



***How to find distributor or
business partner in Japan?***

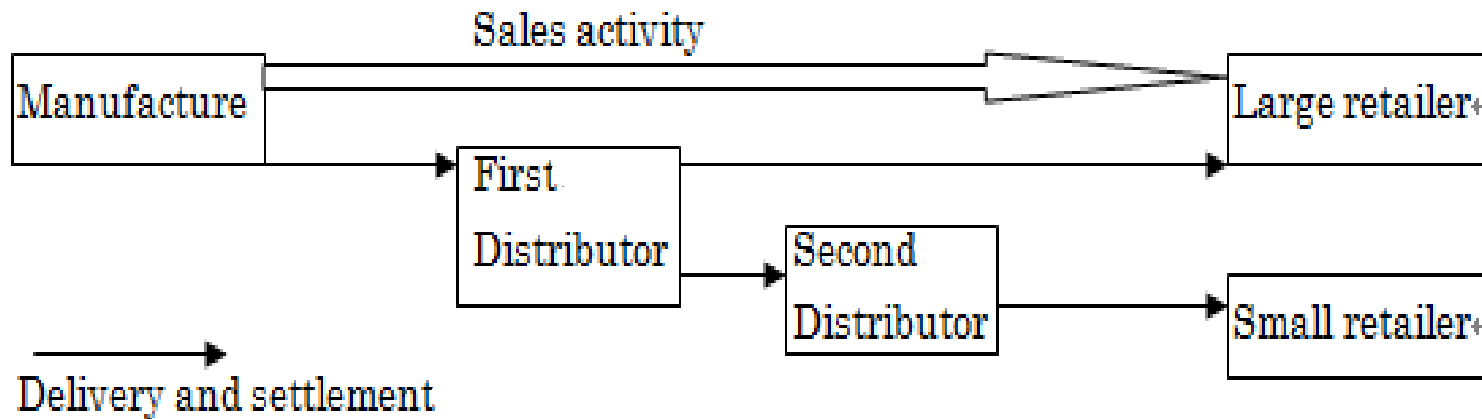
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Japan Business Solutions specializes in business matching and advisory service since 2009.

- market entry search and support
 - Finding your business partner
 - soft skills seminars focusing on effective communication between Japanese and Czech colleagues and business partners
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- Member of CCCIJ, Director of Czech branch of CCCIJ/Adviser
 - Partner of EU-Japan Centre for Industrial Cooperation in Tokyo

