

For All Companies Seeking

Network Enhancement with Japanese SMEs



CEO Network Enhancing Project

CEO Business Meetings

Turning Opportunities
into Business Success.



SME SUPPORT JAPAN

About SME SUPPORT JAPAN

- SME SUPPORT JAPAN plays a central role in comprehensively implementing Japan's SME policies, operating within the competence of the Ministry of Economy, Trade and Industry (METI) of Japan. We provide various support measures to promote growth for the 3.5 million SMEs that account for 99.7% of total companies in the country.
- Our extensive and practical support is tailored to meet individual SME's needs, implemented by collaborating with municipalities, government agencies, financial & research institutions, and other support organizations.

CEO Network Enhancing Project

SME SUPPORT JAPAN hosts CEO Network Enhancing Projects in major cities throughout Japan for SMEs seeking overseas business development and CEOs from abroad seeking partnerships with Japanese companies. This project focuses on building relationships between Japanese SMEs and overseas companies through various types of collaborations. This is achieved through one-on-one business meetings on topics including manufacturing outsourcing, local sales, local product development and licensing, and leveraging partners for sales, operation, and maintenance.

Benefits of CEO Business Meetings

Business meetings can be held efficiently online

Business meetings are conducted by connecting three parties online: a Japanese company, an overseas company, and SME SUPPORT JAPAN (Management Office).

You can participate in business meetings from your own computer—no need to go to any meeting location.

Interpreter support in local languages (or English)

You can participate in business meetings with confidence as local-language interpreters attend each meeting.

SME SUPPORT JAPAN Advisors present in all business meetings

Highly experienced Advisors who understand both parties' needs in the business meetings are present to provide support. You can discuss a wide range of topics related to future cooperation, including importing and exporting products, establishing joint ventures, distributor agreements, joint research and technical collaborations, and contract manufacturing.

Orientation held in advance

Before each meeting, we perform online system connection tests, confirm companies' goals for the business meetings, and more. This allows each company to understand each other as best they can within the limited 50-minute window of each business meeting by preventing system connection flaws and mismatched meetings.

Voices from the partner organizations



Department of Industrial Promotion
Ministry of Industry of the Kingdom of
Thailand

Mr. Passakorn Chairat
Deputy Director General
Department of Industrial Promotion

Department of Industrial Promotion (DIPROM) is operated under Ministry of Industry (MOI) with the purpose of enhancing the potential of industrial entrepreneurs, small and medium enterprises (SMEs), and community enterprises (Micro Enterprises) to be sturdy in the midst of challenges. With the goal of transforming Thailand following Thailand 4.0 policy, the DIPROM is currently focalizing Thai leading industries centered in the manufacturing sector.

The policy focuses on product and service development to help such key industries as next-generation automotive, robotics, medical and nursing care, logistics, and digital become more competitive.

Furthermore, the policy also emphasizes on building stronger value chains. Accordingly, the DIPROM is seeking further cooperation towards other organizations outside of the MOI. In collaboration with

SME SUPPORT JAPAN, the DIPROM has been taking part in the CEO Business Meetings in order to provide platforms for Thai companies from the aforementioned industries. We, the DIPROM, feel very grateful that the meetings deliver the Thai companies more opportunities to meet excellent Japanese companies, regardless of their business scales.

Besides, we are also very thankful for the Japan Side for taking care of the activities from the beginning to the end, including the follow-up process. and the results in all respects. We wish more companies will participate in future meetings, although they might be organized online in light of the COVID-19 situation. The SME SUPPORT JAPAN, as the organizer of the CEO Business Meetings, rigorously adheres to their know-how in order to achieve their prospective outcome. The J-GoodTech Platform, which has over 20,000 companies registered, was also utilized to identify outstanding Japanese companies with great technological capabilities as potential candidates.

I sincerely hope you would consider participating in the CEO Business Meeting programs, as they will give you with many valuable opportunities.



Malaysian Investment Development
Authority

Mr. Riduan Rahman
Director
Malaysian Investment Development
Authority (MIDA) Tokyo Office

The Malaysian Investment Development Authority (MIDA) is the Malaysian government's principal investment promotion agency that oversees and drives investment in the manufacturing and service sectors in Malaysia. Together with our partners, MIDA offers wide range of services including providing information; facilitate implementation of projects as well as supporting Japanese companies looking for potential partners. We work hand in hand with SME SUPPORT JAPAN as our partner to support Japanese SMEs considering investing in Malaysia.

