

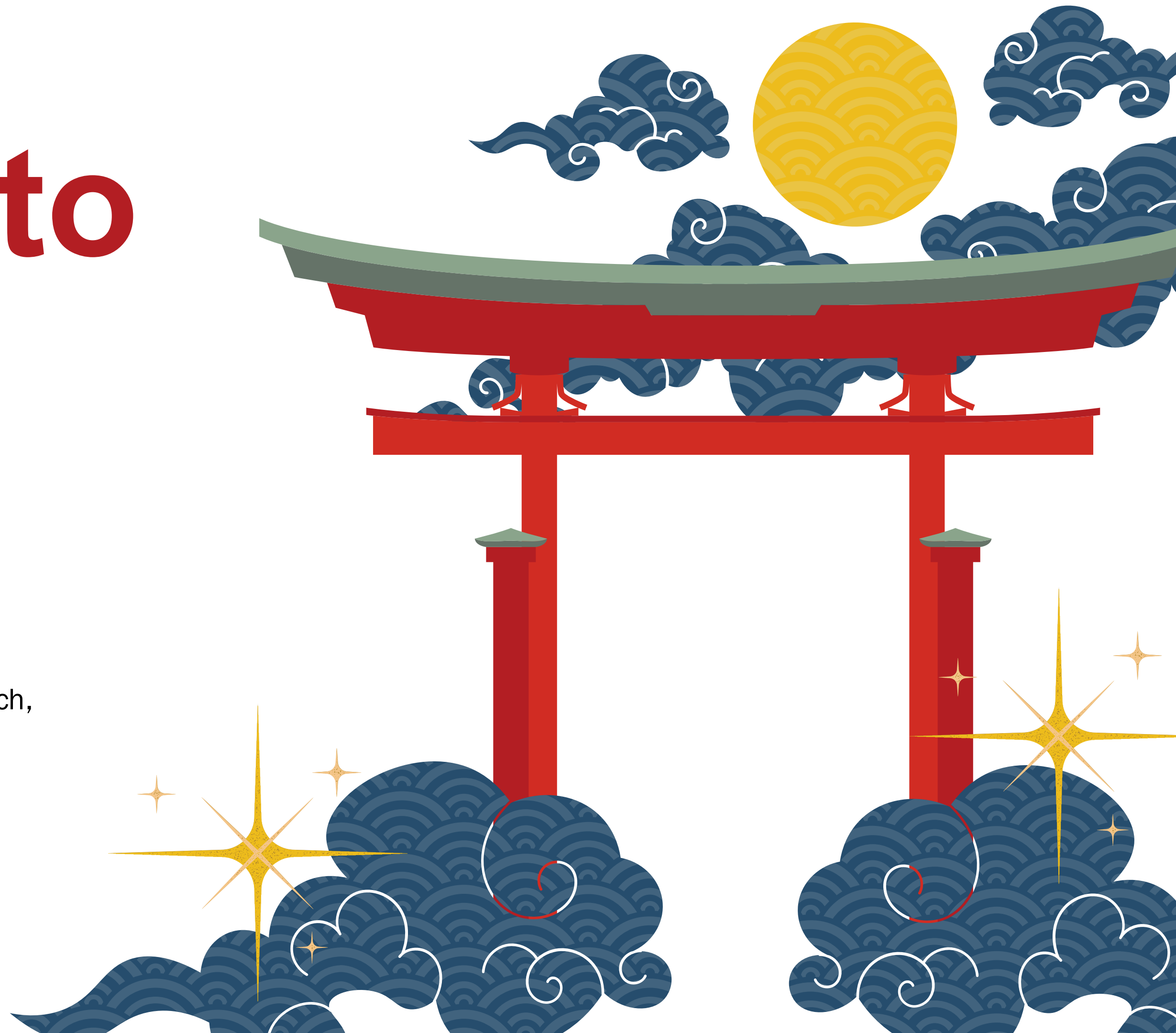
Export to Japan

Session-II

By Imtiaz Rastgar

Manufacturing & Export Consultant, Coach,
Trainer & Growth Strategist

PMX
CONSULTING

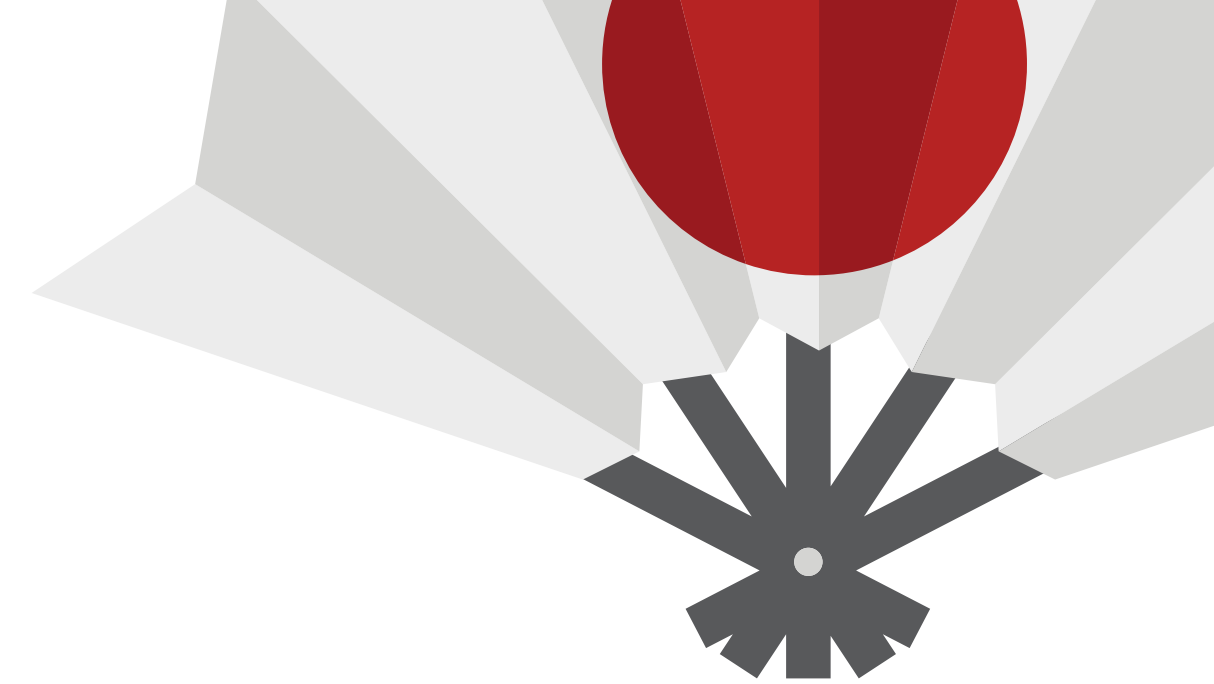


It's not just the idea.
It's where you plant it.



