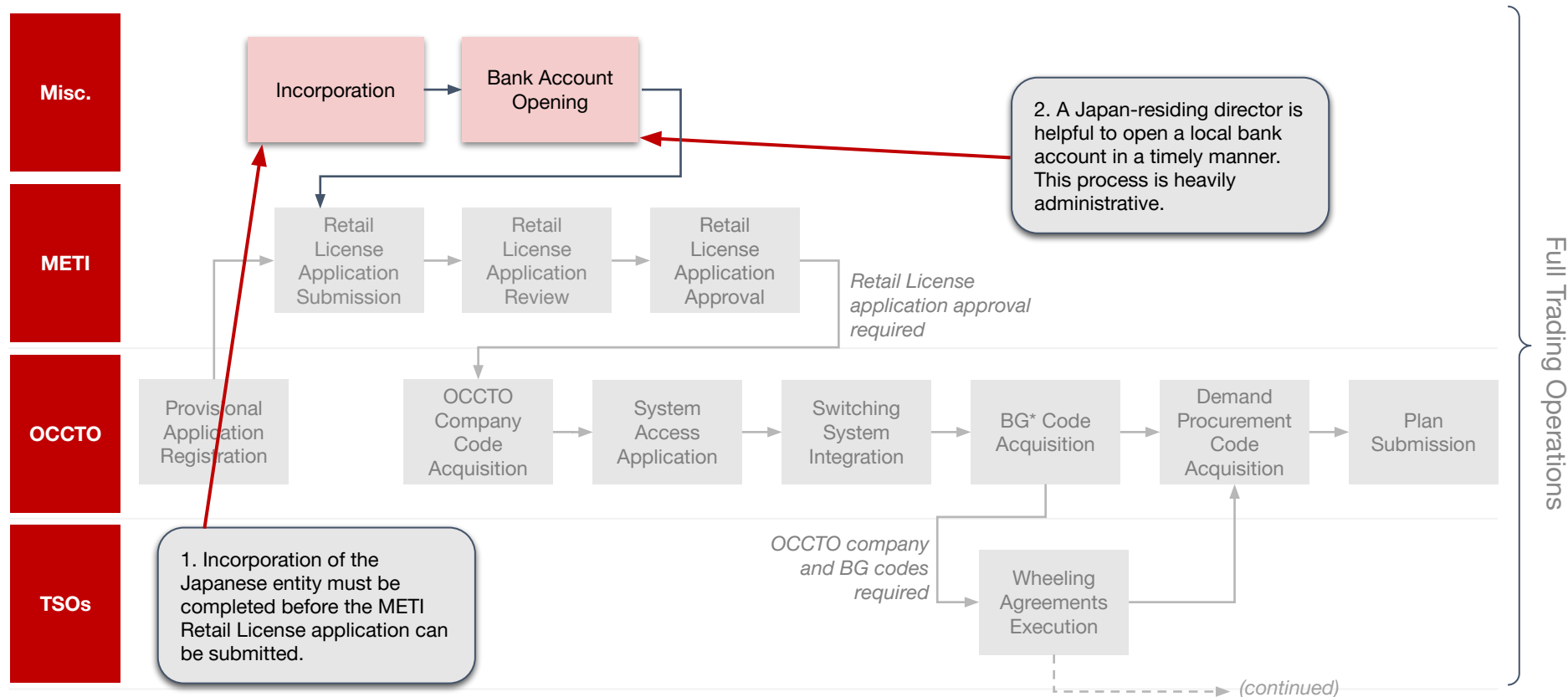
Note:

In Japan, there is no separate license for trading only. To participate in JEPX as a trader, the common and practical route is via retail license acquisition.

