

Doing Business in Japan

Lessons learnt in Nuclear Industry

April 10, 2015

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Is Japan a difficult market?

- There are some hurdles to clear
 - Language
 - Different Culture
 - Different decision making process
 - Competition against Big Reactor Vendors
 - Complicated rules and regulations
- Some hurdles are common in other Markets, some are not and Japan specific.
- It may not be an easy market.

What do sales mean to you?

- Consider how you react, when somebody wants to sell you its product.
 - Needs?
 - Price?
 - Good quality?
 - Budget?
 - Trustworthy sales representatives/product?

Japanese Nuclear Market Demand(1)

- Needs
 - Looking for good technology globally.
- Price
 - Price is important but not always a decisive factor.
 - Total life cost is important.
- Quality
 - Quality does not mean only products' one.
 - Flexible attitude to meet customers' requirement is needed.
 - Field experience comes first before good presentation.

Japanese Nuclear Market Demand(2)

- Budget
 - If needed, a budget can be arranged with convincing scenario.
 - Customers have a sense of market value, based on their experiences or competitors' price level.
- Trust
 - Try to listen to customers' opinions. Everybody has its own opinion with its logic behind.
 - Long lasting relationship is expected, viz. honest response is needed for the above.

Specific Japanese Nature

- General consensus from the concerned stakeholders.
 - Good cooperation with a Reactor Vendor.
 - Support from local site people for installation as well as for logistics.
- Japanese practice.
 - Precedent practice is respected.
 - Meeting is one of tool for decision making.
 - Japanese expression tends to be not straightforward.
 - Meticulous attitude is sometime required.
 - First project is very important, everybody keeps its eyes on it.
 - Nothing is perfect, customer pays attention to sellers' behavior at the worst case.
- Enough knowledge about licensing procedure.
 - Workable and competitive team formation shall be established.

Example of approach

- Marketing (close and continuous contact)
 - Frequent direct visit to customers
 - Set up liaison office
 - Approach with agent
 - Work with a partner
- Set up an optimal and professional team
- Set up after sales scheme

Conclusion

- For specific nature of Japanese market, certain judgment shall be made, viz. whether it is attractive or it is not worthwhile challenging.
- If you decide to challenge, usual marketing activities shall be made and the additional efforts are needed for success.
- Higher a summit is, more joy from achievement you get. You may utilize its experience to extend your marketing activities in other part of the world.
- Once reputation is obtained and you become a member of a society, you may enjoy games more.