-Gareth Lloyd

Exploring the New Silk Road



- **Historic Trade Connections:** The original Silk Road connected East and West, enabling trade and cultural interactions between diverse regions.
- **Modern Revival Initiatives:** Contemporary projects like new trade routes and infrastructure are reviving the spirit of the Silk Road for
 - modern needs.
- **Opportunities for Collaboration:** The new Silk Road encourages international cooperation, economic growth, and cultural exchange, opening doors for business and travel.





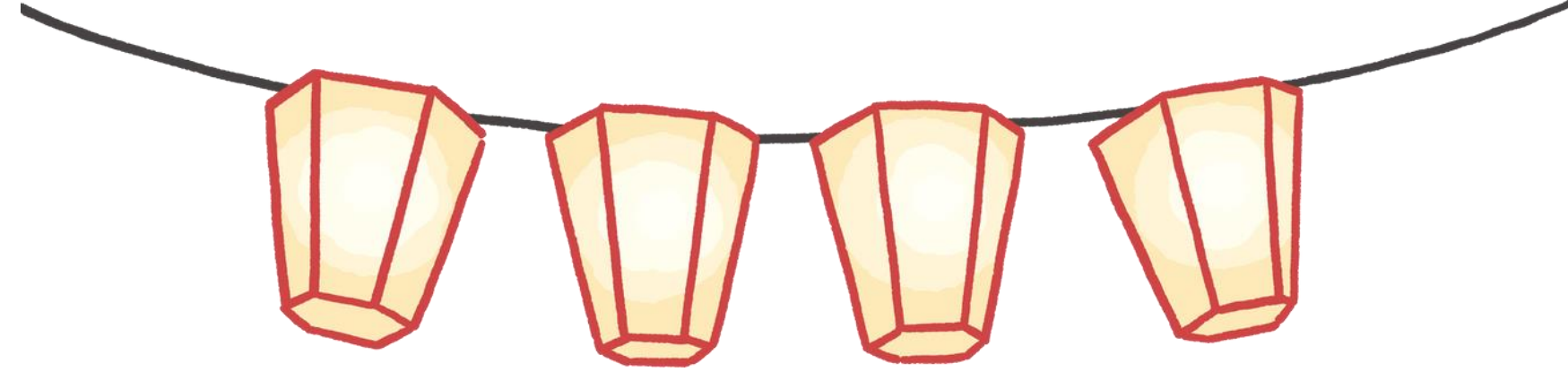
Get to Know Japan

- Visit Japan
- Attend a Trade Fair
- Make friends with some Japanese persons with whom you may have some common interest or hobby



<https://www.jica.go.jp/english/activities/>

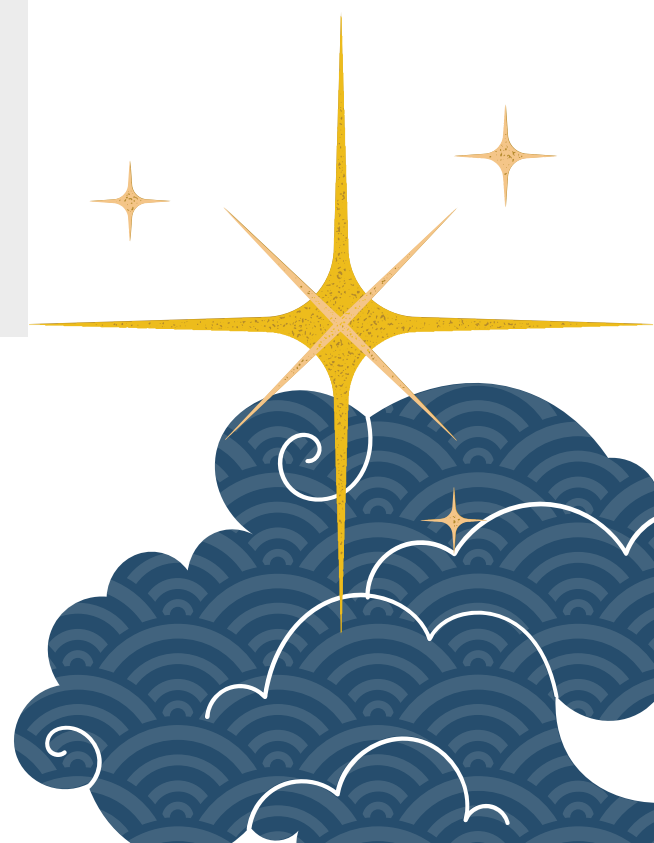
Embracing Japanese Aesthetics



- **Historic Trade Connections:** The original Silk Road connected East and West, enabling trade and cultural interactions between diverse regions.
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POWER OF EXPORTING



