

How to Succeed in the World's 3rd-Largest Economy: Japan

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Today's Speakers



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Today's Agenda

- 1 | Brief introduction to Why Japan
- 2 | What every market entrant should do
- 3 | Key learnings from three brands
- 4 | The reasons Japanese will buy
- 5 | How to know if you are Japan-ready
- 6 | Q&A

Japan: A Market Not to Ignore

- **3rd-Largest GDP: \$4.94 trillion**
- **4th-Largest Purchasing Power Parity**
- **GDP Per Capita \$49,000**
- **Rich potential**



UK–Japan: Annual Spotlight

- **Total trade: £24.6bn (increase of £139m)**
- **UK exports to Japan: £11.9bn**
- **UK imports from Japan: £12.7bn**
- **UK exports about 50% goods v services**



Why Japan

- One language
- One culture
- One business practice
- Stable with good business ethics
- Springboard

Japanese Consumers

- Very picky, but worth pursuing
- Insist on quality and are highly detail-oriented
- Require a smart approach



Japanese Business Partners

- **Notoriously risk-averse**
- **Demand stability, track record and long-term commitment**
- **Communication is key**

Keys for Success: Do

- ✓ Deep dive into Japanese culture and your target market
- ✓ Understand you must take a different approach here
- ✓ Be patient and build a long-term plan
- ✓ Select and research your partners carefully



Keys for Success: **Don't**

- ✗ Rely too much on technology
- ✗ Employ aggressive sales tactics
- ✗ Expect decisions in meetings
- ✗ Plan to handle all of your business in English



Key Learnings

Quintessential Swiss brand hungry for Japanese consumers.

- Strong B2B & B2C Activity
- Educated the market
- Localized like the locals do
- Omni-channel marketing approach
- Retail activity



Key Learnings

- The mysterious phone call
- Built trust (investment)
- Passion and belief
- Listen, learn & be humble
- Dealing with negative feedback
- Be loyal and supportive
- Local marketing, knowledge, support
- Learn the local culture
- Focus and product development



Key Learnings



- Trade Show (Germany) — met distributor
- 40 year relationship
- Attention to detail, quality
- Patience
- Learning culture
- Expectations, perfection, market opp.
- Timescales, quality, visits



The Reasons Japanese Consumers Will Buy from You

- ✓ You have excellent quality and great service
- ✓ You are a trustworthy brand with proven success
- ✓ Your product is novel, or in keeping with the latest trends
- ✓ Your product offers “luxury that’s within reach”

How to Tell if Your Brand Is Japan-Ready

- You have conducted thorough research on your industry, customers and competitors
- You understand the local regulations, tariffs and compliance requirements
- You have a reliable market entry partner to consult and guide you
- You have localized your products / services to suit Japanese preferences

How to Tell if Your Brand Is Japan-Ready

- You have defined your target audience and know how to reach them
- You know which online channels are most popular in Japan
- You know which online retailers are the most popular ones for your specific product
- You have put down roots and demonstrated commitment



Japan Is Open for Business!

- Lockdown trends
- Recent trade missions
- Ease of entry
- Accessibility
- Acceptance of visits, willingness to meet



Make the Right Move!

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FREE Strategy Session

Email: inquiries@custom-media.com.

In our session we can help you to identify:

1. The 3 most lucrative opportunities for your brand
2. How “Japan Ready” is your brand?
3. What your “Go-to-Market” Strategy roadmap may look like for Japan

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FREE Resources

- Established in 2013:
ExportToJapan.co.uk
- Free access to resources, suppliers, case studies, events, webinars, missions, information
- Not-for-profit partnership between four strategic partners



<https://expottojapan.co.uk/>

<https://businesslinkjapan.com/>

An abstract, 3D-rendered topographic map in shades of blue, set against a dark blue background. The map features intricate, layered ridges and valleys, creating a sense of depth and movement. The text 'Q & A' is centered in a clean, white, sans-serif font.

Q & A



Make the Right Move!

Get in touch with us today for a

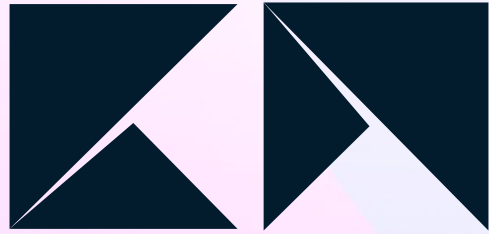
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Thank You!