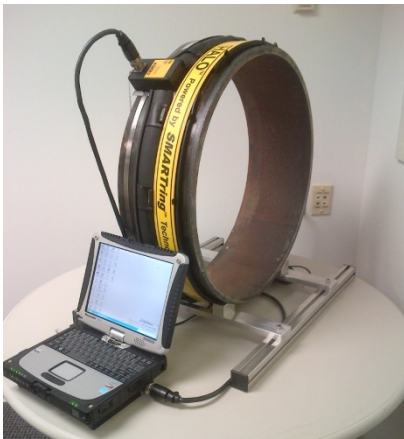




‘Arrows to Japan’ The Road to Business Success 2014

Michael Murphy, Managing Director

Flow & Integrity 'Smart' Solutions



Geographic Footprint: Now Japan!

★ Office Locations



CiDRA Business Relevance to Japan

Oil & Gas



Minerals Processing



Chemical



Marine

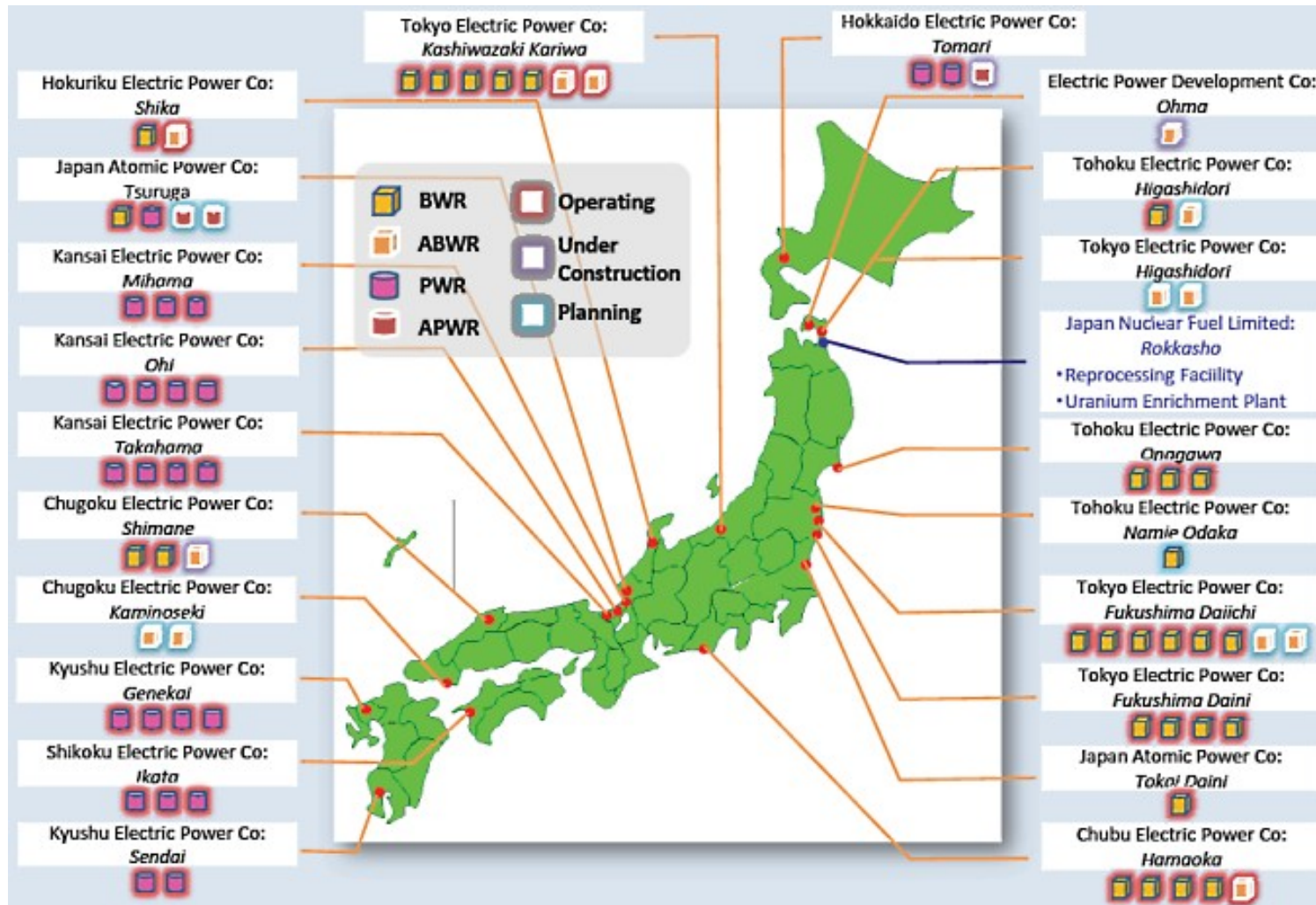


Energy

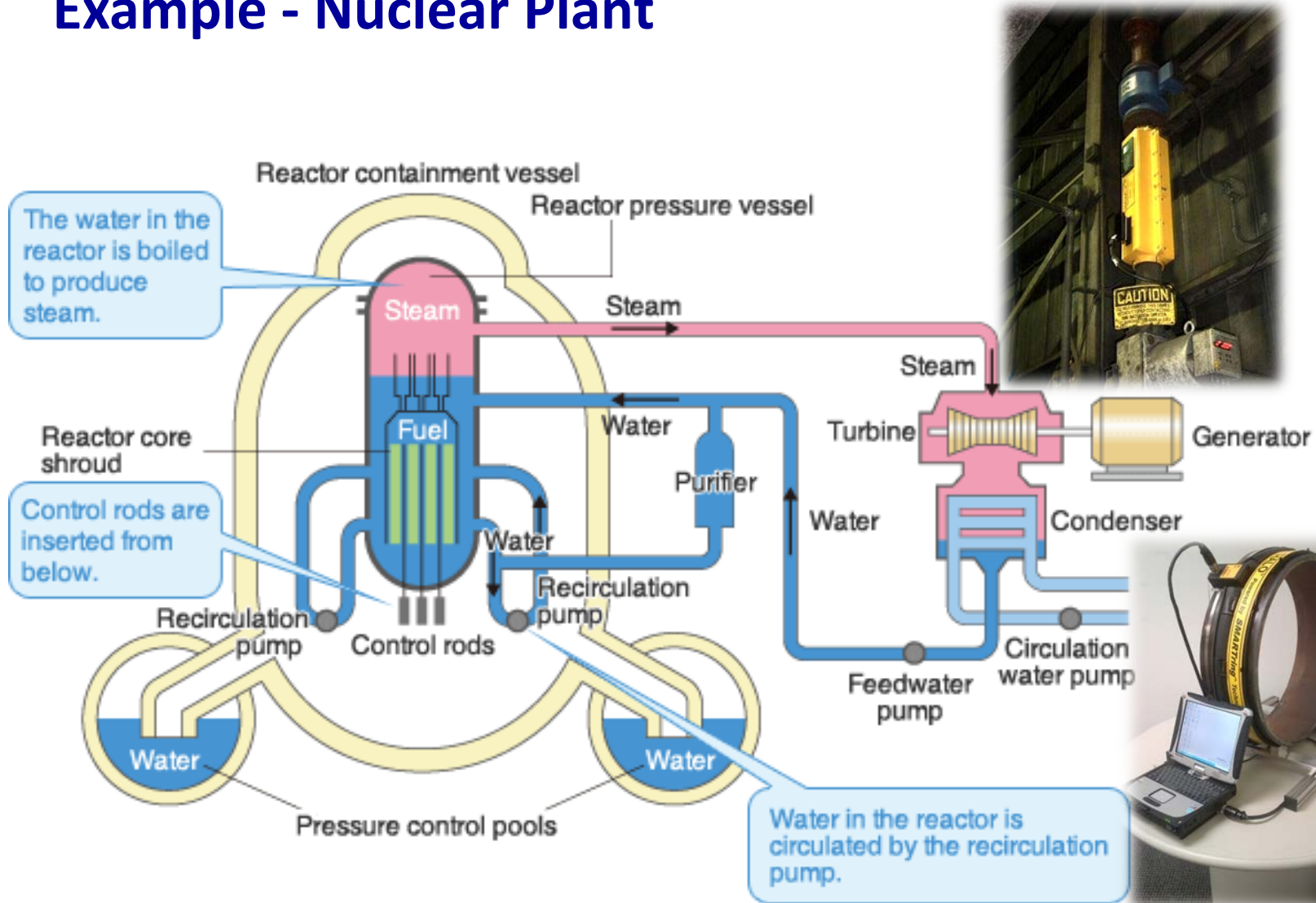


Construction

CiDRA Business Relevance to Japan: Example - Nuclear Plant



CiDRA Business Relevance to Japan: Example - Nuclear Plant



CiDRA Business Relevance to Japan: Example - Nuclear Plant

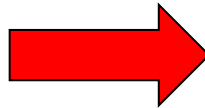
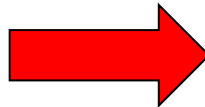


Doing Business in/with Japan

- Understanding your ‘business ecosystem’:
 - Who are your customers and their interplay
 - Regulatory considerations and standards
- Leveraging the support networks in (and outside) of Japan
 - JETRO, METI, Tokyo Metropolitan Government, JOGMEC,.....
 - British Embassy, UK T&I, Export to Japan,.....
- Establishing Long lasting Partnerships/Representation
 - Enable fast localisation
 - Cultural interfaces, language support, time zone response
- Response, presence, commitment and patience
 - Accurate and prompt responses
 - Regular visits to Japan maintains momentum