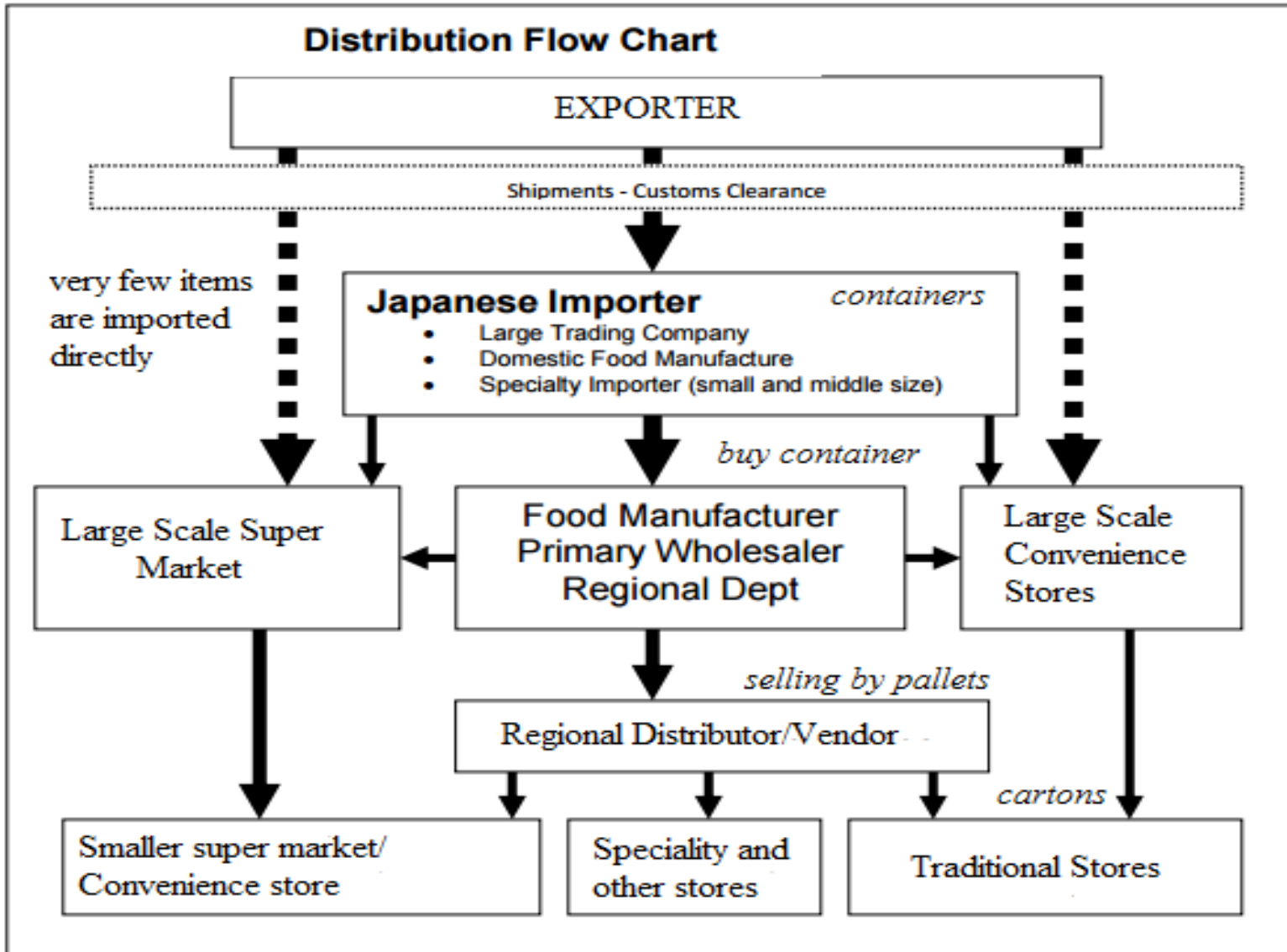
- Examples of distribution networks in Japan
- Main ways of getting into the Japanese market
- Key factors and recommendations to succeed in Japan

