



## A Paper on "CEO Business Meetings with Vietnam Report Manufacturers"

### CEO Networking Program Vietnam Report



On December 2nd and 4th, SME Support, JAPAN hosted CEO Networking Programs in Osaka and Tokyo to provide 1 on 1 business meeting sessions and mixer events for Vietnam's decision makers in transportation equipment, electronics parts, industrial machinery and medical equipment industries.

21 Vietnamese businesses that seek collaboration, technology and/or products from Japanese SMEs were invited to Japan.

148 Japanese companies participated and engaged in 403 business meetings. Also, each venue provided seminars on collaborating with Vietnamese businesses and hosted mixer events in the evening as well.

**"High hopes for not only technology but other strengths of Japanese companies"**



Mr. NGUYEN HOA CUONG  
AGENCY FOR ENTERPRISE DEVELOPMENT(AED)  
MINISTRY OF PLANNING INVESTMENT

22 companies from Ho Chi Minh and Hanoi, Vietnam, came to Japan with a goal of creating business opportunities between Vietnamese companies and Japanese SMEs.

It can be estimated that a great change will come in the Asian economy due to TPP. We feel that this is a great opportunity for growth in Vietnam. We sincerely hope that Japanese companies take advantage of this opportunity to mutually grow and proactively consider technology collaborations and investments in entering our market.

From the perspective of Vietnamese government, we are prepared to support Japanese companies expand market in Vietnam with special policies in place for supporting industries and EPA. Also, we have “Japan Desk” set up in Hanoi and Ho Chi Minh City in Vietnam, and Tokyo and Osaka in Japan. Please take advantage of these services when considering business expansion in Vietnam.

I had the great fortune of visiting SMEs in Osaka and Tokyo during my stay in, and I was not only greatly impressed by the high level of manufacturing technology but the Japanese corporate culture, enthusiasm towards work and management principles. That is to say their mindset towards business. I hope that through collaboration with Japanese companies, in addition to learning about technology and gaining investment, I wish for us to learn the soft aspects, such as service and training, as well.

Moreover, through this networking event, I had many great insights by having experienced SME Support, JAPAN’s wonderful operation, management and support system. I hope that in the future, a meaningful exchange not only in business but in various aspects between Vietnam and Japan will be born through this CEO Networking Program.

## Voices from Participant Companies



“2 specific projects are in motion with two technologically advanced companies”



Mr. DIP VAN MINH  
Director  
TBM-MINH PHAT PLASTIC Co.,LTE

Our company specializes in plastic injection molding in Ho Chi Minh. We provide integrated manufacturing of plastic products from injection to assembly for auto-parts and food packaging as well as raised construction blocks. Also, we provide simple metal molding engineering service as well.

I joined this program seeking Japanese companies with advanced technology. I had the great fortune of meeting with 11 companies in Osaka, and 9 companies in Tokyo, and 3 or 4 companies had precision molding technology that we do not possess.

All of these advanced companies either already have businesses in Vietnam or have local partners, which made the business meetings seamless and productive. As for actual results, we were able to allocate technological responsibilities with two companies and we plan to meet in Vietnam during the month of December for further details. Moreover, we were able to agree on technology collaboration in the areas of design and engineering with a few companies that possess advanced molding technology.

What was impressive in this networking event was the accuracy of pairings for the meetings. The fact that we were able to have effective business meetings in a limited time frame is a testimony to excellent prior research and preparation.

All of the operating staff worked diligently and paid close attention to our needs and I cannot express how grateful I am for their assistance. I hope that SME Support, JAPAN will continue to host these CEO Networking Events in the future.

From meeting 20 companies in a short period of time while in Japan, I was inspired by the corporate culture and mindset towards business. I believe that keeping in touch with the Japanese companies I met through this networking event will expand our company's possibilities as well.



K.K. SunTechno  
President&CEO Ms. Maly Nishimura (left)  
Executive Director Mr. Kei Nishimura (right)

**We had positive feed backs saying, “I want to consider buying”.**

We manufacture expendable supplies for dentistry, such as diamond bur and scaler chips.

We joined the CEO Networking Event because we are currently considering exporting expendable dental treatment products that we only sell in the domestic market now.

In many of these networking events, we often receive a conservative response and rarely have specific deals made with feedbacks given to us at a later time, but we were pleasantly surprised that the very first Vietnamese company expressed an enthusiastic response saying, “if the price is right, then we would like to buy it right away”.

In the past when we participated in networking events hosted by SME Support, JAPAN, we could not follow up with the companies we met so we were tentative in increasing our leads beyond our means. But Mr. Minami, a Senior Advisor for SME Support, JAPAN convinced us by assuring us that “there will be companies that will fulfill your needs, so please join us”. In addition to the pre-selection for best match, by having Mr. Minami at our side at the table for some of our meetings, and providing guidance on details that we would not have noticed, I believe we were able to have specific results this time.

We are really glad that we participated in this networking event.



