

OUT-IN

Small room for creativity and for controlling your chances. Your Japanese potential partners know extremely well their market and they will come to you once a need or some appealing product is spotted abroad.

It is vital to get full understanding of what a trading house is in Japan (商社Shōsha and 総合商社Sōgō Shōsha).

Example: [Mitsubishi Corporation](#), [Mitsui & Co.](#), [Sumitomo Corporation](#), [Itochu](#), [Marubeni](#), [Toyota Tsusho](#) e [Sojitz](#)

General trading companies are Japanese companies that trade in a wide range of products and materials. In addition to acting as intermediaries, sōgō shōsha also engage in logistics, plant development and other services, as well as international resource exploration. Unlike trading companies in other countries, which are generally specialised in certain types of products, sōgō shōsha have extremely diversified business lines, in which respect the business model is unique to Japan.

IN-OUT

the most interesting, scalable, fertile opportunity.

Treasures of Japan: contents & IP`s.

Only a tiny portion can make it through and reach overseas markets.
And it`s not a matter of natural selection.

For the sake of spreading the finest seeds of human creativity and engineering.

A new wave of Export

In the recent years the topic has moved successfully from the entrepreneurs to the institutions: even the Japanese government has been focusing on introducing especially intellectual properties, contents and cultural industries in overseas markets.

Study cases: **Hello Kitty >> from cuteness to global pop**

www.hellokitty.com



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Before approaching the Japanese market

Make use of the appropriate tools and business codes: learning the differences.

Because speaking the same language doesn't mean understanding each other.

Concept behind the word **KOMAKAI** 細かい = **detailed**; the quantity of details implied is radically different.

The concept of **SAKI BARAI** 先払い = **advanced payment**, paid before; when coming to capitalising a new venture.

Being aware when in front of a classic Japanese “traps”, such as the **YARISUGI** やりすぎ = **overdoing** situation.

*Thank you very much for your time and
attention.*

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**ありがとうございます御座いました。
ご質問が御座いましたらどうぞ。**