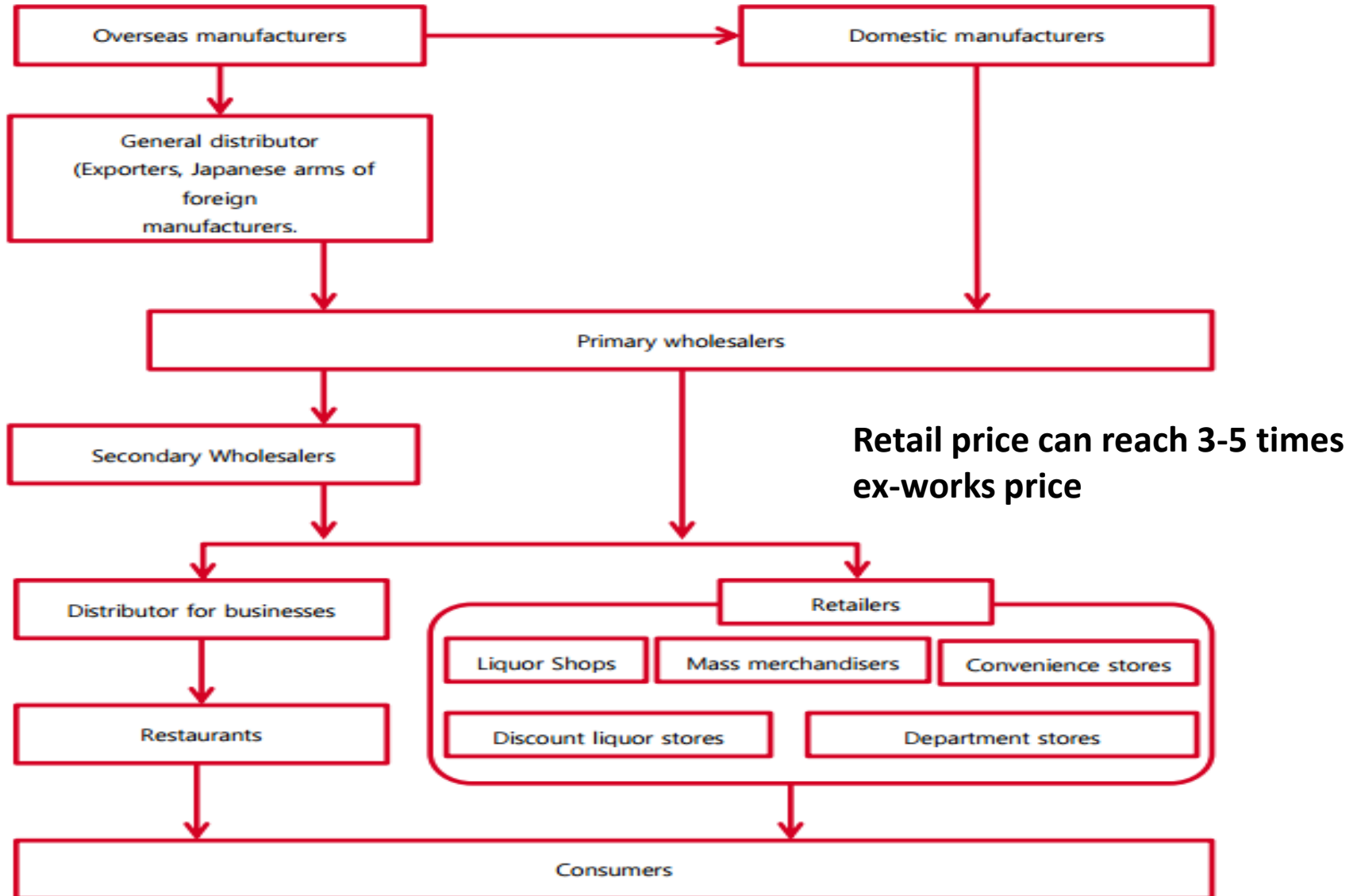
Manufacturer and distributor roles in a typical distribution channel

