

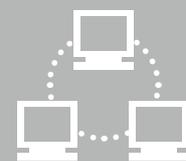
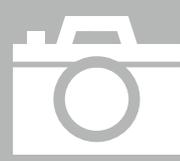
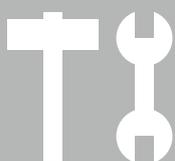
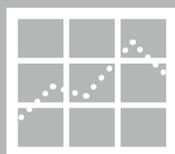
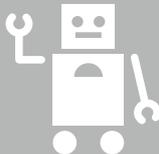
For All Companies Seeking Network Enhancement with Japanese SMEs

CEO Network



Enhancing Project

海外CEO商談会



SME Support, JAPAN

Organization for Small & Medium Enterprises
and Regional Innovation, JAPAN

CEO Network Enhancing Project

SME Support, JAPAN hosts CEO Network Enhancing Projects in major cities throughout Japan for SMEs seeking overseas expansion and CEOs from abroad seeking partnerships with Japanese companies. This project focuses on partnerships between SMEs in Japan and overseas companies through company visits, 1 on 1 meeting sessions, lecture and networking parties. It is an excellent opportunity to meet Japanese partners you can trust.

1

Company Visits

Participants will visit a number of SME manufacturers to observe production improvement efforts on quality, cost and lead time. Factory observation and exchange session available.

2

1 on 1 Meeting Sessions

Business meetings between CEOs or top management. The matchings are carefully arranged based on interests and needs from both sides.

- One table and one Japanese-English interpreter per company.
- Matching schedule is prearranged.
- Each session is 30 minutes.

3

Lecture

Useful information on Japanese production management, collaboration with Japanese companies and business start-ups.

4

Networking Parties

Opportunity to network with Japanese SMEs in a casual setting with refreshments.

● Industries

Transportation equipment, electronic and electric equipment, molding, aircraft parts, industrial machinery, medical equipment, food processing, infrastructure, building materials, IT, etc.

● Overseas government organizations associated with CEO Projects

The authorities assist by recommending overseas companies and seminar lecturers, among other services.

Indonesia : Ministry of cooperative and SME, Indonesia Investment Coordinating Board, Chamber of Commerce and Industry, the Indonesian Association of Medical and Laboratory Device Enterprises

Malaysia : SME Corporation Malaysia, Malaysian Investment Development Authority, Malaysia External Trade Development Corporation, Association of Malaysian Medical Industries, Malaysia Medical Device Association

Myanmar : Ministry of Industry, Federation of Chamber of Commerce and Industry

Singapore : The Standards, Productivity and Innovation Board

Thailand : Department of Industrial Promotion-Ministry of Industry, Office of SME Promotion, the Board of Investment of Thailand, Thai Medical Device Technology Industry Association, Medical and Health Device Manufacturers Industry Club- the Federation of Thai Industries

Vietnam : Ministry of Planning and Investment (Agency for Enterprise Development, Foreign Investment Agency), Chamber of Commerce and Industry, Vietnam Medical Equipment Association, HCMC Medical Equipment Association

Achievements: 2012 through 2016 *

Number of CEO Projects held : 56

Number of business meetings held : 10,285

Participated countries and states :

Thailand, Myanmar, Vietnam, Philippine, Indonesia, Malaysia, Brunei, Cambodia, Laos, Singapore and Taiwan.

Total Participants : CEOs of overseas companies: 775 persons

Japanese companies : 3,288

(*Approximate)

[Contact Information]

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operates within the competence of Ministry of Economy, Trade and Industry, and comprehensively implements national SME policies, providing a broad range of support tools including consultations, training, and financial assistance through funds, to meet various SME needs in areas such as startup, new business development, market cultivation, and international business development, in order to promote SME growth and regional vitalization.

Find SME Support, JAPAN online at: <http://www.smrj.go.jp/english/>

 **SME Support, JAPAN**
Organization for Small & Medium Enterprises
and Regional Innovation, JAPAN

Voices from the participants



President - Mr. Boonlert Chodchoy (left)
Assistant Managing Director
-Ms. Laddawan Chodchoy (right)
C.C. AUTO PART CO., LTD.

Thailand-JAPAN CEO Network Enhancing Project @MEDTEC Japan 2015(April 2015)

Our company has been in the automobile related business for 26 years. We paint and assemble pressed and molded parts and sell them to auto parts makers.

Since 1997, we have been engaged with development in the medical equipment field and currently we have a dental clinic related products in 27 categories.

In this business meeting event, the matching selections were appropriate and we were able to see eye to eye during the meetings, making them very satisfactory. We were able to meet companies and become partners for each other so we look forward for future developments.