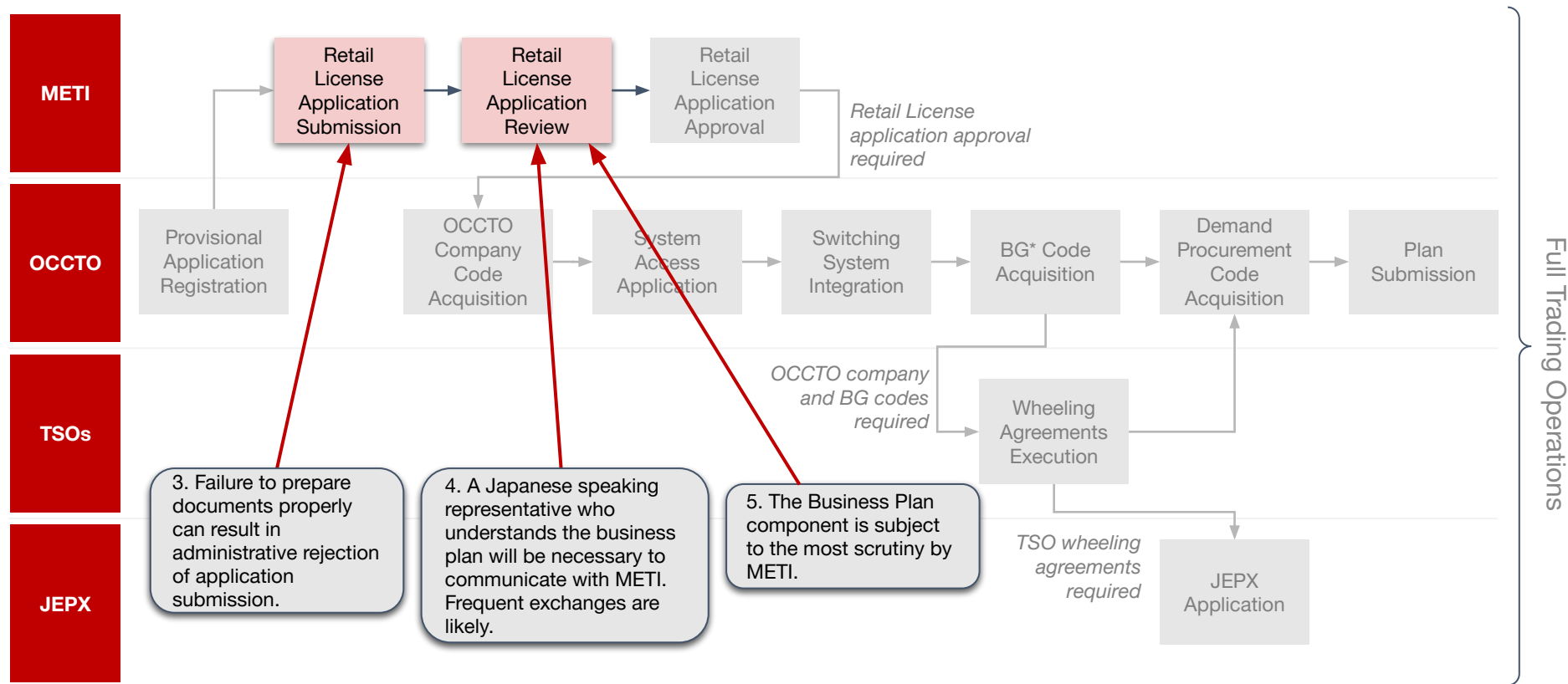
Key regulatory bodies and relevant parties you'll interact with



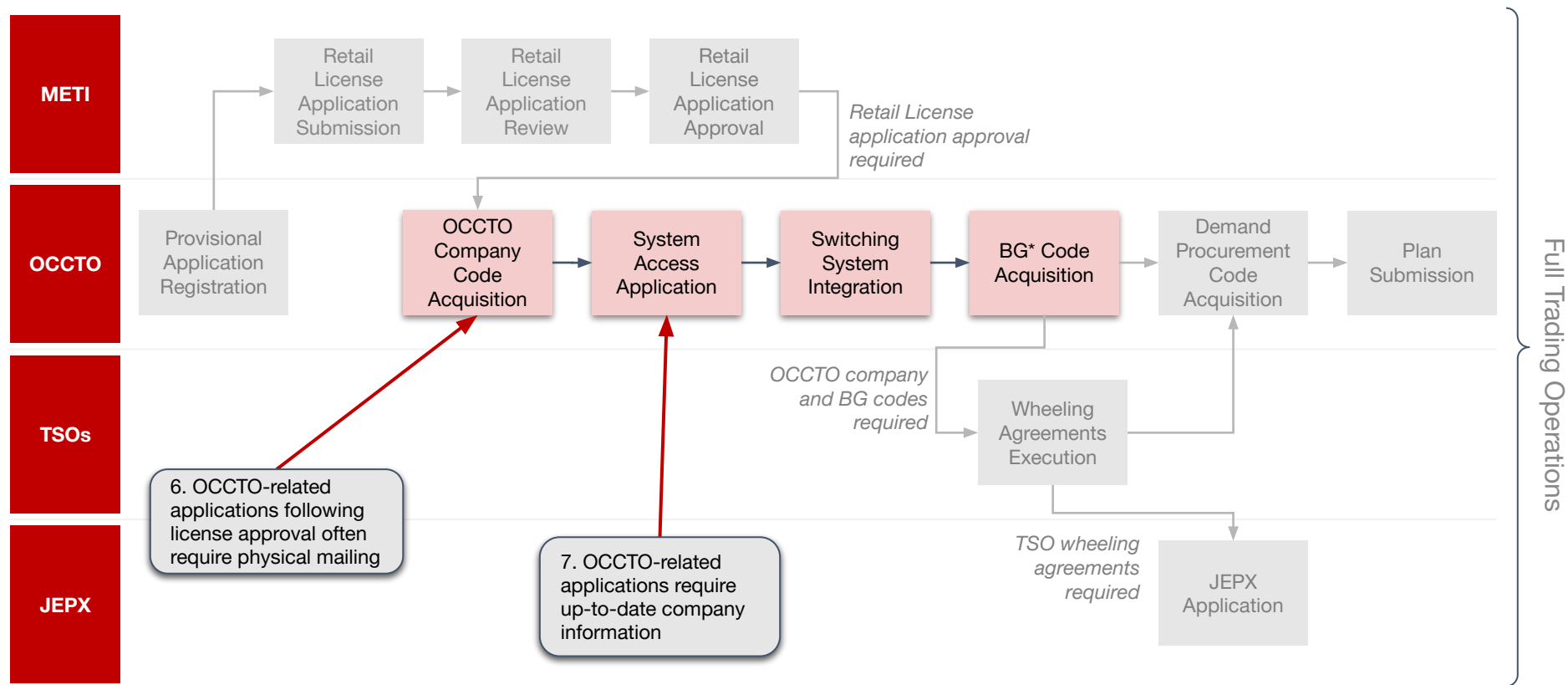
Overview of the application process & associated challenges (1)