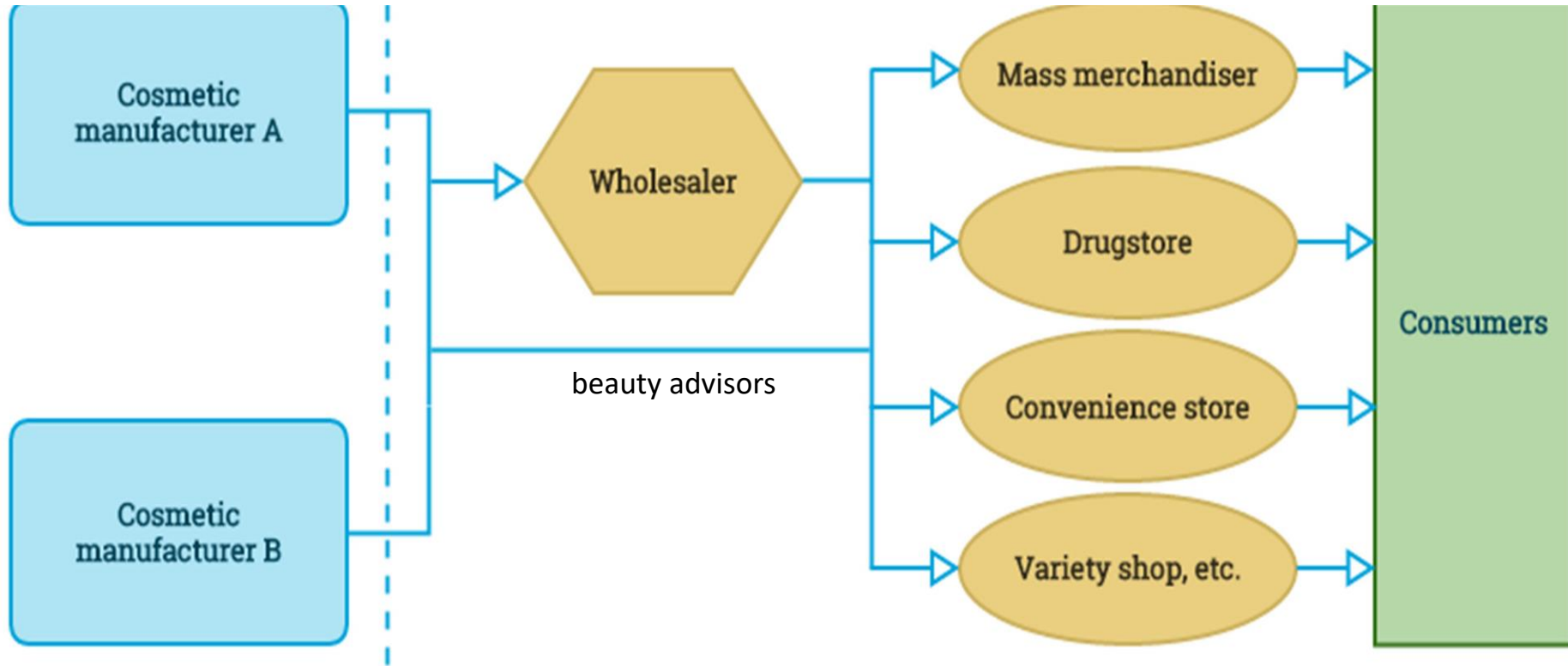


- Manufacturers must do sales activities directly to the large retailers.
- Distributors usually do not do sales activities but take a relatively high margins.
- Distributors specialize in logistics and settlement functions.

General distribution structure of imported food







- A manufacturer cannot impose to the wholesaler its selling price to retailers.
- A manufacturer cannot impose to the wholesaler to whom not to sell (refrain from drugstore, convenience store, discount store etc.)

- Exhibiting at trade shows, participation in EU matching programmes, JETRO and CCCIJ support
- Finding a distributor/agent/trading company (not selling to retailers directly)
- Entry via ecommerce (Amazon, Yahoo, Rakuten), mobile ecommerce transactions or teleshopping channels
- Setting up of an office in Japan

- **Make sure your products are right for the Japanese market.**
unique products , seasonality, packaging
- Understand **how foreign products are distributed** in Japan.
- **Be selective**
be aware of “zombie distributors”. Potential distributor must have contacts to their target customer segment
- Put together a strong **list of potential distributors.**
no English websites usually, don't rely on Google
- Know **how to evaluate potential distributors.**
company size, location, handling complementary brands
- Stand out from the crowd, **create a flagship item.**

A common mistake many foreign companies do in Japan - try to **sell to the large Japanese wholesaler and retailer chains.**

BUT without office in Japan, these companies are not interested in dealing directly with a foreign company.

Despite any worldwide success, **Japanese market entry requires a lot of adjustment** that must be performed with a strong knowledge of culture and customs.

A lot of big players had to withdrawn from Japan! (Carrefour, Boots, Barbie Dolls, Tesco, Procter & Gamble, Sephora etc.)

Japanese partner is not only selling !!!

- **opens market** and finds out customers.
- **provides and creates the sense of stability and security in the business relationships**

Physical presence in Japan



long-term success in the Japanese market.

Have your long-term vision about the future of your brand in Japan.

Department store or other premium retailers, won't distribute a brand that was previously in the mass market or a « lower » distribution network.

1st Step - using a distributor or trading company

2nd Step - SME realizes the potential of the Japanese market and decides to be present in Japan.

Thank you for your attention.

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