

Business Approach During Fairs in Japan

～Participate in International Fairs in Japan～

Japan as highly developed economy is especially attractive for European companies. This mainly applies to the fields of robotics, information and communication technology, automobile industry, bio and nano technologies, medical care, environment and lifestyle. Japan offers several important Fair locations, such as Tokyo Big Sight with the large conference tower and the Makuhari Fair in Greater Tokyo as well as Intex Osaka. The international congress centers, such as the International Conference Center at Kyoto offer German enterprises fitting opportunities.

We Make the Contacts

In advance we will screen potential customers to offer you effective meetings during the Fairs.

Sequence of Business Approaches

1. Listing preferred Japanese companies
2. Screening interests
3. Making appointments with Japanese companies during Fairs
4. Exhibit assistance, interpreting for negotiations
5. After-Fair contacts

Further Support

For smooth talks during the Fairs we recommend the following preparations that we would gladly assist if you like.

1. Market screening (demand, prices, competitive products)
2. Making paperwork in German and English (Web page, leaflets, presentations)
3. Excursions to factories and production facilities

On request we arrange Fair applications and exhibits for you.

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