



## A Report on Philippine CEO Network Enhancing Project 2016



On December 8<sup>th</sup>, 2016, together with the Commercial Section of the Philippine Consulate General of Osaka and Overseas Business Promotion Council of Osaka Foundation for Trade & Industry, SME Support, JAPAN co-organized a business meeting event and business seminars on Philippine as part of the CEO Network Enhancing Project in Osaka, Japan. This event invited business owners and decision makers from sectors including automobile and aircraft parts manufacturing, and software related IT companies.

From the Philippines, 14 companies seeking collaboration, production contracts, joint venture, or market expansion with Japanese SMEs arrived in Japan.

During the 1 on 1 business meeting portion of the event, 124 meetings were held with 56 Japanese SMEs. The event pursued match-making with great enthusiasm as additional time for exchanging business cards was allotted by utilizing recess time, specifically for participants who could not sit down to speak to all of their desired companies from the Philippines.

As for the seminar portion of the program, a dignitary from the Philippine government and a company from Osaka, having the experience of entering the Philippine market, provided the country's latest business information including trends in government policy making in the President Duterte era. Over 100 participants gathered and commented favorably by saying, "I gained clarity about the future of Philippine's economy and the growth of local companies", and also that "the input from the company that actually developed business in the Philippines was very helpful".

## Voices from the Participants:

**Direct inputs from an actual person is a real plus**



ITDC CO., LTD

Kazuhiro Aoki, CEO

We are mainly a system and software developer, building infrastructure for IT. In particular, we cooperate with major telecommunication companies as a System Engineering Service (SES) provider. Our strength is price competitiveness and service quality. It has been 13 years since establishing the company, and our policy is further refining our strength in the future. As part of the ongoing refinement efforts, we feel the need to develop our own server. We are looking for an overseas company that can provide a server framework at low cost, even for low-volume work, and with this goal in mind, I participated in the event.

I was fortunate to have three valuable business meetings in this event. I believe that the high quality of the interpreters, in particular, made it easy to understand each other and heightened the quality of the meetings. On a daily basis, I read through industrial publications and information on the net and consider purchasing resources from abroad. However, there is no replacement for meeting directly face to face and learning from a real person.

Also, needless to say, having knowledgeable advisors from SME Support, JAPAN accompanying my meetings helped me to gain a deeper understanding. In the future, I will enthusiastically participate in the business meeting events and CEO Network Enhancing Project that entail overseas companies.

## First event with overseas companies, but had no worries



EIKICHI co., ltd

Yosiaki Konishi, CEO and President

Takenori Nakajima, General Manager, Marketing  
Development Dept.

We manufacture water processing plants,  
deodorizing devices and humidifiers with catalysts.

Our company is also engaged in collection of plastic waste material from factories and development of recycling machine for tires. We participated in this CEO Network Enhancing Project for the first time because a manufacturer of automobile accessories requested a meeting with us, since we are a J-GoodTech registered member.

The allocated 30 minutes for the meetings flew by and our company could not deliver a specific proposal about the deodorizing system that this particular company from the Philippines was looking for their new business. However, with our design and technology capacity, our company is capable to take on the project and as they showed interest in our used tires recycling plant system as well, we had a good response during the meeting. In addition, it helped that an advisor was there to support us during the meeting.

We feel that these business meeting events are important for meeting overseas companies, but we also feel that it is important to make contact with overseas government organizations since our products are related to improving the environment. We would like to take full advantage of the support tools provided through the CEO Project as well as J-GoodTech online platform and continue to develop business overseas.

### \*J-GoodTech

J-GoodTech is a B to B online business matching platform that links trusted companies across the world to SMEs in Japan that own excellent products, technology and services. This platform provides an opportunity for business matching through various useful functions, allowing you to post your corporate information, search potential partner companies, and engage in direct conversation through business communication function.

CEO Network Enhancing Project offers direct 1 on 1 meeting opportunity with Japanese SMEs to explore potential partnerships. For overseas companies, please seek information listed on J-GoodTech upon participating in the CEO Network Enhancing Project to increase chances of successful business meeting.

## Event Overview

Organizer: SME Support, JAPAN, Commercial Section of the Philippine Consulate General Osaka, and Overseas Business Promotion Council of Osaka Foundation for Trade & Industry

In corporation with: JETRO Osaka Head Office

Supported by: ASEAN-JAPAN CENTRE, Kansai Economic Federation

Date: December, 8<sup>th</sup>, 2016 (Thursday)

Venue: Grand Front Osaka-Knowledge Capital Congress Convention Center

## Contact Information

Marketing Support Department, Organization for Small & Medium Enterprises and Regional Innovation, JAPAN (SME Support, JAPAN)

37th Mori Bldg. 3-5-1, Toranomom, Minato-ku, Tokyo, Japan

Tel: (81) 3-5470-2375/ Fax: (81) 3-3570-2376

Email: ceo-network@smrj.go.jp