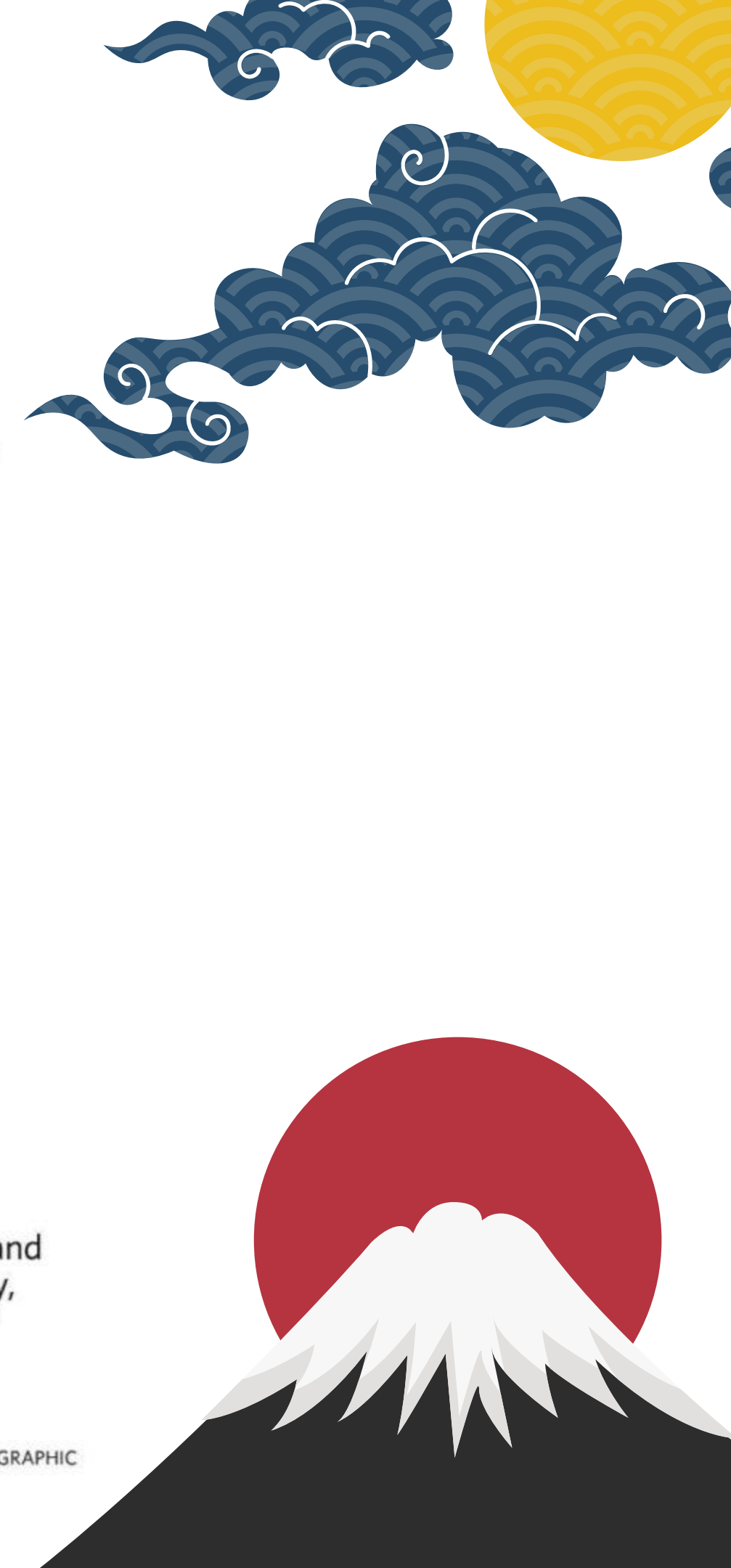
Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



SOURCE: dreamstime

TORONTO STAR GRAPHIC





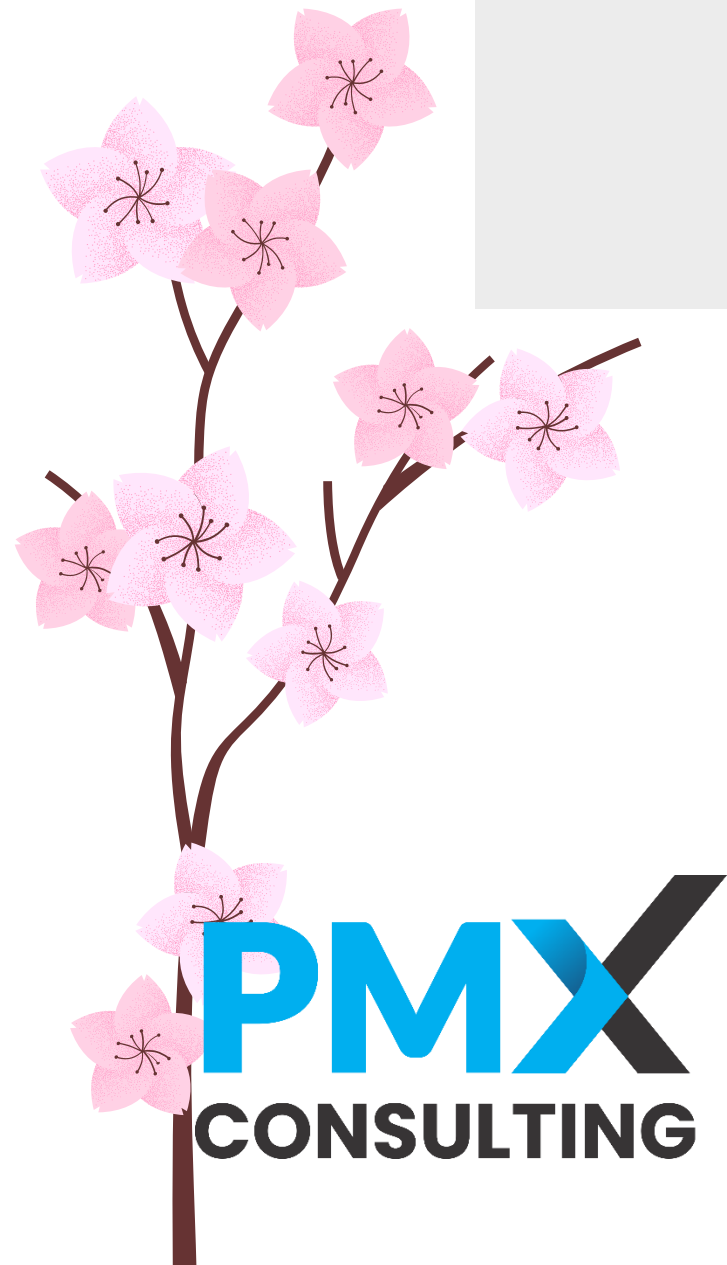
Exporting to Japan from Pakistan

- Understanding Market Demand
- Compliance with Regulations
- Developing Local Partnerships
- Managing Tariffs and Trade Agreements
- Handling Logistic and Supply Chain
- Selecting a Product for the Japanese Market



