

Invest in Japan

**JAPAN**

A Regional Roadmap



My  Japan Journey started in **2000**

Established Teamstudio KK in Yokohama  
Supported by UKTI, JETRO, Kanagawa Prefecture, Yokohama City

A group of people are celebrating in front of a whiteboard. The whiteboard has text written on it, and the people are making celebratory gestures like raising their hands and giving thumbs up. The text on the whiteboard reads: "IVES DEVELOPMENT JAPAN", "FY 2001", "\$ 820,000 SALES REVENUE", "103 % BUSINESS PLAN", and "WE DID IT !!!!".

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**14**

**years later....**

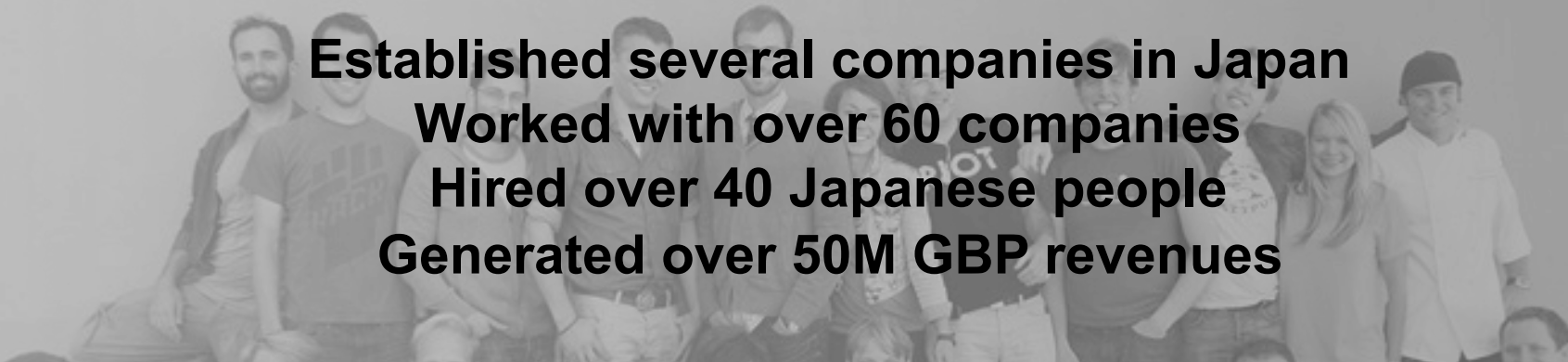


# Entrepreneur of The Year 2013

## British Business Awards in Japan


# 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**

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**Worked with over 60 companies**  
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**Taken risks**  
**Made mistakes**  
**Got a few things right**  
**Developed a passion, had a lot of fun**



A background image showing several hands of different skin tones stacked together in a supportive gesture, symbolizing teamwork and collaboration. The hands are positioned in a way that some are on top of others, creating a sense of unity and shared effort.

INVEST IN 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

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## Our Mission:

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

# Learnings

Challenge

Plus





# Learnings

## Challenge

- The correct research and preparation is crucial
- Building, respecting, and maintaining relationships is vital and a challenge
- Hiring the right people is not easy
- Standards and expectations in Japan are very high
- Supporting a Japan operation can be expensive, time and human cost

## Plus

- Saves money, time, risk reduction, can be done inexpensively
- Long term payback, gives you strength, power and speed
- Quality of employees is very high
- Your company can be 'lifted' and gain a competitive advantage
- The payback and long term reward is significant

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# Learnings

## Location Considerations



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- Be close to your eco-system
- Manage your budget wisely
- Take advantage of the support on offer
- Do not assume you must be in Tokyo
- Numbers 2,3,4,5 try even harder!
- Consider employment factor
- Don't forget incredible transport infrastructure