In the meeting with a manufacturer of implant related parts that has yet to develop business in Thailand, we discussed selling their products to our customers. I feel that it would only take a few more meetings to strike a successful deal.

I had meaningful conversations with all of the companies I met, so it was a wonderful business meeting event.



Mr. Y.A. Liew
Managing Director
Poly parts Sdn. Bhd.

MALAYSIA-JAPAN CEO Network Enhancing Project (March 2016)

We are a manufacture of metal molding for plastic products with 60 years of experience in injection molding of high precision engineered plastic parts. We already have business history with Japanese companies for auto-parts, cameras, and medical sectors, and I joined this program with high hopes to collaborate in more sectors.

We met with 4 companies and they entailed exchange of corporate information, but we were able to increase our interest level about each other. I know that although the reaction might not be optimal on the spot, specific conversations could be held over time, so I concentrated on communicating the merits of manufacturing in Malaysia such as saving costs.

I am truly grateful for this platform of "encounter" which will lead to future business.



Ms. Watsamon Chayapum
Department Manager
Bolt & Nut Industry Co., Ltd.

Thailand-JAPAN CEO Network Enhancing Project (September 2016)

We specialize in manufacturing of bolts and nuts by cold / hot casting technology. Jigs and tools are also in-house made, and we meet customer needs with a wide selection of products.

There are many Japanese companies in Thailand, accounting for 70% of our clients.

Among the five companies we met in Fukuoka and Okayama, we felt collaborative possibilities with three companies, so we exchanged drawings and they will be visiting our factory in Thailand.

I had the experience of studying abroad in Japan and speak Japanese, so I am the contact person for our company. There are many companies in Thailand without Japanese language capabilities, but at the CEO Network Enhancing Project, sponsored by SME Support, JAPAN, interpreters were assigned to every Thailand company that needed them, and in addition, advisors with expert knowledge accompanied the meetings to provide assistance to communication which I believe adds comfort heading into the business meetings.

I gained an invaluable opportunity to "meet" many companies so it was truly a meaningful business matching event.

OEM Business Model in the Myanmar Market

They provided a scheme for improving product development, while shortening the development timetable, actively using local productivity, and providing product development matching our needs. We were impressed by their keenness to enter the local market together.

Myanmar Company



WILLTEC Co., Ltd.
Yoshiharu
Wakamatsu,
CEO & President

We proposed our OEM business scheme to Myanmar companies using our technology to prepare them for future growth. During the meeting and on the spot, we agreed on our visit to Myanmar to take the next step.

Business Details

Contracting the "making" aspect of manufacturing industry

We propose improvements in management efficiencies, by segmenting the manufacturing departments, and services to strengthen global competitiveness. The business scope is focused on contract manufacturing, human resource dispatching, and eventually entrusting production to shift from a vertically integrated business model to a horizontally integrated business model.

Motivation and Purpose for Participating in the CEO Project

To propose an OEM business scheme to companies in Myanmar where demand is expected to increase

Going forward, domestic consumption in Myanmar is expected to grow. We participated in the CEO Network Enhancing Project to propose an OEM type business to companies in Myanmar where demand is growing. We want to work together to increase and speed up product development.

Taking the Next Step

Agreed to visit the company and gather information in Myanmar

We visited the company in Myanmar immediately after attending the CEO Network Enhancing Project to inspect the factory site. This onsite inspection yielded valuable information for further negotiations. We will keep in close contact with each other in the future.

Comment from the Advisor



The main business battlefield is the local market!

Technology, human resources, and physical resources are essential to carry out horizontal business segmentation when contracting local production. The business model taking full advantage of WILLTECH's engineering skills and procurement of core parts delivers added value, which is better than just exporting products to companies in Myanmar. A long-term relationship with the other party is crucial to create a profitable business based on a management strategy of providing high value-added product development. It is also beneficial to deepen the working relationship between both parties. They should continue to visit Myanmar in the future and, as an expert, I would like to keep supporting this project.

Company Profile

WILLTEC Co., Ltd.
Address : 4-3-1 Higashi-Mikuni,
Yodogawa-ku, Osaka City, Osaka-fu
Representative : Yoshiharu Wakamatsu

Capital : 98 million yen
Annual Sales : 6.1 billion yen
Number of employees : 2,848

Business Activities : OEM manufacturing, dispatching engineers and human resources, and manufacturing.
Website : <http://www.willtec.jp>

Paving the Way to Vietnam with Detailed Preparations and Enthusiasm

They provided a scheme for improving product development, while shortening the development timetable, actively using local productivity, and providing product development matching our needs. We were impressed by their keenness to enter the local market together.