Understanding Market Demand

1. Research Japanese Market Trends
2. Identifying Gaps in the Market
3. Analyzing Consumer Feedback

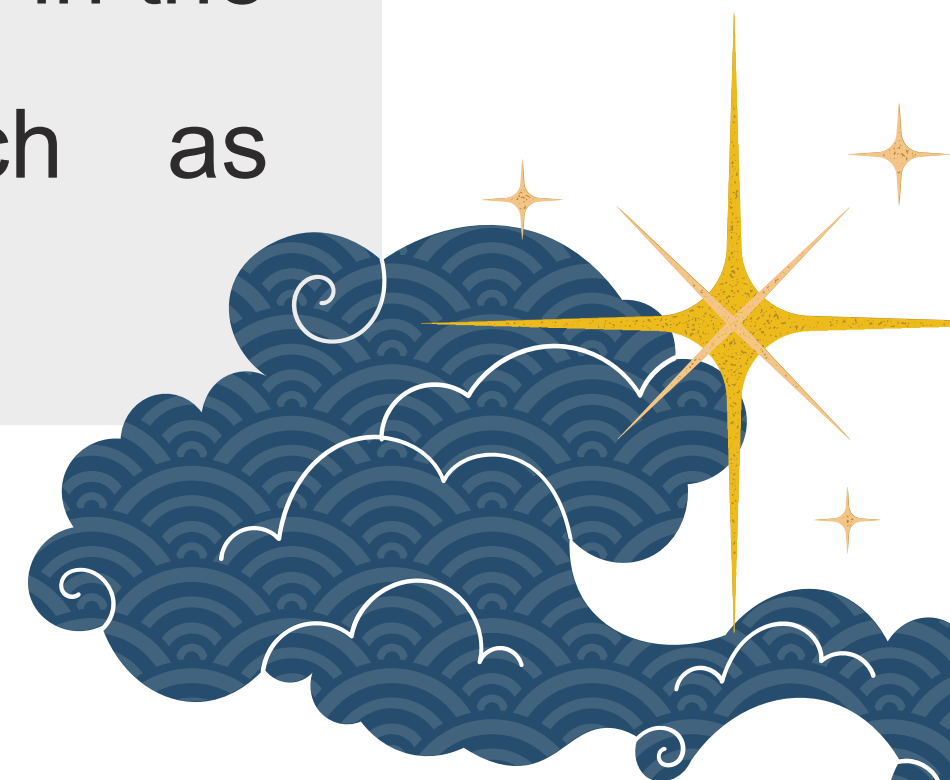




Understanding Market Demand

Research Japanese Market Trends

Utilize Online Platforms and market research reports to identify current trends and consumer preferences in the Japanese market, focusing on areas such as electronics, foods and textiles.