CEO Business Meetings is a very important platform to create a

win-win situation for SMEs in both countries. MIDA recommends many Malaysian companies for the CEO Business Meetings because we look forward to those Malaysian companies forming new technological collaborations and partnerships with Japanese SMEs. Malaysia currently is attracting capital intensive projects related to high-tech industry, high value-added product industry and at the same time complies with sustainable development goals (SDG). These are also in line with the focus of the CEO Business Meetings, and therefore we anticipate more Japanese companies will participate in this platform. Japanese companies are welcome to invest through joint venture, establishment of local subsidiaries, import and export or many other ways in Malaysia. As there areas are many global corporations establishing their presence in Malaysia as hub in ASEAN, we look forward for more Japanese companies to invest in Malaysia.



Vietnam Chamber of Commerce and
Industry

Mr. Nguyen Viet Dung
Deputy Manager
International Relations Department

The Vietnam Chamber of Commerce and Industry (VCCI) is an independent, non-governmental, non-profit organization promoting commercial, economic, scientific, and technological cooperation for Vietnamese businesses. We provide business support and advice on a nationwide scale with the aim of developing a cooperative system between companies, entrepreneurs, and business entities.

We engage in the CEO Business Meetings because they are ideal for Vietnamese companies: we can find high-quality partners without the expenses of collecting information for business development in Japan, arranging for interpreters for the meetings, among other reasons.

Also, the benefits of CEO Business Meetings that make them

advantageous for Vietnamese businesses include that (1) they are likely to lead to continued communication because CEOs and decision makers participate, (2) everyone can communicate in their native language because interpreters are present at each meeting, (3) matching ahead of time means that mismatched negotiations seldom happen, (4) negotiations proceed smoothly because advisors with specialized knowledge are present at each meeting, and (5) the negotiations are organized by SME SUPPORT JAPAN—a public organization—so, trustworthy Japanese companies are participating. The worldwide pandemic has made face-to-face business meetings difficult. Conversely, online negotiations have made it easy to do business networking with Japanese partners.

We can also build continuous relationships because we still interact online after the business meetings, and this has led to transactions in some cases.

The Japanese companies that participate in the CEO Business Meetings have amazing appeal, so we will continue to recommend fine Vietnamese companies going forward.

Racer Technology Pte Ltd

(Web-Based CEO Business Meeting Event for Medical Equipment Industry)



Senior Sales & Program Engineer,
Marketing
Mr. Keith Ong

Company Overview

Racer Technology Pte Ltd

- **Established** : 2000
- **Capital** : \$11,200,000
- **Employees** : 1,800 (worldwide)
- **U R L** : <https://racer.com.sg/>
- **Business content and main products:**
[Medical device manufacturing (contracted production)]
Main products: Aseptic connectors, disposable test kits, wearable devices, respiratory devices, blood component test devices, hearing aids, etc.

— Please tell us about your company.

Racer Technology was founded in December 1988 as a medical device manufacturer and is now one of the leading manufacturers in Singapore's MedTech industry. The Racer Technology Group also has a community-based staff of approximately 2,000 people and a 300,000-square-foot manufacturing plant where we produce high-quality medical equipment. We also have a sales office in California and ISO-certified plants in Indonesia (Batam) and Malaysia (Senai) that provide significant cost savings and quality assurance without compromise.

— What prompted you to participate in the CEO Business Meetings, and what are the benefits?

Racer Technology is spearheading the Singapore MedTech Consortium (SMC) to stay competitive in today's Medical Manufacturing market. SMC is a group of Singapore-based venture capitalists, manufacturers, and distributors that offer products in

vitro diagnostics, wearables, life science tools, among others, at competitive prices. We joined the CEO Business Meetings because SMC has had a cooperative relationship with SME SUPPORT JAPAN for a long time. I would also like to share two of the CEO Business Meetings' special features.
First, because SME SUPPORT JAPAN listens to Japanese companies' negotiation goals ahead of time and then sets up business meetings, the meetings are very well-matched.
Second, there are highly skilled advisors and interpreters in place.

Even when the meeting is flowing interactively, you can stay focused on the meeting without worrying about what language is spoken.

— How did you feel about conducting the business meetings online?

I do think it is best to have face-to-face meetings in order to place importance on the connections between people. However, given the worldwide COVID-19 situation, I believe that online business meetings are effective for first-time meetings as they minimize close contact.



What benefits do you feel the CEO Business Meetings offer?

I hope that we will be able to start even more valuable collaborations through SME SUPPORT JAPAN's CEO Business Meetings, given that Singapore and Japan are considered to have similar business environments.