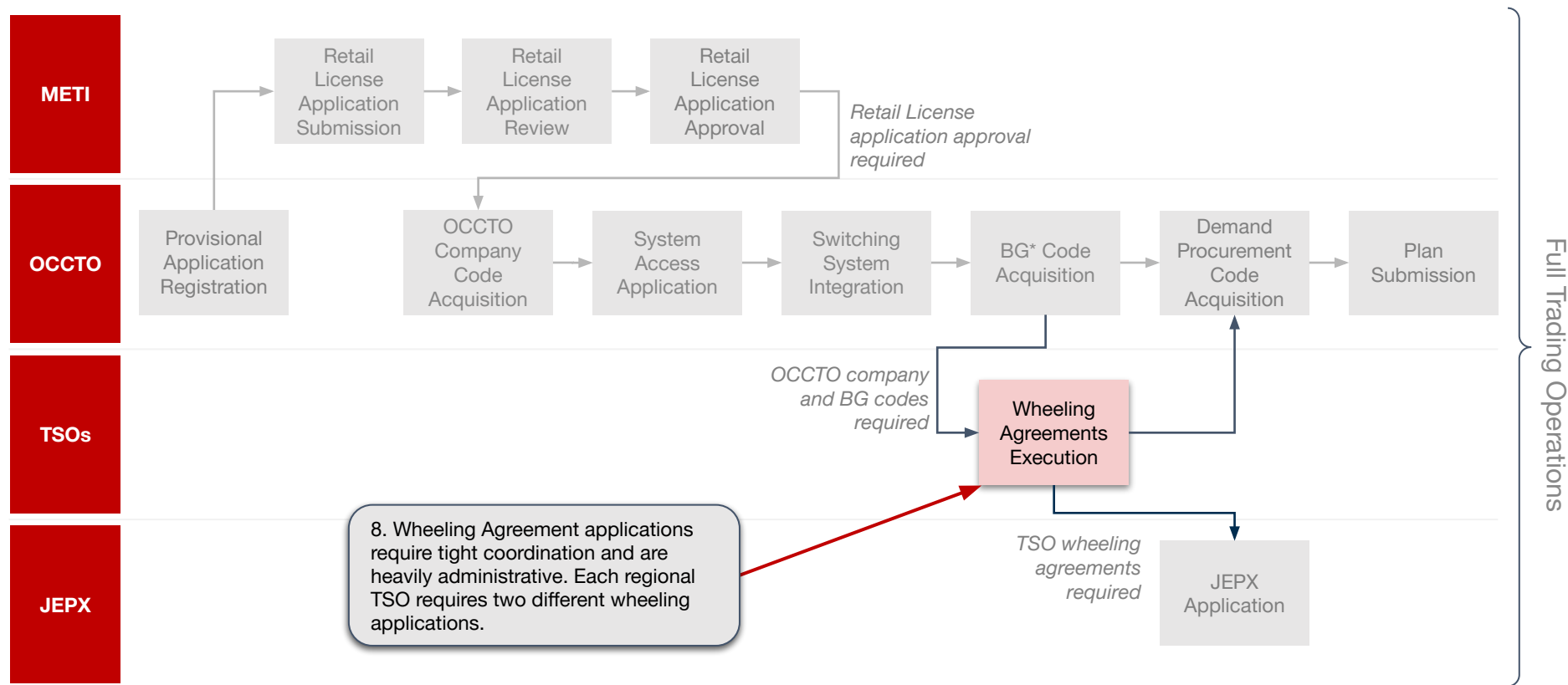
Overview of the application process & associated challenges (2)