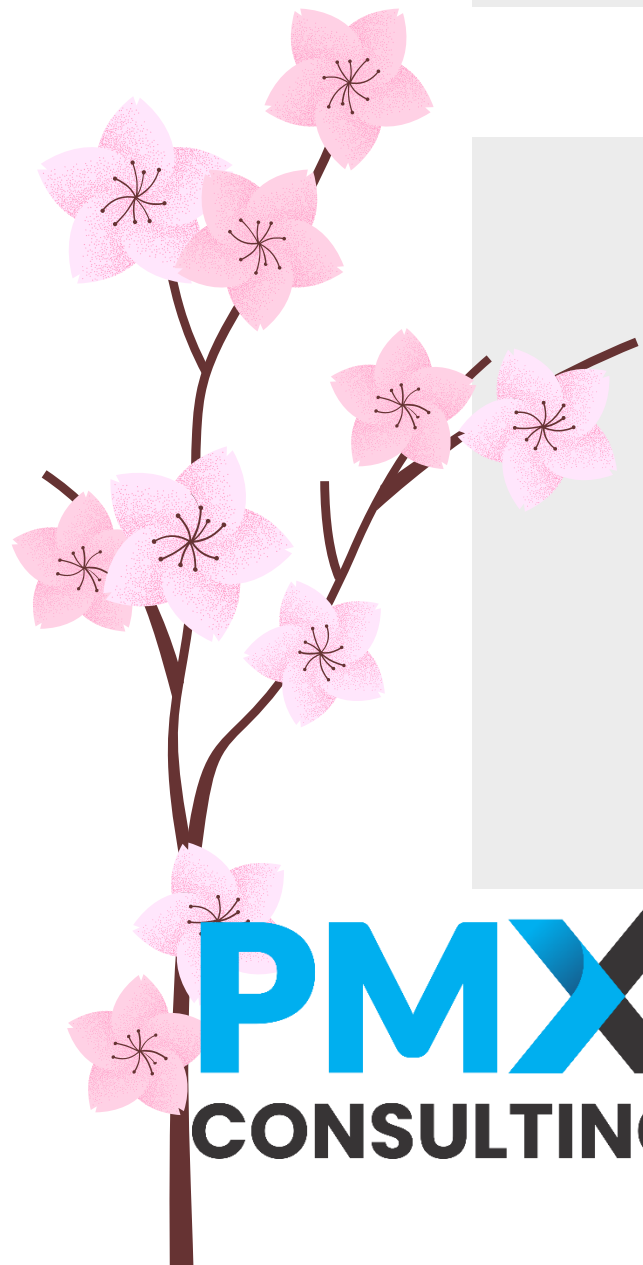




Estimating Market Demand

www.trademap.org

**Your basic and free source for
trade info and a lot more**





Understanding Market Demand

Identifying Gaps in the Market

Consumer Behaviour

Seasonality of Demand

Festival Related Demand





How The Japanese Did It

Copy The Best

&

Improve On It

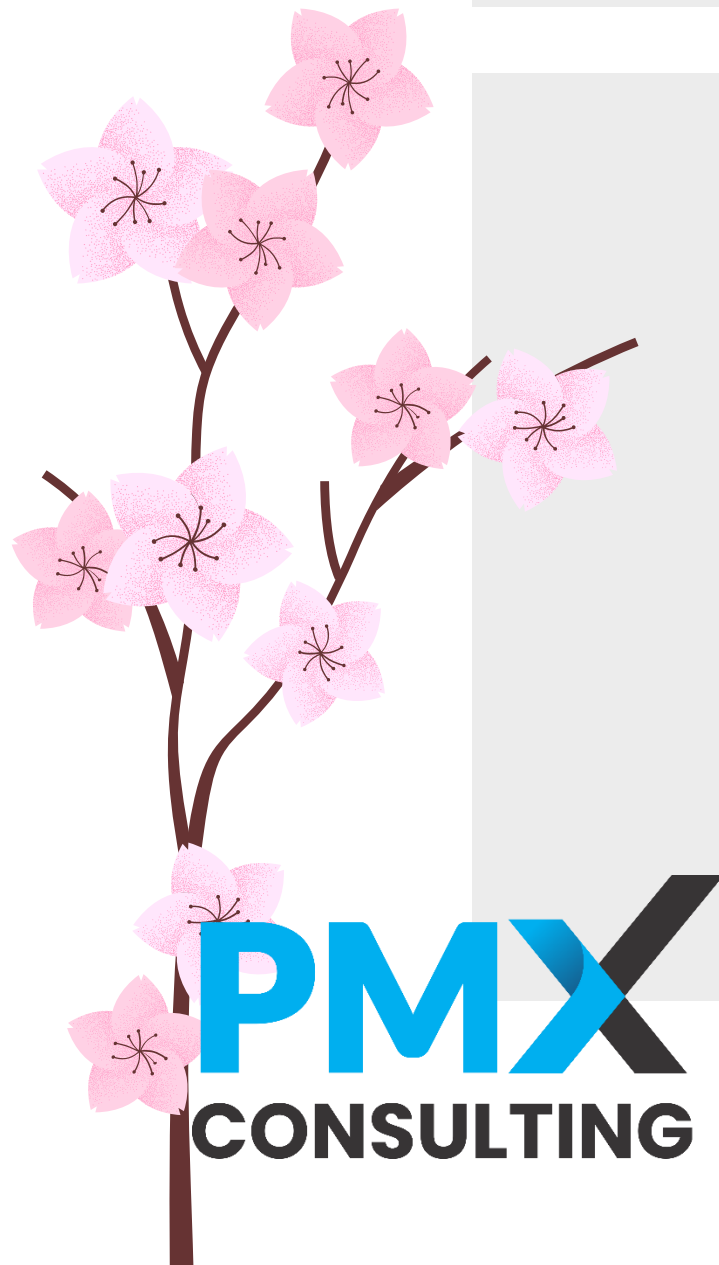




Understanding Market Demand

3. Analyzing Consumer Feedback

Gather feedback from potential Japanese consumers through surveys, focus groups, or social media to understand their preference, needs, and expectation from imported products, helping to tailor Pakistani export to the Japanese market.



Compliance With Regulations

Japanese Customs, Tariffs

1. Understanding Japanese Import Regulations
2. Obtaining Necessary Certifications
3. Registering with Relevant Authorities

