

Arrows to

**JAPAN**

The Road to Business Success



My  Japan Journey started in **2000**

Established Teamstudio KK in Yokohama  
Supported by UKTI and JETRO

A group of seven people, four men and three women, are gathered around a large whiteboard in an office setting. They are all smiling and raising their hands in celebration. The whiteboard contains handwritten text in black and red ink. A red circle is overlaid on the top left of the image, containing the text 'My Japan Journey started in 2000'.

My Japan Journey started in 2000

IVES DEVELOPMENT JAPAN  
FY 2001

\$ 820,000 SALES REVENUE  
103 % BUSINESS PLAN

WE DID IT !!!!

Established Teamstudio KK in Yokohama  
Supported by UKTI and JETRO

**13**

**years later....**



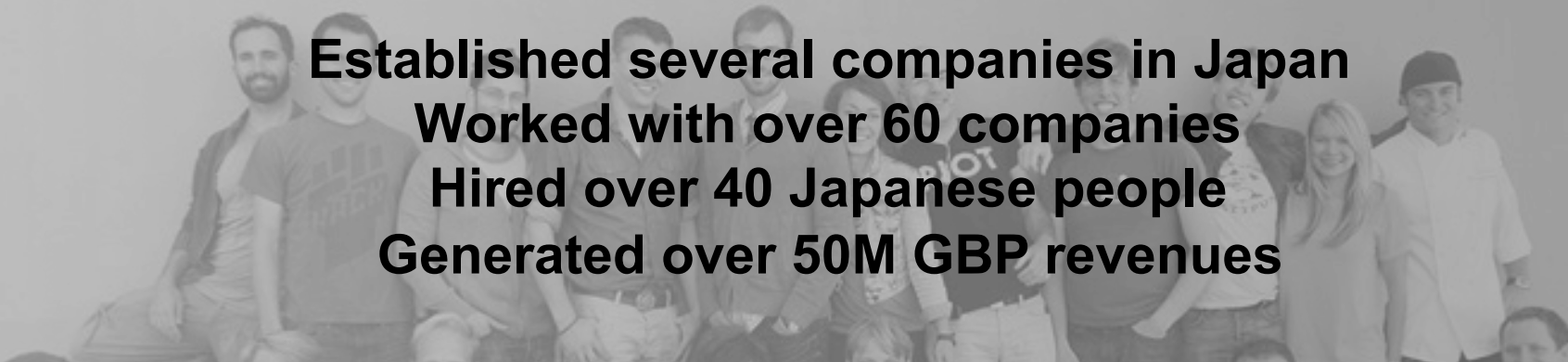
**Steve Crane**  
Founder and CEO, Business Link Japan

# Entrepreneur of The Year 2013

## British Business Awards


# The bit in-between

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**Established several companies in Japan**  
**Worked with over 60 companies**  
**Hired over 40 Japanese people**  
**Generated over 50M GBP revenues**

# The bit in-between



Established several companies in Japan  
Worked with over 60 companies  
Hired over 40 Japanese people  
Generated over 50M GBP revenues

Taken risks  
Made mistakes  
Got a few things right  
Developed a passion, **had a lot of fun**



ARROWS TO JAPAN

# What We Do

On the ground business development activity  
Next step activity to the JETRO & UKTI Services  
**No Involvement → Evaluate → Exporter → Investor (Gaps)**  
Gain Knowledge, Experience, Confidence  
Incubator Centre

## Our Mission:

Reduce the risk and cost of investment  
to make it easy for companies to enter the  
Japanese market

# Learnings

## Minus

- The correct research and preparation is crucial
- Building, respecting, and maintaining relationships is vital and a challenge
- Hiring the right people is not easy
- Having a KK will not bring you business
- Employing people is expensive and 'different'
- Standards and expectations in Japan are very high
- Supporting a Japan operation can be expensive, time and human cost
- What on earth is going on?

## Plus

- Saves money, time and gives focus, can be done inexpensively
- Long term payback, gives you strength, power and speed
- Quality of employees is very high
- Setting up and incorporating is fairly straightforward
- Employees are dedicated, loyal, and very hard working
- Your company can be 'lifted' and gain a competitive advantage
- The payback and long term reward is significant
- Usually a lot more than you realise!

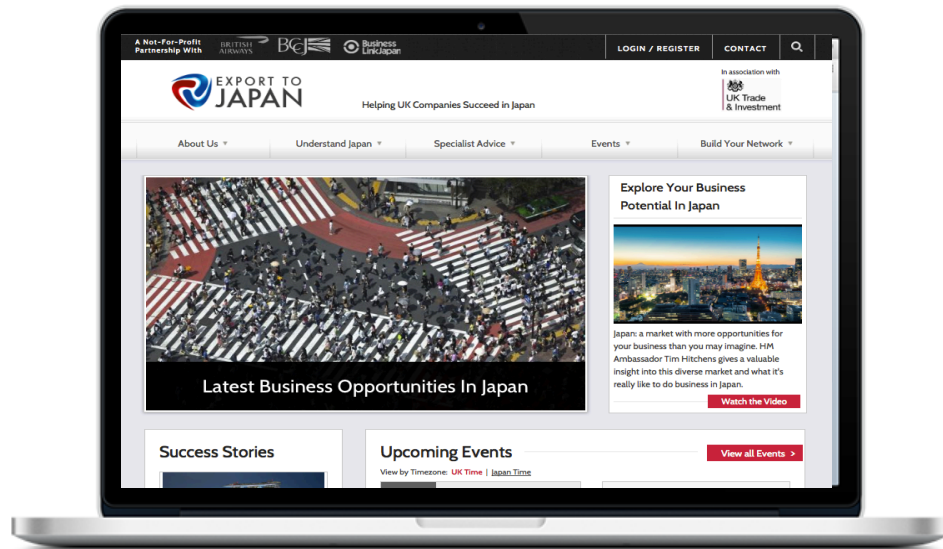
ROADS TO JAPAN

# FURTHER RESOURCES



## ExportToJapan.co.uk, online digital platform

- Free access to resources, suppliers, case studies, events, webinars, missions, information
- **Not for profit** partnership between 4 strategic partners



Thank you and...

**GOOD LUCK WITH YOUR  
BUSINESS IN JAPAN.**

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