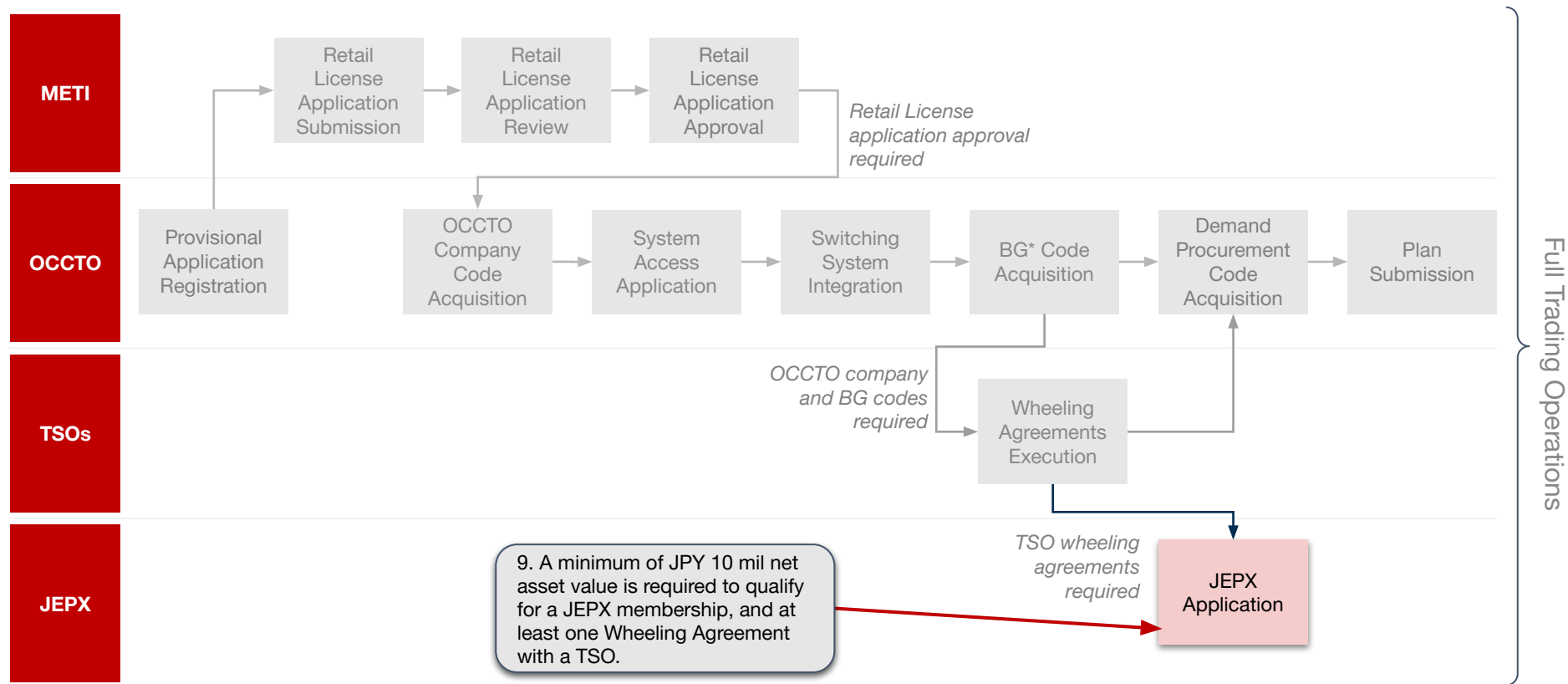
Overview of the application process & associated challenges (3)



Overview of the application process & associated challenges (4)



