

## **MOBILE WIRELESS TRADE MISSION TO JAPAN 21 - 24 JULY 2009**

Dear sir,

You may be interested in an upcoming Mobile Wireless trade mission to Japan that is currently being arranged by UKTI.

This mission is for companies with unique intellectual property for mobile wireless communications devices, wireless-networks, mobile content and mobile wireless service solutions. The mission will enable you to pinpoint buyers or partners for Japanese and global business. The number of companies on the mission is going to be limited to a maximum of 10 to ensure that participants get full support with their targeted business to business meetings.

Japan is the largest ICT market in Asia. Japanese ICT companies are keen to find solutions that lead to new innovations, quality improvements and efficiencies that will help them stay competitive in the current economic climate. They demand quality from suppliers and there is a desire to 'know' who you are. So, building your business in Japan takes financial and personal commitment. The up-side to this equation is that, if you get your relationships right in Japan, you will develop reliable long-term, profitable, customers.

UKTI staff at The British Embassy in Tokyo and the British Consulate General in Osaka can help you to target potential customers through the Overseas Market Introduction Service (OMIS). You can find out more about OMIS at: [www.uktradeinvest.gov.uk/ukti/appmanager/ukti/ourservices](http://www.uktradeinvest.gov.uk/ukti/appmanager/ukti/ourservices) in the 'market and sector research' section. Our offices in Tokyo and Osaka enjoy a close working relationship with many Japanese ICT companies including Hitachi, Sony, Fujitsu, Sharp Panasonic, Softbank, NTT etc. As well as helping you find the right contacts through OMIS, UKTI can provide invaluable advice and support on your approach to the market, outline business practice in Japan, and give you access to reliable interpreters and other support services as you build your business in Japan.

If you are interested in joining this mission, please email [Hirokuni.Miyamatsu@fco.gov.uk](mailto:Hirokuni.Miyamatsu@fco.gov.uk). We will arrange to telephone you to discuss your objectives for Japan and advise you on the best preparation for a visit: so that you can get the most out of the trip.

### **MISSION ITINERARY**

#### **TUESDAY 21 JULY: OSAKA**

1. Participate in Digital Concept Partners (DCP) meeting. DCP is made up of leading Japanese ICT companies including Panasonic, Sharp, Hitachi, NTT DoCoMo etc. Find out more at [www.neocluster.jp/dcp/eng/eng\\_index.html](http://www.neocluster.jp/dcp/eng/eng_index.html). Participants will have an opportunity to meet with individual DCP member companies to discuss your product or service. Your company may be invited to do a presentation about your offering to The DCP members. If this option is attractive to you, please let us know.
2. Business meetings in Osaka.

**WEDNESDAY 22 JULY:**

1. Travel Osaka to Tokyo
2. Option of further business meetings in Tokyo or Osaka

**THURSDAY 23 AND FRIDAY 24 JULY: TOKYO**

1. Wireless Japan 2009 Trade Show. Wireless Japan covers the breadth of mobile wireless technologies and services. To find out more visit [www.expocomm.com/wirelessjapan/conference.html](http://www.expocomm.com/wirelessjapan/conference.html). We will be able to help you set up your business meetings near to the venue for Wireless Japan to allow private conversations with target customers.
2. Business Meetings in Tokyo  
UKTI can also help you with meetings in and around Tokyo while you are on this mission.

**Next steps**

1. If you are interested in this mission please email [Hirokuni.Miyamatsu@fco.gov.uk](mailto:Hirokuni.Miyamatsu@fco.gov.uk). We will then telephone you to discuss what we can do to help you and to determine your approach and objectives for the mission.
2. One of our Senior Commercial Officers, Etsuo Watanabe, will be in the UK in early May. Those who express an interest in the mission by 20 April will have the opportunity to meet with Etsuo to talk through your needs and finalise any OMIS requirements.
3. If you need our assistance in preparing for your visit, please ensure that you commission any OMIS support you require by 15 May.