



Arrows to Japan

Steve Whitley

Managing Director

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Data Harvest Group

- Manufacturers of Data Loggers for Schools
- 28 Employees with approx. £3m turnover
- We Design, Manufacture, Market & Sell
- Direct sales force in the UK
- Network of Distributors around the world
- Formed in 1984, privately owned

How we started in Japan

- We met our distributor at a UK exhibition
- It took 3 Years before business began
- 1 year modifying the product for the market
- Distributor commitment was astonishing
- Immediate good results, partially due to a government initiative and good timing!

Our Experience

- Up and down over the last 16 years
- Hit hard by the Tsunami & Fukushima, but recovering now (back to pre-disaster levels)
- Government commitment to Education is helping (increased budget)
- Slow growth, but steady and predictable

Issues

- High cost - our product is expensive in Japan
- Regulation - extra certification burdens
- Competition - USA, Korea and soon China

Cultural Pointers

- Cultural differences do exist, but not significant
- Build a relationship / friendship & trust
- Visit regularly
- Be responsive, a small comment may seem insignificant, but rarely is...
- Respect the company hierarchy
- Expect caution in everything – risk averse!



Thank You

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