

# JETRO



## Coaching Day – Japan

### Doing Business with Japan

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*JETRO Invest Japan Business Support Center (IBSC)*

**JETRO IBSC is a one-stop center for establishing a business base and starting your business in Japan.**

**Consulting**

**Free individual consultation for your company**

- Legal system
- Cost estimation
- Taxation
- Market regulation
- Business practices
- Human resources
- Location
- Subsidy application

**Facilities**

**Temporary office space offered free of charge**

- Conference rooms / shared reception
- PC room with printer/scanner etc.
- Event hall
- 50 working days free
- Located in 6 major cities
- Fully equipped



**Information**

**Gather a wide range of information needed for your business**

- Market reports
- Business advisors
- Online database
- Platform of professional service providers
- Connection to ministries and regulatory authorities
- Deregulation Requests

# Links to JETRO services

- 54 countries 74 offices, 14 offices in Europe  
<https://www.jetro.go.jp/en>
- TPP Trade Tie-up Promotion Programme - Online Business matching  
<https://www.jetro.go.jp/tppoas/index.html>
- J-Messe – Online information on exhibitions  
<https://www.jetro.go.jp/en/database/j-messe/>
- Find a consultant  
<https://www.jetro.go.jp/en/invest/directory/>
- Investment Support Center --- (office rental for 3 months, free of charge, support to practical matters like application for visa)  
<https://www.jetro.go.jp/en/invest/ibsc/>

# Characteristics of Japanese Market

- Establishing a business relationship may take a long time, but will be speeded up with an introduction by a trusted local partner
- Sales channels are complex
- Consumers are extremely quality-minded
- Japan is a service culture; companies compete with complementary services

# Seeing is believing

- Participate in Food exhibitions in Japan
- Visit Japanese departments stores delicatessen floor, supermarkets, convenience stores
- Taste yourself. Less salt and sugar
- Look at packages

# Good to prepare

- Hire an interpreter who knows both Japanese and Finnish business culture or a Japanese partner
- Provide Japanese brochures
- Be prepared to explain what differentiates your product from hundreds of others
- Start offering samples, not a container
- Bring souvenirs; avoid the colours black and white and sets of four pieces of items.

# In the meeting (1)

- Bring at least 100 business cards
- Punctuality and Modesty is appreciated
- Hierarchy, order and formalities
- Good to say “Itadakimasu” before you start drinking your tea or coffee.



# In the meeting (2)

- Contact person is not necessarily a decision maker
- Different way of taking eye contact
- Difficult to say “No”. You can patiently ask for clarifications step by step.
- You can learn about details in informal occasions, for example during evening drinks



# After the meeting Follow-up

- Keep in touch continuously by e-mail. Remember thank you notes after meeting and seasonal greetings
- Be patient with your Japanese business partner checking and double checking things time after time

# Market opportunities

- Aging society, singles, working mothers
- Convenience stores
- Vending machines
- Online shopping
- Emergency food

# Japan External Trade Organization

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**INVEST JAPAN**



WEB-JAPAN / Food culture  
<https://web-japan.org>

<https://www.youtube.com/watch?v=DhI2gl8hs0s&feature=youtu.be>

**Itadakimasu!**  
(Bon appétit)