Vietnamese Company



AYTEC Co., Ltd.
Akifumi Yoshida,
CEO & President

We decided to participate in the CEO Network Enhancing Project after making preparations to advance into Vietnam within a year. With the help of our contacts and network built during the business meetings, we were able to start up a local company six months later.

Business Details

Machine design for automating production lines is our strength

Our main business is designing for energy-saving machines, automation machines, and the like. This can be applied in various areas such as automobiles, batteries, packaging, semiconductors, and construction machinery.

Motivation and Purpose for Participating in the CEO Project

To build network to expand locally

I participated to gain a foothold in the local network to expand into Vietnam within a year. My main objective in participating in the CEO Project was to hear about the local situation such as their needs and the trends of automation in production lines due to rising wages in Vietnam.

Taking the Next Step

Gained Trust with enthusiasm to expand in Vietnam and detailed preparations

During the Vietnam CEO Project in 2015, I attended a seminar by an SME owner who operated a factory in Vietnam and I decided firmly to enter the Vietnamese market. I was able to gain the help of a Vietnamese network after making detailed preparations and showing my enthusiasm.

Comment from the Advisor

The route to success is to be nimble, enthusiastic, have contacts and be prepared.

President Yoshida was determined to start up a local company after attending a seminar. He acted quickly and six months later Aytec Vietnam Co., Ltd., a local company was established. Regarding human resources, he visited Ho Chi Minh City several times to secure young engineers through old and new network. He let a young 28-year-old transfer to the local company as a successor, and in high spirits he said, "I will educate young engineers in Vietnam for the next ten years until I turn 70 years old."

Company Profile

AYTEC Co., Ltd.
Address : 1010-8 Natsugawa, Kita-ku, Okayama City, Okayama Prefecture
Representative : Akifumi Yoshida

Capital : 30 million yen **Annual Sales** : 280 million yen
Number of employees : 45
Business Activities : Design and manufacturing of various machinery and electric machinery, consignment and dispatch design, assembly, maintenance, etc.
Website : <http://ay-tec.co.jp>

Aytec Vietnam Co., Ltd.
Address : 7th Floor, Dakao Building, 35 Mac Dinh Chi St Dakao Ward, District 1, Ho Chi Minh City
Representative : Akifumi Yoshida
Number of employees : 18 (as of the end of May 2016) Two Japanese staffs and 16 local staffs

Signing of a Distributorship Agreement with a Strategic Approach

We were surprised with the excellent performance of the precision parts feeder with its unique vibration technology. We were quickly assured that it would help solve the issues faced by our local companies.

Indonesian Company



Kanto Electronics Corporation
Tadayoshi Seki,
President

Proposed a solution for saving labor in Indonesian companies with our parts feeder. With our strategic approach, we were able to sign a distributorship agreement.

Business Details

Reduction in labor and cost with just one technology

Our company manufactures parts feeders that greatly reduce cost and labor at manufacturing sites such as aligning parts, supply, automatic assembly, automatic inspections, and the like. We can reduce cost and improve productivity with our unique automatic assembly equipment and integrated parts feeder.

Motivation and Purpose for Participating in the CEO Project

Desire to expand business in the attractive Indonesian market

My overseas expansion plan began in 2012 when I attended METALEX and realized the demand for parts feeders in Asia. This time I anticipated high potential in Indonesia and so I participated in the CEO Network Enhancing Project. We wanted to meet Indonesian companies that were handling automotive devices with engineering skills.

Taking the Next Step

A strategic business approach led to successive results

To have a productive business meeting in a limited time, we asked the advisors at SME Support, JAPAN to help execute a strategic approach of "proposing a system that made good use of our technology", "using the network to find partner companies", and "providing aftersales service". By preparing a catalogue and video with a number of case studies, we were able to carry out the business meetings smoothly.

Comment from the Advisor

Use your achievements to sell your technology

Kanto Electronics Corporation introduces their achievements in Japan on their website in English while making system proposals including their automotive equipment. With its accumulated achievements as a manufacturer and by using their technology, part of the production process was to reduce costs. I would like to continue supporting them to expand and develop overseas markets.

Company Profile

Kanto Electronics Corporation
Address : 1648 Ichinono, Chonan, Chosei District, Chiba Prefecture
Tadayoshi Seki, President

Capital : 15 million yen
Annual Sales : 170 million yen
Number of employees : 20

Business Activities : Parts feeders, spring feeders, automotive assembly equipment, design and manufacture of automotive inspection equipment
Website : <http://www.kantodenshi.co.jp>