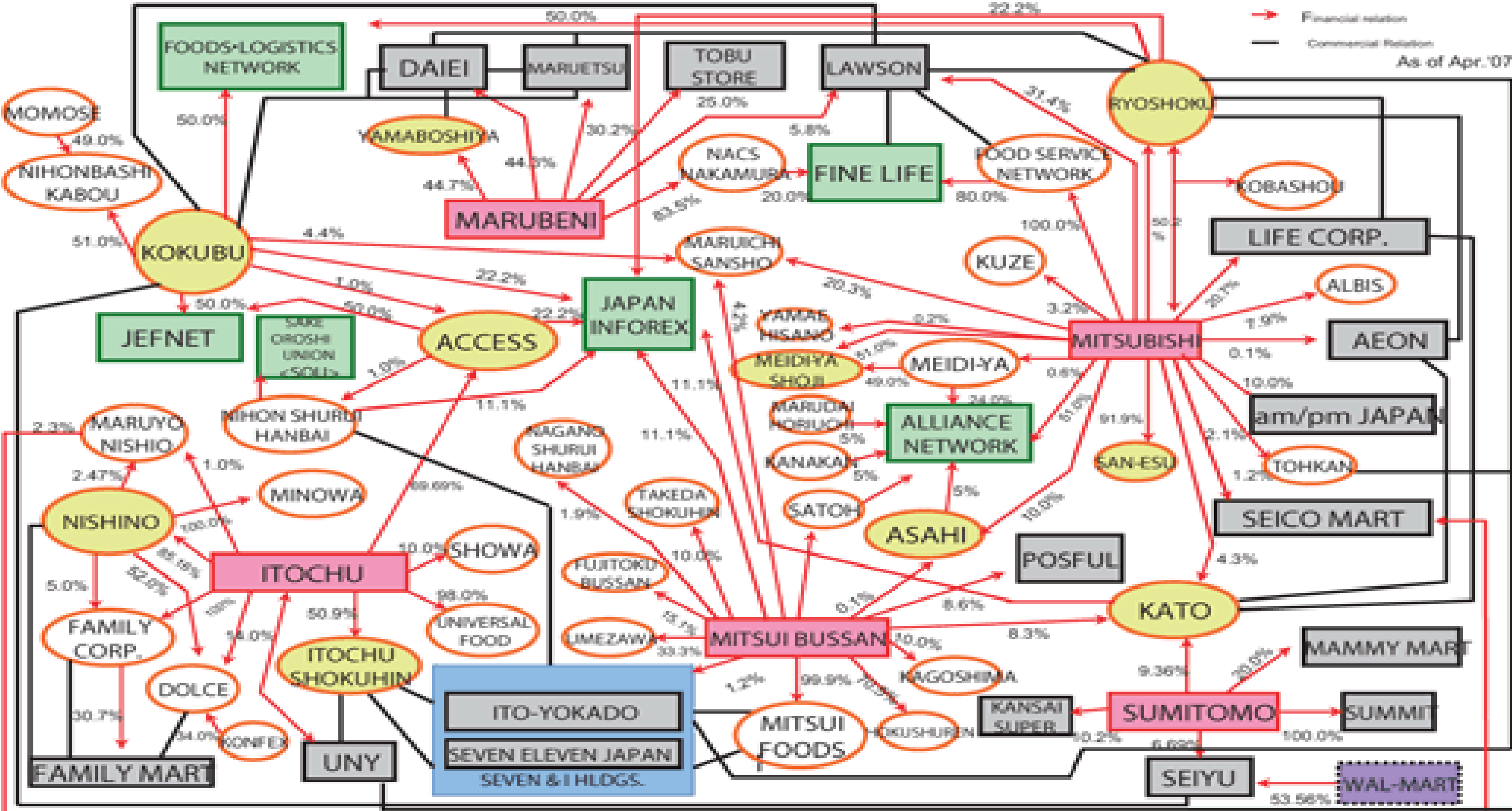


DISTRIBUTION SYSTEM IN JAPAN





Flow Chart of Trade between Sogo Shosha, Wholesaler and

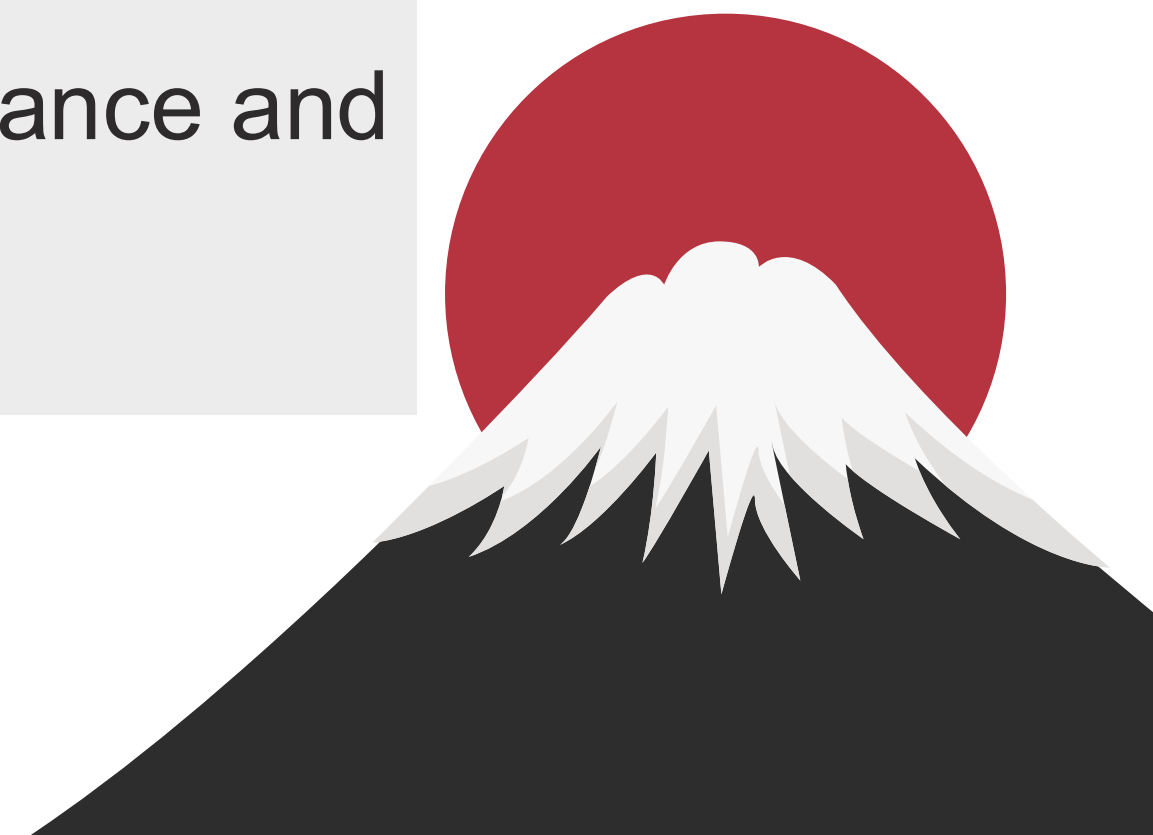


Compliance With Regulations



1. Understanding Japanese Import Regulations

Familiarize yourself with Japan's import regulations, including those related to customs clearance, product safety, and labeling requirement, to ensure compliance and avoid potential penalties or product recalls.

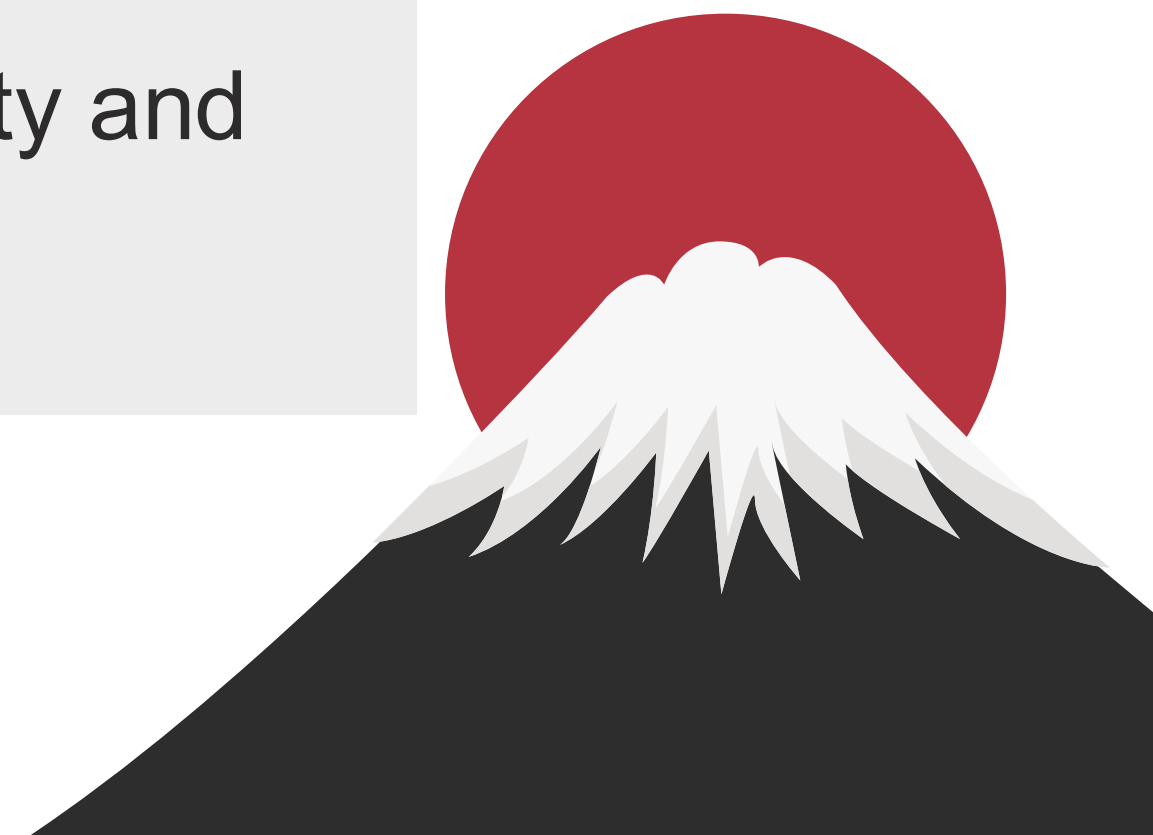


Compliance With Regulations



2. Obtaining Necessary Certifications

Obtain certifications such as ISO 9001 for quality management and other industry-specific certification that are recognized in Japan, to demonstrate the quality and reliability of Pakistani products.