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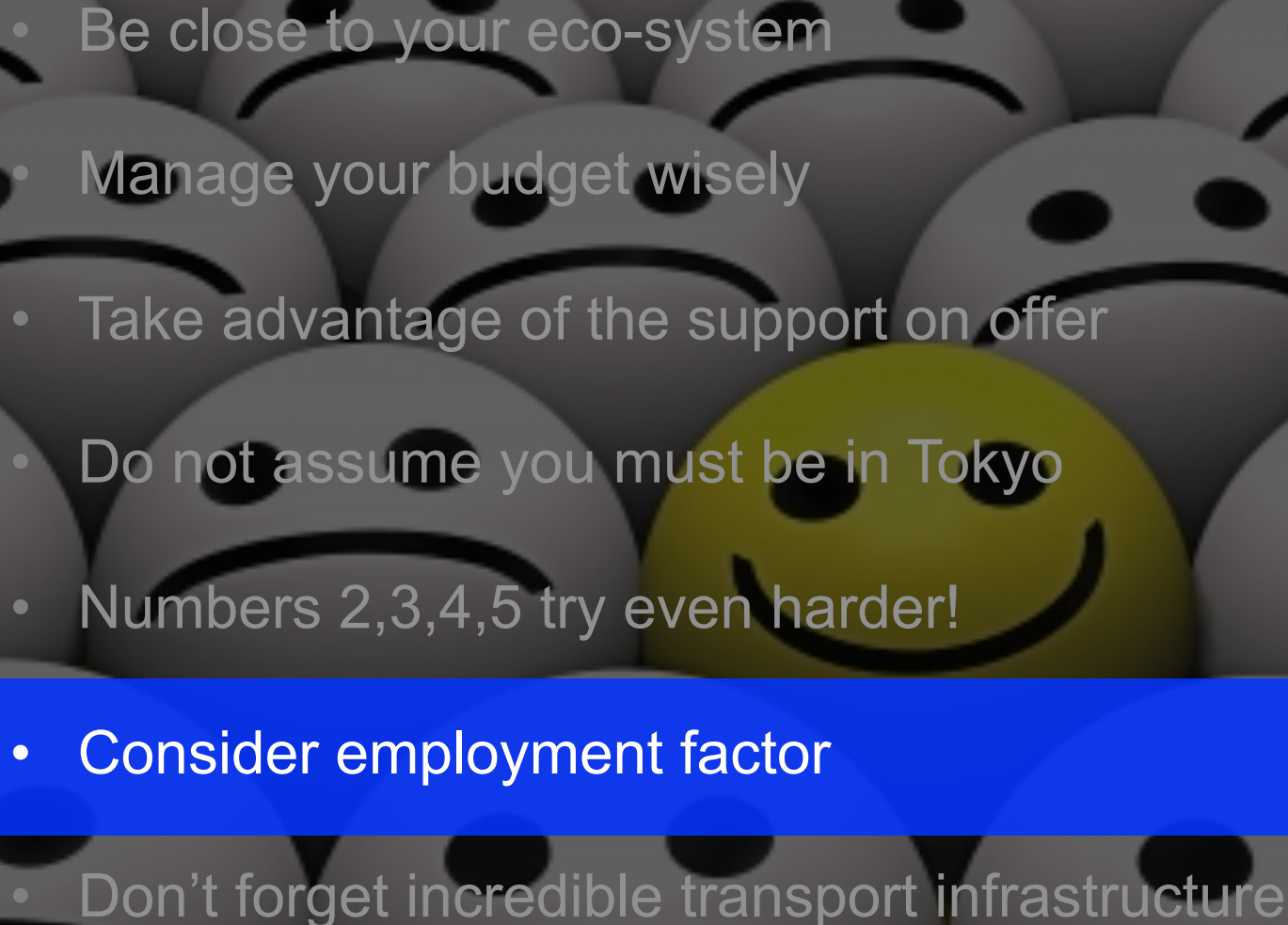

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# UK Scientific equipment Designer and Manufacturer

ARROWS TO JAPAN

## CASE STUDY



## UK Scientific equipment Designer and Manufacturer

- Previous experience in Japan, but struggling to get traction
- Started working together in January 2013
- JV in BLJ Incubator Centre in April 2013
- Full time sales person from April, Engineer hired from July
- First sale in September
- Second sale in November
- Third sale in December ..... All the result of Abenomics, release of R&D budgets
- Demo lab in Q3 2014 'Investment', further recruitment underway for 2014
- Support from Kawasaki City



ARROWS TO JAPAN

## CASE STUDY 1

ROADS TO JAPAN

# FURTHER RESOURCES



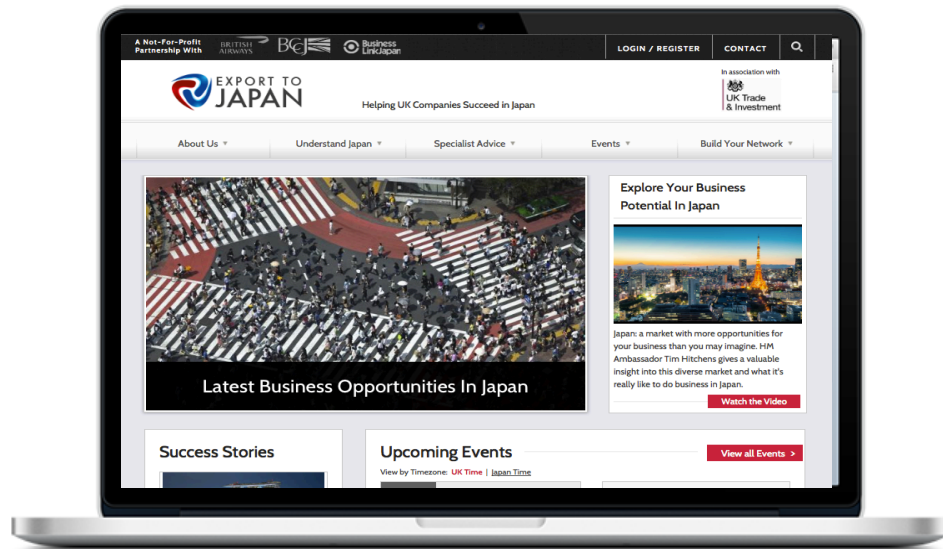
ROADS TO JAPAN

# 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



UK Trade  
& Investment



Thank you and...

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

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