

# Discover, Connect, Retain

## Our Service Guide for Foreign Companies in Japan

**San-Ten Consulting** is a Management Consulting business based in Tokyo, Japan, specialized in Market Entry Support and Innovation Sourcing in the B2B business of chemicals and materials  
For more information, visit [www.san-ten.com](http://www.san-ten.com).



# San-Ten helps you discover, connect, and retain B2B opportunities in Japan

**San-Ten Consulting** is a boutique consulting firm based in Tokyo specialized in market entry support and innovation sourcing. Our focus is in the B2B business of chemicals and materials, including all adjacent industries such as automotive, health care, pharmaceuticals, paint and coatings, and construction chemicals.

Utilizing our many years of experience in Japan, we can bridge cultures and ease the difficulties that arise when different business customs and habits meet. San-Ten Consulting can help your business succeed across borders.

## The San-Ten Approach:

Under our motto **Discover – Connect – Retain**, we deliver customized solutions for your actual needs. If you are in search of a distributor for your goods, a representative to develop your business, or a new technology for your innovation pipeline, we can help you with our knowledge, network, and experienced team of partners with hands-on managerial experience.

### Discover → Connect → Retain

	Discover	Connect	Retain
<b>For Market Entry Support</b>			
Market Research	○		
Business Partner Search	○	○	○*
Representation / Business Development	○	○	○
<b>For Innovation Sourcing</b>			
Technology Scouting	○	○	○*
CVC Investment Support*	○	○	○

\* In cooperation with our financial service partner: M&A support, integration management and board representation

Depending on your market situation and needs, we can **discover** the market potential for you in Japan. We can find and **connect** you to business partners, that can sell your products in the Japanese market. We can also be your representative in Japan, discover new clients, introduce your products or services, and **retain** the relationship on the ground, without founding an expensive subsidiary in Japan.

If you are looking for new technologies and developments for your innovation pipeline, we can scout and **discover** new technology that is relevant for your business, **connect** you to the respective institutions, and help you in licensing, investments, and acquisitions.



# Foreign Companies Support:

Companies that are already well established in Japan know that Japanese companies and universities are leading in many fields of technology such as robotics, iPS stem cells, and batteries – just to name a few. It is not surprising that many foreign companies would like to participate in these technologies by partnering with Japanese companies, investing into startups, or cooperating with universities.

However, more often than not, new technology and business development is located in centralized R&D organizations in the home country. Geographical distance as well as language barriers make it difficult to identify promising developments and potential partners. Funding additional local staff for business development and technology scouting can be cost intensive. On the other hand, local sales staff may have limited capacity and will focus on developments in main business areas but not in new and rising technologies. Setting cost and time perspectives aside, in some cases it might also be advantageous to approach a company or startup anonymously without disclose your company's name first.

**San-Ten Consulting** can provide you with individual, tailor-made support of your local forces in order to help fulfill the needs and demands of the headquarter without difficulties. Along the value chain **Discover – Connect – Retain**, we will support your technology search, CVC investments, and market research activities.

With our technology background and our focus on B2B activities in the chemicals and materials industry, San-Ten Consulting can effectively support your technology scouting activities in Japan. Backed by our network to leading universities, (governmental) institutions, and startup ecosystems,

we can discover important technological developments to help filling your innovation pipeline and venture capital portfolio. After connecting you to the technology owner, we will be here for you to negotiate licenses and technology transfer.

If you are looking for investment opportunities for your (corporate) venture capital activities, we will support you by discovering promising startups. Together with our financial service partner, we can also find suitable consortium partners and represent your interests on the board of the portfolio companies.

Small- and medium-sized enterprises (SME) are the backbone of Japan's industry and a very relevant part of the innovation system. Therefore, we can also focus on and discover SMEs with interesting new technologies and connect them to you as cooperation partners. Moreover, these companies might also be interesting acquisition targets which we can monitor for new developments, and eventually approach anonymously.

Marketing and market analysis in a Western style are still not very common in Japan, and experience is rarely found with local staff and managers. San-Ten Consulting can support, advise, and guide your local staff on all relevant topics and tasks – like market research and analysis, information gathering, methodologies, presentations, etc. In addition, we can also perform trainings in order to develop your staff to discover potential markets and technologies autonomously in the long run.

For improving oral presentation skills and slide design to give compelling English presentations to an international audience, we have developed a workshop together with the Center for International Careers (CfIC). Please find more information on the website of the CfIC.

# About San-Ten Consulting:

**San-Ten Consulting** was founded by **Dr. Ralf Mayer** who has worked for 15 years in different managerial positions in a leading German chemical company and knows the consulting business from both sides. Therefore, we always focus on individual, custom-tailored advice and consultation leading to practical results and implementation. We want to become your long-term partner in Japan and add value to your business, foster partnership, and support your innovation pipeline.

You can find a more detailed background and experience overview of **Dr. Ralf Mayer** on our website.

## Our Competitive Advantages:

- Many years of consulting experience with broad knowledge in the areas of market entry support and innovation management
- Well experienced in market studies, business strategies, joint developments with companies, and joint research with academia in Japan, as well as M&A and CVC
- Insights into several markets and industries on a B2B level, e.g. chemicals, automotive, health care, pharmaceuticals, paint and coatings, and construction industries
- Existing network to many corporations and SME, research institutes, universities, (governmental) institutions, venture capital organizations, and M&A agents in Japan
- Deep understanding of Japanese culture and business customs, as well as intercultural, cross-border management
- Provision of a one-stop solution by cooperating with reliable partners in other consulting areas like legal advice, tax & accounting, communications, back office, or recruitment
- Support of the Master of Business Engineering program at Steinbeis University as well as other universities and NPOs in Japan with lectures and mentorship
- Membership in several foreign chambers of commerce in Japan

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