Compliance With Regulations

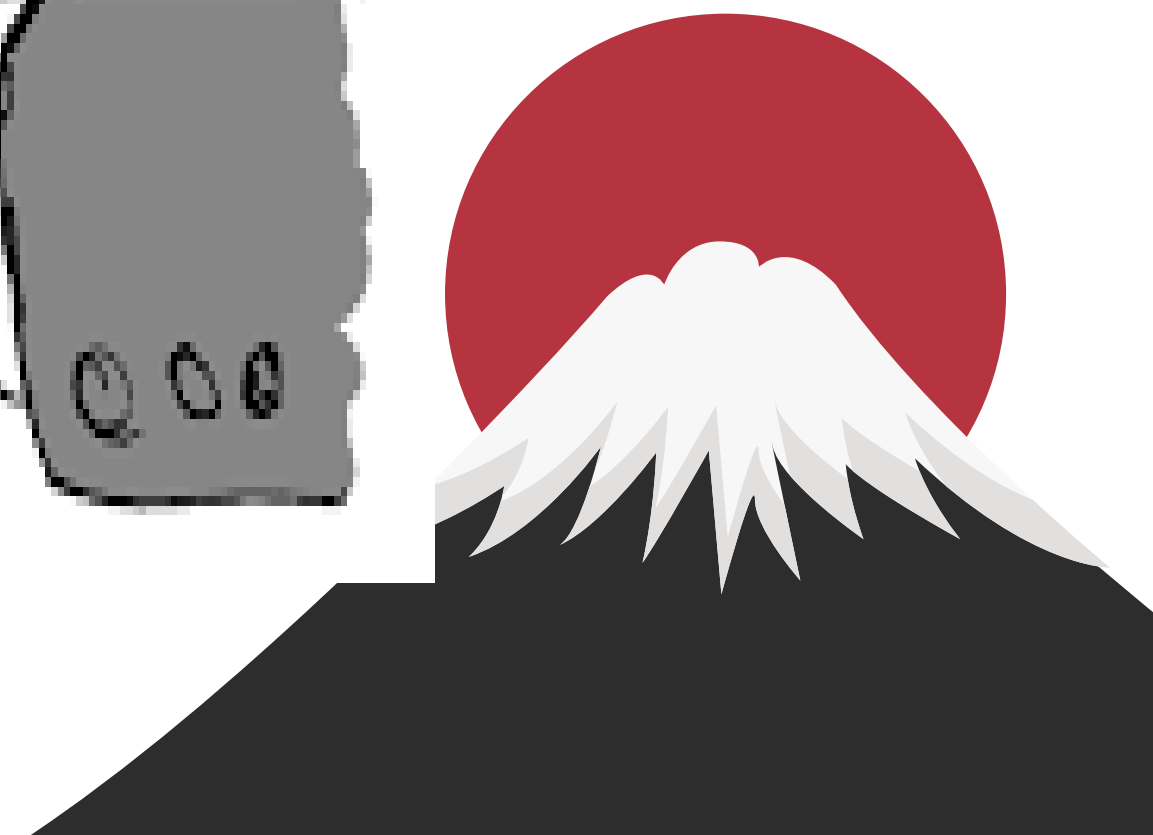
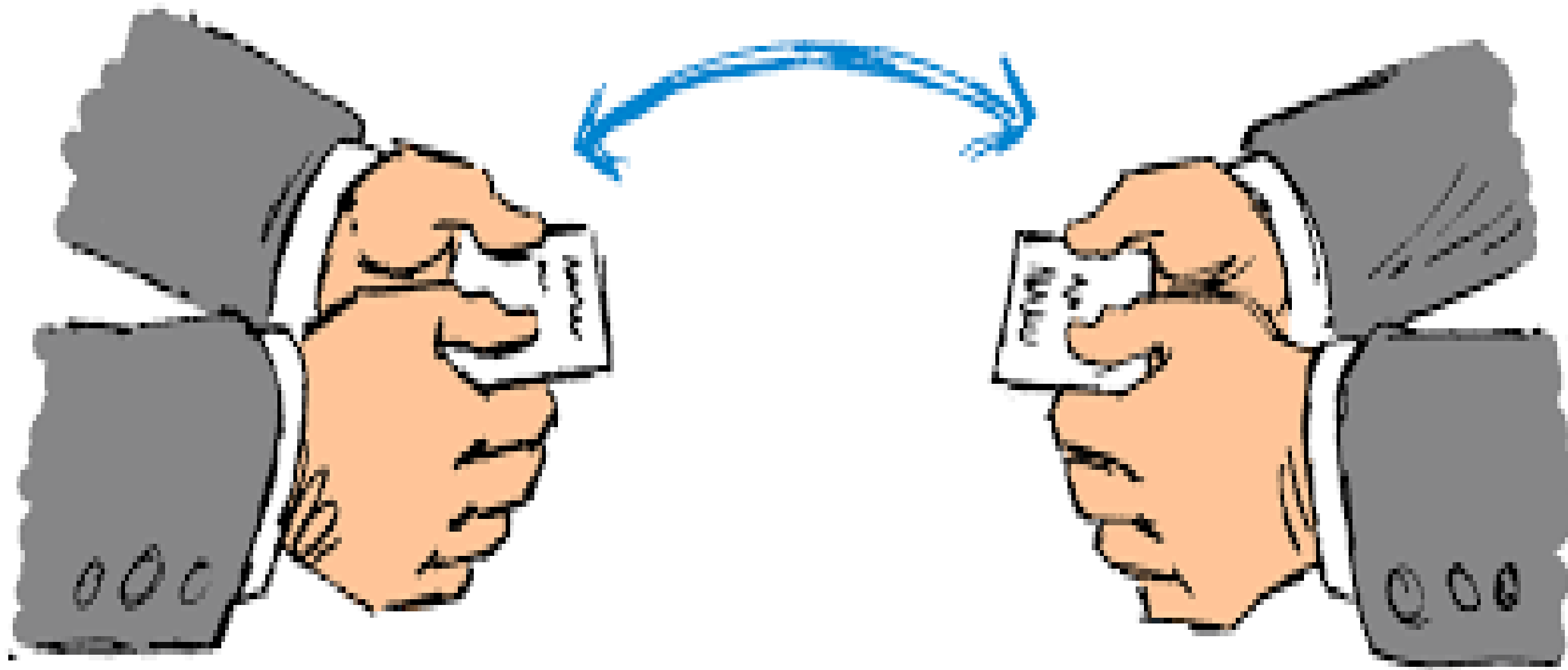