SETH Intertrade Company Limited

(Web-Based CEO Business Meeting Event in New Value Creation Exhibition 2021)



Managing Director
Mr. Sorakit Manbuphachat

Company Overview

SETH Intertrade Company Limited

- **Established** : 2003
- **Capital** : \$500,000
- **Employees** : 23
- **U R L** : <https://www.sethintertrade.com/>
- **Business content and main products**:
[Health-related product manufacturing, import and sales]
Main products: Lifestyle products that are friendly to the environment and health, Innovated products for Hotel and Hospital usage, etc.

— Please tell us about your company.

SETH Intertrade Co., Ltd. was founded 18 years ago and is affiliated with the Bara Windsor group. SETH was established to provide products in the hospitality market and values being environmentally friendly; providing high-quality products at reasonable prices; providing innovative, creative products; and conducting sustainable business with stakeholders. We work extensively with many hotel chains around the world.

— How do you feel about the CEO Business Meetings?

We are extremely interested in business meetings with Japanese companies because they are honest, direct, and of high quality. We hope to contribute to Japanese companies as a business partner in the Thai market because Japanese products boast significant technological innovations and developments. We are currently having meetings and exchanging information on exports and imports with several Japanese companies that we had meetings with this fiscal year, both online and with the chat function.

Q What benefits do you feel the CEO Business Meetings offer?

Not just CEO Business Meetings but online business meetings in general are the best way to truly understand both parties' businesses, networking, and vision. I currently serve as Deputy Secretary General of the Federation of Thai Industries, Vice Chairman of the Small and Medium Industrial Institute (SMI), and Secretary General of the Institute of Agricultural Industry (IAI). In the past, I also served as Director of the Office for SMEs Promotion (OSMEP). Within all of that, I felt that while Japanese product quality has a good reputation in Thailand, many ASEAN countries—including Thailand—are seeing an influx of poor-quality, inferior foreign products. There is a sense of security that comes with holding business meetings hosted by government organizations such as SME SUPPORT JAPAN to ensure that such poor-quality products do not dominate the market. Furthermore, I believe that as travel is presently difficult, online business meetings are the optimal way to understand both parties' businesses, networking, and vision.

Moving forward, we hope to continue marketing not just in Thailand but also in all ASEAN countries. Many companies from both Japan and Thailand will participate in our next business meeting, and we look forward to the resulting long-term, sustainable business. The era of simple, trade-only relationships is over. Long-term success can be achieved through both parties acting with trust, respect, and sincerity.

The biggest benefit of participating in these business meetings is receiving support from SME SUPPORT JAPAN Advisors. These Advisors are present in every meeting to clarify matters and facilitate the meetings. SME SUPPORT JAPAN can also arrange for an interpreter, but because the negotiating companies' company and product overviews were understood in advance, our meetings proceeded smoothly.

What is J-GoodTech ?

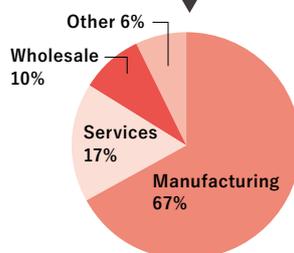
J-GoodTech is an online business matching platform that links trusted companies across the world to small and medium enterprises in Japan that own excellent products, technologies and services. J-GoodTech contains information on 29,300 companies from Japan and abroad, operating in wide-ranging business sectors such as manufacturing, logistics and service industry. Companies joining us from abroad are promoted by overseas support organizations and additions are made to the database on a daily basis. J-GoodTech will assist you to make gains efficiently in product development, business collaboration, finding business partners for overseas development and discussions seeking new opportunity. Moreover, expert advisors from SME SUPPORT JAPAN will provide support for your business match-making.



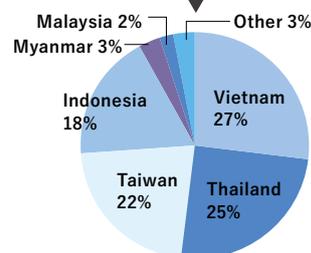
J-GoodTech Target Companies:

Companies seeking technical and business partnerships for a dynamic business expansion

Summary of Business Sectors on JGT



Summary of Countries / Economies on JGT



J-GoodTech Services

* All of the services are free of charge

Search partners globally and from Japan

Find business partners by searching products, technologies and services on JGT

Present your own products, technologies, services and more online

Pitch your products, technologies and services to companies worldwide including Japan

Business communication among J-GoodTech registered companies

Use the Business Communication function to gain insights on partnerships and joint-projects

How to search for a company on JGT

Visit J-GoodTech platform.

URL:<https://jgoodtech.smrj.go.jp/pub/en/>

Enter keywords in the search box and click the "Company Search" button

Use search options to refine your search

Click on a company name to view their JGT corporate profile



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<https://jgoodtech.smrj.go.jp/pub/en/>