 - Establishing Patience: For yourself and your head office!

Japan Support Networks

JETRO



British Embassy
Tokyo



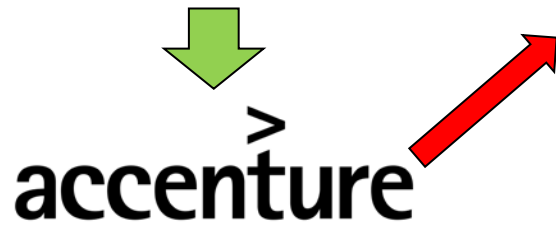
- Customer access and introductions, meetings, translation, market research,
- Regulatory guidance, Japan office space, recruitment, tax guidance
- Influential city representation, tax incentives and guidance,
- Customer access and introductions
- Home country networking
- Structured customer introduction service
- Relevant seminar and introduction events
- Beautiful Embassy for receptions etc, and...
- The British Ambassador!



Partnership & Ecosystem Example



Government introductions
Meeting support
Translation
Strong brand



Asia hub awareness
Tax incentives
Office location help

Influential city representation,
Bureau of Waterworks introduction



Customer



Discussion: Maintaining Momentum

- Leverage the 'Japan Support Network'
 - JETRO, Japan Local Government, British Embassy, UK T&I etc
- Remain committed
 - Patience, patience, patience!!
 - Revisit the region regularly
- Build an ecosystem around you
 - Develop relationships
 - Establish direct line communications
 - Proactive information sharing
 - Appropriate socialising
- Establish localised partners
 - Customers can also help!
 - Markets may require multiple partners



- Thank you!