

CBI

Partners

Cross Border

Implementation

Market Access and Development Service Japan

Japan is the third largest economy in the world, a global trendsetter and core innovator in Asia. Yet in many areas it has developed a “Galapagos Syndrome”. Japanese technologies are losing their competitive edge in global markets, because Japan did not involve a global supply base. In order to make up lost ground Japan is constantly looking for innovative products and technologies and has never been more open to foreign investments and products, especially in environmental technologies and the automotive industry.

In addition the Japanese Yen is declining and the economy is recovering fast, increasing the need to connect to the “outside world” and invite more companies to produce and supply in Japan.



We are specialized in operational and strategic implementation across borders.

Business across borders –

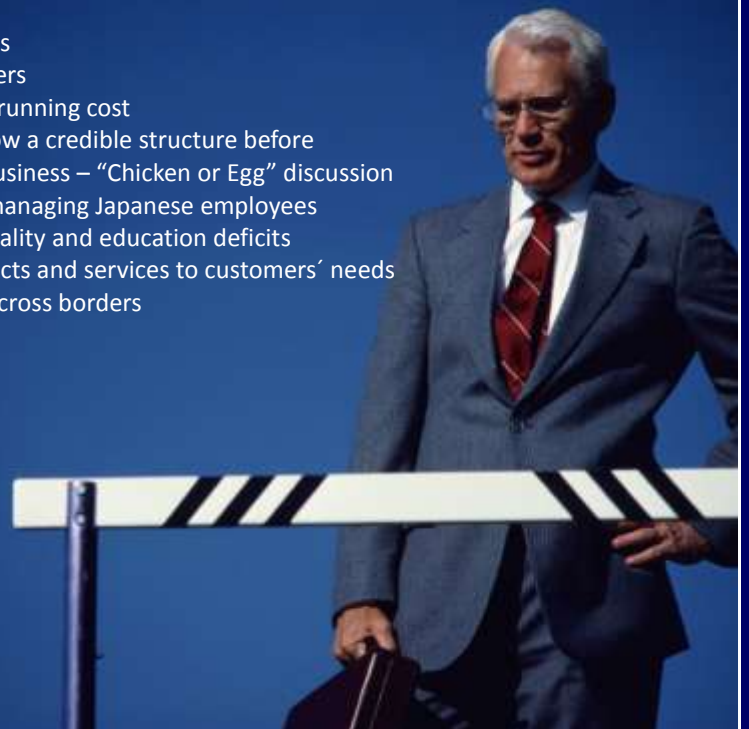
Why do it the hard way?

CLASSICAL HURDLES

Even though Japan's need and willingness to open up are higher than ever, the **classical hurdles** to starting or growing a successful business in Japan remain.

Many companies have invested in major infrastructure only to discover years later that their severe misjudgments have wasted considerable amounts of money and destroyed all market credibility for their business.

- Market insight and intelligence to make the right decisions
- Customer Access
- Non-Tariff Barriers
- High initial and running cost
- The need to show a credible structure before obtaining the business – “Chicken or Egg” discussion
- Acquiring and managing Japanese employees
- Language, mentality and education deficits
- Adjusting products and services to customers' needs
- Team building across borders



OUR EXPERIENCE

- ✓ For years CBI has been running our clients companies as permanent board-members or interim-managers. We have turned around and restructured many under-performing businesses and implemented sustainable change
- ✓ We found JV partners or M&A targets and implemented strategies, which helped our clients to establish successful operations in Japan
- ✓ With the eye of 25 years experience we know what is possible or not

Our “ONE STOP APPROACH”

Based on our experience we have developed our “**ONE STOP APPROACH**” for customers who want to establish a successful company and become operational in weeks, without making huge investments or blocking their internal management resources with tasks they are not specialized in.

CBI defines your targets with you, and then provides you with everything from company foundation to customer access by utilizing our own staff or by building teams of specialists, which you dispatch to Japan.

To become operative in Japan, even with a small sales office, normally costs between € 300 000 and 500 000 in the first 2 years (company setup, wages, legal fees, tax models, etc.). During this time your team is normally not effective and faces a slow, often frustrating learning curve.

CBI normally cuts these costs in half and is operative with a performing team only a few weeks after your decision to work in Japan.

The same applies to companies who feel they are struggling and want to reduce the size of operation or begin to work with specialists to change their direction.

ONE STOP SERVICE PROVIDER

We customize our service to the requirements you need:

Our Core Services:



Sales	Engineering & Technical Project Management	Production	Indirect Functions
We quickly provide sales or business area experts from a wide network of specialists	We provide engineers and technical project managers	We can build plants or outsource production	Quality IT and Human Resource Management

Management from operations to strategy to M&A and Joint Ventures, we provide managers with years of experience.

Base Services

Company Foundations, Offices (real or virtual), Finance & Controlling, Telephone and Assistance Service, Meeting Rooms, Basic IT, etc.

Everything you need to be operational within days.

Your Benefits:

Experience	<ul style="list-style-type: none"> ✓ Specific industry know-how ✓ Highly experienced Japan experts
Speed	<ul style="list-style-type: none"> ✓ Speed-to-Market: Offices, staff, specialists, network and experience are always available
Flexibility	<ul style="list-style-type: none"> ✓ Facilities on demand: Services can be selected or dropped at any time ✓ You can focus on your own business, removing administrative effort ✓ Market entry, non-tariff barriers and other risks are reduced although wide contract flexibility (e.g. length of stay)
Cost	<ul style="list-style-type: none"> ✓ Low transaction costs (e.g. for agents, lawyers) ✓ Full cost control through transparent pricing structures for products and services ✓ No additional costs for recruitment, staff motivation and staff development ✓ No investments for furniture and technology necessary ✓ No downtime and cost risk of own personnel or technological devices



Our multi-national team has managed, grown and turned around businesses in:

- ✓ Automotive (concept to production)
- ✓ Transport
- ✓ Manufacturing (localization, assembly, CKD, local purchasing)
- ✓ Alternative energies and drives-system
- ✓ Engineering
- ✓ Medical Equipment
- ✓ Pharmaceutical
- ✓ ICT (Information Computer Technology)
- ✓ Food

In our projects we have:

- ✓ Set up companies
- ✓ Built plants
- ✓ Turned around under-performing companies
- ✓ Supported M&A-activities
- ✓ Defined strategies
- ✓ Provided Interim-Management
- ✓ Led commercial negotiations
- ✓ Provided Business Representations
- ✓ Provided Trade- and Sales Representation
- ✓ Provided Engineering Services
- ✓ Implemented Project Management

Contact us:

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**Everything seems
impossible,
until it is done!**

Nelson Mandela