Segawa Tool Viet Nam Co., Ltd  
Admin Department  
Ms. Nguyen Thi Thuy Chung

### **“Every company we met agreed to meet us again in Vietnam”**

Our company mainly manufacture, regrind and provide additional work on cutting tools such as end mills, drills and reamers. Our Headquarters is located in Gunma Prefecture, Japan, but we also have a business in Vietnam and we joined this event with a goal to increase our local sales.

In comparison to Thailand and Indonesia, the market in Vietnam is overwhelmingly small, so we are extremely grateful that through these networking event that we could conduct business meetings with high level customers.

During this networking event, we were able to meet directly with the CEOs of Vietnamese companies, so we were able to get quickly into specific contents during the meetings. Also, we were able to witness firsthand with decision makers’ mindset and how they conduct businesses, as well as their needs. Needless to say, it was very informative.

As a result, we were able to confirm company visits upon their return to Vietnam with all of the eight companies that we spoke with. We feel confident that by providing our samples for their review that if it matches their needs, we could get orders from them.

Matching was also great and since it was such a fruitful networking event, we would like to attend again next time.



Hakuzo Medical Corporation  
Deputy General Manager Marketing Dept.  
Mr. Kenji Fujimoto (left)  
Global Marketing Section  
Mr. Wee Tze Zhao (right)

### **“We had expeditious yet positive business meetings with direct engagement with CEOs”**

Our company develops, manufactures, distributes and exports a wide range of sanitizing medical products used in surgeries and treatments, such as gauze and cotton products as well as anti-infection products

We began focusing on overseas development about three years ago and are considering expanding mainly in ASEAN countries. In this event, we participated to find distributors.

We’ve had difficult time finding partners in the past. We would not get any response when we had approached local companies that we found on the internet, or in other instances we could not visit the companies we wanted to meet even when we participated as part of a delegation traveling abroad. But this particular networking event allows us to meet the companies in Japan with companies in the industry we had requested, so we are very grateful.

Moreover, in this event, we could speak directly with CEOs so the meetings proceed expeditiously and I feel that they tend to move in a positive direction. We received great interest from the companies we met on not only our products but our aspiration to educate persons in medical field and offered to help in this regard. In the future, we plant to provide presentation material and price lists to move our conversation forward.



Dainichi Hanso Co., Ltd  
President  
Mr. Tsuyoshi Hiram

### **“It’s an opportunity to gain “insights” on improving my own company”**

We are a parts manufacturer for powder and granulate conveyer belt. Currently, due to saturation of the domestic market, we are expanding our business in overseas operation and equipment production. We joined the program seeking to gain distributors and we had meetings with four companies.

This business meeting provides not only information on technology but also whether or not a particular company has sales capability and these important information is provided prior to the event, so selecting the appropriate companies is easy for having meetings with high accuracy rate. For an example, we received an enthusiastic proposal from one company, in addition to just a distributorship contract, a proposal that includes joint venture ideas, so our next step will include due diligence on their clients and pursue partnership that would maximize our strengths.

These networking events joined by overseas companies having positive attitudes provides an opportunity to gain “insights” on improving my own company.



denkensa Co., Ltd  
Management Department  
Director  
Mr. Satoshi Kawahigashi

**“We took advantage of the last networking event and signed an MOU as a JV partner with a local company”**

We manufacture equipment for electric and communication devices such as covers and hangers. Our company specializes in injection molding and steel wire processing. Due to the decreasing needs for infrastructure development domestically, we are considering to target ASEAN countries to expand where infrastructure development is burgeoning. In this networking event, we wanted to gather information on local needs.

To enter infrastructure industry, direct network with local companies would be crucial, so events such as this is a critical opportunity.

We were able to take advantage of the last networking event and signed into an MOU as a partner with a local company but the real work is still ahead. This time around we met with companies from related fields and it would be great if it goes well with these companies as well.



KIDA VALVEBALL CO., LTD  
President  
Mr. Hiroshi Kida

**“Our company felt a solid response in the meetings as we even received requests for technology collaboration and instruction.”**

We are a top shareholder in valve & ball industry and proficient in ball production and finishing of difficult-to-machine material such as stainless and titanium.

In this networking event, we held 3 business meetings in medical related fields in anticipation of overseas expansion of our new artificial joints business. At our company, we have been accepting trainees from Vietnam since 8 years ago and have proactively built man based network with the local industry.

I also participated in the corporate visit aspect of the program and invited 22 Vietnamese companies to our facility and introduced our processing technology. Our initial goal was to be an OEM manufacturer but the participants understood our technology level so we had various requests for technology collaboration and instruction so we were able to have a meaningful encounter. We are planning on sending a quotation after preparation.

## Scene from the Mixer Event

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## Vietnam Seminar & Business Meeting Outline

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### <Osaka Site>

Event Date: December 2th, 2015  
Venue: Hotel Grand Front Osaka North Building

### <Tokyo Site>

Event Date: December 4th, 2015  
Venue: Bellesalle Tokyo Nihonbashi

SME Support, JAPAN will continue to strive in providing valuable business networking events for overseas companies and SMEs in Japan. For those who could not participate in this event, please consider joining us next time.

We look forward in meeting you in the future.

## Organizer

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