



**Japan Thailand Business Meeting Event @ CEO Network Enhancing Project:
Organized by SME Support, JAPAN and Thailand BOI**

In September, 2016, business owners and executives from 19 companies and manufacturers in auto, electric/electronic parts and medical equipment fields, as well as companies involved in industrial park development, supported by BOI BUILD, an industrial linkage development unit of The Board of Investment of Thailand (BOI), came to Japan from Thailand, which is a country that continues to be in the spotlight as the hub of production even after the formation of the ASEAN Economic Community.

In addition to providing assistance for exhibiting in trade shows held in Japan, BUILD organizes business meeting events for Thai and Japanese companies, and SME Support, JAPAN has been a supporter providing administrative support such as informing the participants, etc. This Japan Thailand Business Meeting Event @CEO Network Enhancing Project was co-organized by both BOI and SME Support, JAPAN building upon the cooperative relationship from the past. The fact that Thai companies have favorable views of the Business Meeting Events sponsored by SME Support, JAPAN also propelled this event to be held.

For BUILD, it was their first attempt at delegating a business matching mission to Japan other than trade show related projects. Based on both BUILD's and requests from within Japan regarding locations for the events, we selected three cities, Fukuoka, Okayama and Himeji.

On the day of the event, management and executives from SMEs that are considering overseas

market expansion and finding contractors, securing property for building a factory, among others, gathered and held a industry specific and lively business meeting event. In addition to achieving satisfactory responses from 80% of Thai participants, pro-active approach was received positively when extra time was allotted using recess time to exchange business cards for the Japanese participants who could not meet with their desired Thai counterparts due to limited time.



“Meeting” Initiates Business Opportunities



Ms. Sonklin Ploymee

Director ※Title at the time of the event

BOI Unit for Industrial Linkage Development (BUILD)

Thailand Board of Investment (BOI)

In Thailand, where economic development is remarkable, various infrastructures necessary for businesses are in place, and it has attracted attention as a hub of a production base to further expand businesses to various countries in Southeast Asia. Despite somewhat challenging economic conditions in recent years, it is expected domestically that higher quality products, senior services, medical care, and medicine-related products will grow as the standard of living improves.

In this era, business opportunities will not come by waiting. Especially in international business, in order to deepen understanding beyond the differences of various cultures and environments, it is important to "meet" and "to talk" first. BUILD was established under The Board of Investment of Thailand (BOI) to promote industrial collaboration and the use of industrial parts produced in Thailand.

In addition to exhibiting in international trade shows, we also introduce competitive Thai SMEs overseas by utilizing the network with foreign governments and provide business matching events as a platform to find potential business partners.

Small and medium-sized enterprises in Thailand have great interest in Japanese technology, and many people are seeking business tie-ups and technical collaborations. Also, for SMEs in Japan, Thailand is an attractive country as a first step towards overseas development and I think that it is a market leading to future business expansion. With the partnership from SME Support, JAPAN, we held CEO Business Networking Events in Tokyo and Osaka in the past and have gained valuable results. This time the challenge was attempting to match-make with Japanese local SMEs in cities such as Fukuoka, Okayama and Himeji cities, but the spirit of "Meet First" was a success and each company seemed to have gained new information and business tips from companies they met.

There was a sense of assurance because it was a business matching event sponsored by government organizations, and it was a very positive atmosphere. I would like to express my great thanks for giving us the opportunity to introduce the appeals of various Thailand companies to the Japanese business community through this business matching event as part of the CEO Network Enhancing Project.

Voices from the participants

Advance Technology through Collaborating with Japanese SMEs



Mr. Kasemsan Sujiwarodom (Left)

General Manager

Mr. Koedchai Sujiwarodom (Right)

International Sales

KIJCHAROEN ENGINEERING ELECTRIC Co., Ltd.

We are a specialized precision sheet metal processor and manufacturer with an expertise in custom made electric control cabinets. We have experience in exporting to Japan and Myanmar, and we participated in this business meeting with expectation of gaining a wide ranging partnerships with Japanese companies. Many Japanese companies are already operating in Thailand, and the cooperative relationship in business between Japan and Thailand runs very deep. We have hopes for orders from Japanese companies, but we also have a desire to further improve our own technology by collaborating with Japanese companies that possess high technical capabilities.

During this Japan Thailand Business Meeting Event @ CEO Network Enhancing Project, we promptly received orders for parts production from Japanese companies in Fukuoka City during our business meeting. In addition, many Japanese companies had collected our information from websites and other sources beforehand and prepared a list of questions, and it was impressive that there were many specific and highly sophisticated tasks mentioned.

I am grateful for everyone's sincere and honest attitude and I urged everyone I met to visit our factory in Ketchalen. I hope to take advantage of all the personal meetings I had and develop them into meaningful businesses for all of us.

No Worries at the Very First Business Meeting Event



Mr. Yasuhiro Tsuritani

President

ITEC TSURITANI CO., LTD.

We are a comprehensive manufacturer of precision electronic component lead wires with expertise in welding of dissimilar metals, metal processing of complicated shape and precision press. In 1956, we developed our own automatic welding machine which was considered technically impossible at that time.