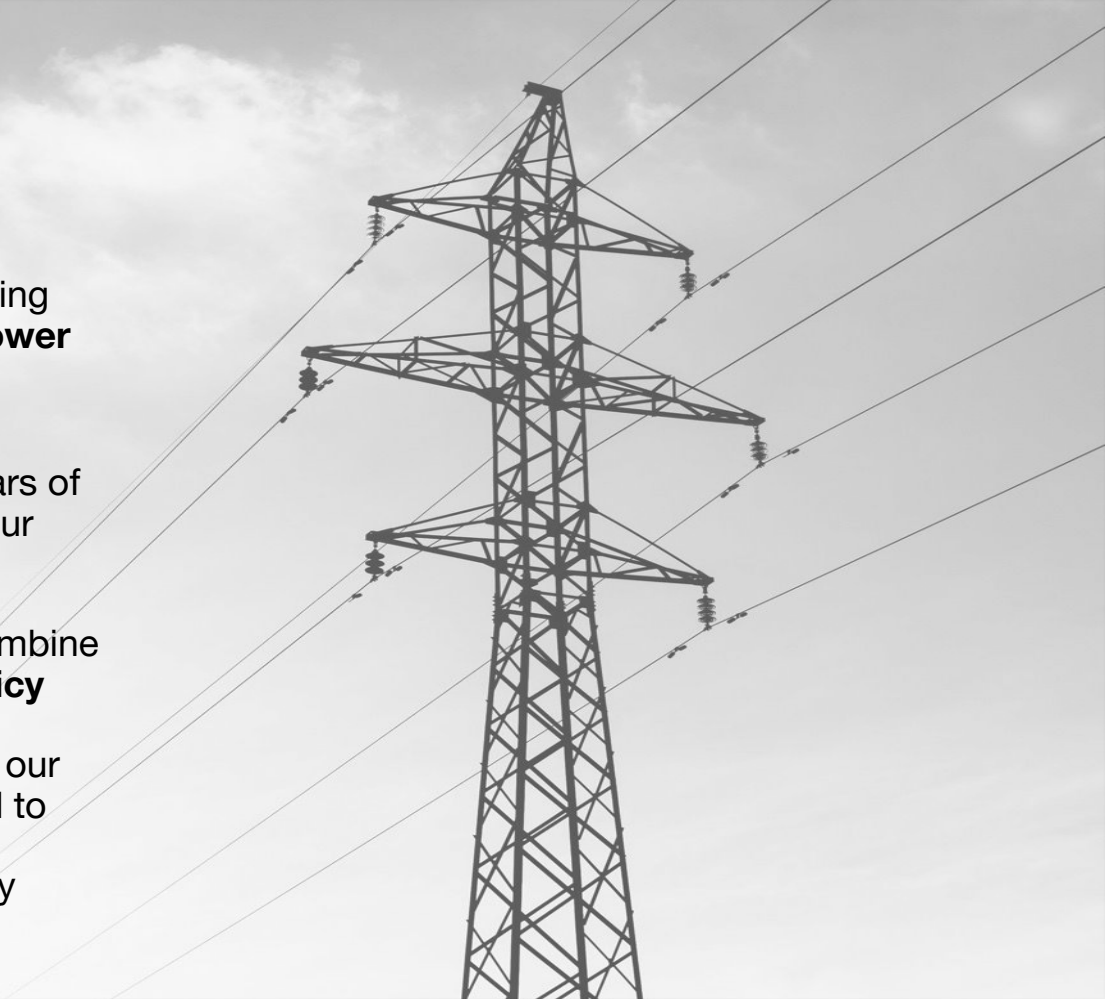
Overview of the application process & associated challenges (5)



Japan Power Market Experts

Shulman Advisory is a **leading consultancy** supporting international companies in achieving their business objectives in the **Japanese power market**.

Led by **Dan Shulman**, who has nearly 20 years of experience in the Japanese energy market, our team is supported by an advisory board of **industry experts** and a number of well-established **partner companies**. We combine an unparalleled level of understanding of **policy and regulation** with our extensive practical operational experience in the sector to equip our clients with the **tools and insights** they need to cut through the uncertainties of the rapidly changing market environment and confidently make decisive strides towards their goals.



Shulman Advisory has built its position of market leadership on six pillars, beginning with its singular focus on the Japanese electricity sector



Singular focus on the **Japanese electricity sector**



Putting the monitoring and analysis of **Japanese energy policy** and regulation at the center of our day-to-day operations



Deliberately cultivating a unique capability to translate **policy and regulatory insights** into tools for quantitative analysis



An emphasis on **best management practices** in the execution of our client projects rarely found in small boutique consulting firms



Software development capabilities also rare for a small firm which we use to supercharge the performance of our consulting team



Methodically building a veritable **dream team of experts** with unrivaled depth and breadth of experience and contacts in the Japanese power industry who are also first-rate polyglots fluent in Japanese and English