

Discover, Connect, Retain

Our Service Guide for Market Entry 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.



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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
For Market Entry Support			
Market Research	○		
Business Partner Search	○	○	○*
Representation / Business Development	○	○	○
For Innovation Sourcing			
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.



Market Entry Support:

In the light of many other Asian countries still in the development stage or experiencing significant economic downturns, the Japanese market is robust. With its 127 million consumers and high buying power, Japan is considered by more and more companies as a target for business expansion – sometimes even as a hub for other Asian markets.

The Japanese market can be very attractive and rewarding, particularly when it comes to high-quality and high-technology products, in addition to providing a safe harbor regarding IP protection.

However, doing business in Japan is also conceived to be rather complicated, with unusual business customs and unique culture. But, as so often, it is all about understanding the cultural differences and adjusting the market entry process accordingly in order to find beneficial and reliable business partners in Japan to eventually expand business successfully.

San-Ten Consulting wants to provide you with an individual, tailor-made approach to enter the Japanese market and eventually do successful business in Japan. Along the value chain **Discover – Connect – Retain**, we will support your market entry activities to Japan based on your actual needs and products or services you have to offer.

If you are new to the Japanese market, we can support your market entry decision-making process with market research activities to discover opportunities in Japan. If you are not sure about your options on how to enter the market, we also offer our **Japan Unique Market Preparedness (JUMP) Assessment** for more clarity. It is a one-day assessment of your current situation resulting in recommendations resulting in recommendations about how successful business could be achieved in Japan.

If you have ready-to-use products that don't need much further development on the buyer side, we usually recommend cooperating with a local partner who can do the import and sales and marketing, but also service and maintenance for your products in Japan. In this case, we will discover the possible partners for your business in Japan, introduce your company and products, and connect you to the most promising partners.

For companies with rather intermediary products needing further development and longer time to commercial sales, we would be happy to become your representative in Japan. We can discover new clients, introduce your products, and retain the relationship and communication over the time necessary to develop the final products and achieve commercial sales. We usually do this on the basis of monthly retainer fees, amounting to much lower costs than founding your own subsidiary.

If you are interested in more detailed information, please contact us without hesitation. You can also find a brief article about “How to Enter the Japanese Market” on our website.

An alternative approach to gain market access in Japan and jump on an existing sales network is to acquire a Japanese company with similar or complementary products. Together with our financial partner, we can discover suitable M&A targets, approach them anonymously if preferred, and identify their interest in further entertaining your proposal. In ongoing negotiations, we can support your due diligence and help you with interim and integration management.

For more information about M&A in Japan, please have a look to the article “Establishing Contacts without Loss of Face” on our website.

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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