Currently, 90% of our clients are in Japan, but anticipating further globalization in the electronic component parts industry, I joined this type of business matching event with overseas

participants for the first time. We initially thought that matching would be difficult because we are in a niche industry, but advisors from SME Support, JAPAN enthusiastically facilitated the meetings and we ended up speaking with three companies. In addition to being assigned to an interpreter with expertise, the advisors were also present to provide great help.

Even if it does not lead to immediate orders, meeting executives from overseas companies was very meaningful, and we were pleasantly informed that an exhibition will be held in Bangkok that matches our industry and received an offer to be introduced to local companies when we visit.

Business Development in Emerging Countries via CEO Network Enhancing Project



Mr. Makoto Noda (Right)
Director / Summary Director
Mr. Teppei Yoshida (Left)
Aytec Corporation

Our CEO attended a seminar in 2015 as part of the CEO Network Enhancing Project sponsored by SME Support, JAPAN for the first time. The seminar was given by an owner of an SME operating its factory in Vietnam, and from there it led us to establishing a local company, Aytec Vietnam Co., Ltd. Due to a great reinforcement from the network we developed at the business matching event, we were able to accomplish this in a short amount of time. Subsequently, we participated in this CEO Networking Event because we aspire to develop our business in Thailand which is regarded as the hub of ASEAN.

I met with three companies and I had the impression that participants from Thailand were very kind and understanding of Japanese people. In addition to technical collaboration, Thai participants were very motivated to find cooperative possibility in secondary services even when there were discrepancies between the services in demand, so we were able to build valuable connections. In this event, we brought a promising technician of ours along with us. If we can have many more of our young prospects participating and it becomes even more friendly and frank environment, I believe it would expand our possibilities.

There are difficulties that accompany conducting businesses or opening a branch in South East Asia, but when considering the impressive economic growth and increases in labor costs, we must enter the market now or it would be too late. I want to continue to take advantage of the CEO Networking Enhancing Project and expand our business to India and other emerging countries.

A Promising Lead to a Technical Collaboration.



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

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. We are also exporting to Japan, but mainly to large cities such as Tokyo and Osaka. Since Fukuoka, Okayama and Himeji region where the meetings were held are historically industrial regions, my main hope was to find technical partner in cold / hot casting fields.

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.

The 30 minutes that were assigned for the meetings were just right and I gained an invaluable opportunity to “meet” many companies so it was truly a meaningful business matching event.

Satisfied with the Future Potential



Mr. Takahiro Kusawake
Director
SHINKO MOLD INDUSTRIAL CO.,LTD.

Our company is a metal molding manufacturer that mainly process tire molds. As a core overseas factory of ours, we established a plant in Thailand four years ago and are considering expansion, so we joined the CEO Networking Enhancing Project to have a hearing session with a company in industrial park development.

That opportunity would have been more than enough, but I noticed that a rubber molding company from Thailand was participating and thought we might be able to cooperate so I requested for a meeting. It was a large company with 840 employees and approximately 20 million USD in annual sales and their main objective of arriving in Japan was promoting its own

products. However, after informing the company that we have high expertise in large sized metal molds the company realized the potential and began to consider collaboration and invited us to visit their company in Thailand. We were able to make an appointment seamlessly thereafter and we will meet with the general manager of the factory to speak specifically about our collaborative possibilities. I was first introduced about the CEO Networking Event from my main bank but I am very satisfied with the meetings, which showed great potential for the future.

Alternative Function: Ways to maximize business meeting events.



Meeting current clients for the first time at CEO Network Enhancing Project

Meeting with companies for the first time is not the only function of CEO Network Enhancing Project. Mr. Okada of Kansai Kogu Manufacturing CO., LTD. learned that an employee

from Bolt & Nut Industry Co., Ltd., a company that he already buys parts from, was coming to Japan to participate in the event, so in order to exchange cards and renegotiate pricings, he decided to join the event. This is his story:

“We import industrial parts from Bolt & Nut Industry. Ms. Watsamon participated in the Japan Thailand Business Meeting Event and I have been exchanging emails with for orders and never had any problems with delivery nor quality, but from meeting with her face to face I received unexpected ideas on processing and gained local information while making progress in revising the pricings as well.

As for Ms. Watsamon, she mentioned that, “by meeting Mr. Okada directly, I achieved a broad understanding of his needs which enabled me to propose suitable solutions”. Also stating with a smile, “Emails do not provide a full picture of the person, so I was glad to meet him directly. I believe the meeting deepened our trust in each other”. And Mr. Okada also mentioned that, “it is expensive to visit Thailand, so this business meeting event was a great opportunity”, while nodding in approval.

There’s always uncertainty in conducting business without actually meeting the person. Please take advantage of CEO Network Enhancing Project to build trusting relationships and attain leads to new investment or purchase orders.

Event Details

Main Organizers: SME Support, JAPAN and BUILD, Thailand BOI

Dates and Venues:

Tuesday, September 13th, 2016, Fukuoka City, Denki Bldg. Mirai Hall

Thursday, September 15th, 2016, Okayama City, Okayama Mirai Hall

Friday, September 16th, 2016, Himeji City, Himeji Chamber of Commerce and Industry, Big Hall

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