3. Registering with Relevant Authorities

Register your business with the relevant Japanese authorities, such as the Ministry of Health, Labour and Welfare for food products, to comply with regulatory requirement and facilitate the export process..



CREATING RELATIONS



Developing Local Partnership



3 NON-NEGOTIABLE TRAITS OF A GREAT BUSINESS PARTNER.

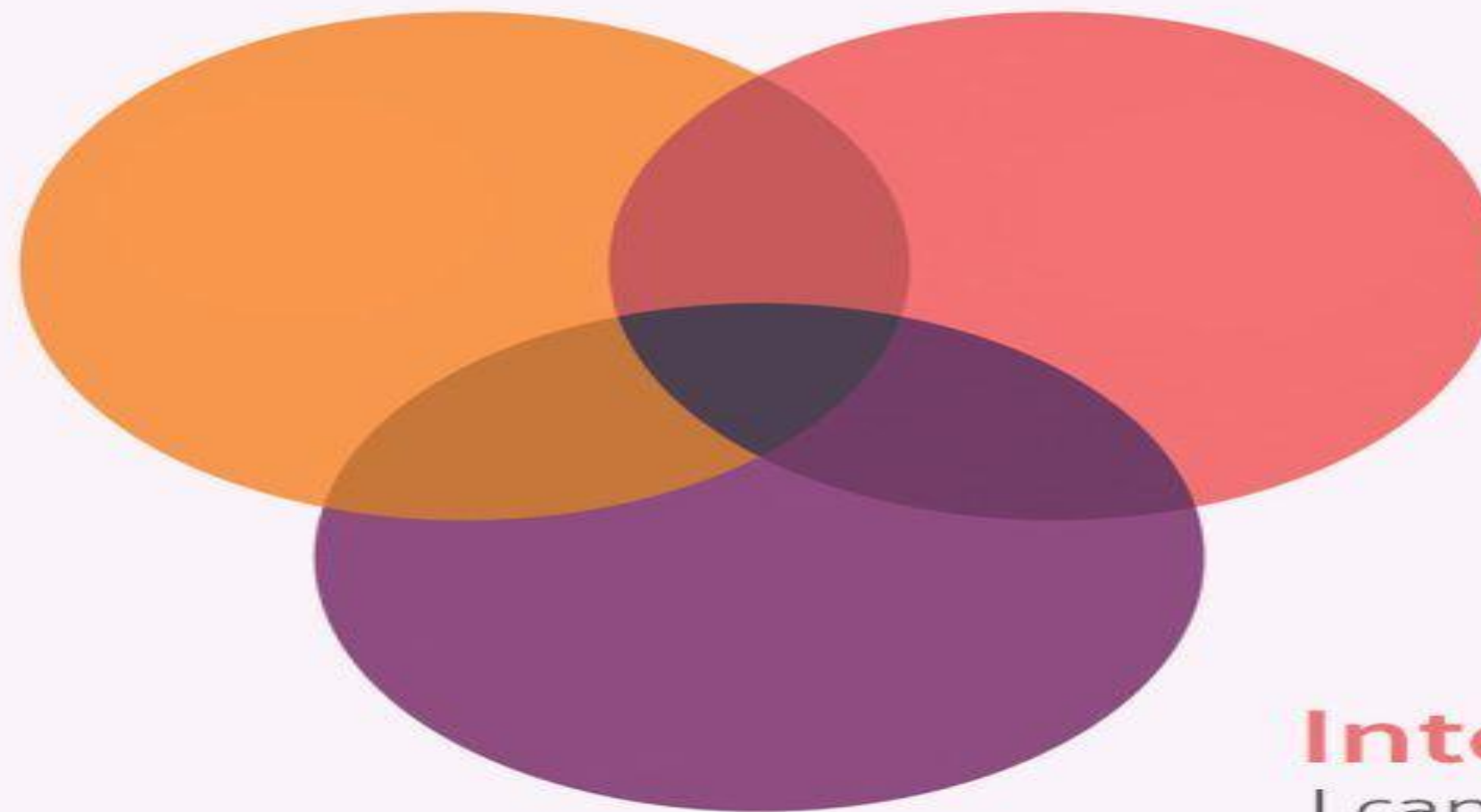
Drive

I have big goals and am willing to make huge sacrifices to achieve them.



Integrity

My word is my bond. I don't cheat the system.



Intelligence

I can solve complex problems. I am a lifetime learner.

JAPANESE CULTURE OF GIVING GIFTS

Japanese gift-giving is a significant cultural practice emphasizing thoughtful presentation, politeness, and reciprocity. Gifts are often given as souvenirs after trips (omiyage) or as thank-you gifts for visits (temiyage). Key etiquette includes wrapping the gift carefully, presenting it with both hands, using humble language like "it's just a small thing," and often reciprocating with a gift of about half the value on a later occasion



JAPANESE CULTURE OF ATTENTION TO DETAIL



JAPANESE CULTURE OF BUSINESS DINNER



DETAILS ON PMX WEBSITE



PMX
CONSULTING



Developing Local Partnership

1. Finding a Local Distributor

Establish partnerships with local Japanese distributors who have a deep understanding of the market, can provide insights into consumer behaviors, and can help navigate the complex distribution networks in Japan.



Developing Local Partnership

2. Collaborating with Japanese Businesses

Collaborate with Japanese businesses to co-develop products tailors to the Japanese market, leveraging their expertise and network to enhance the competitiveness of Pakistan exports.



Developing Local Partnerships

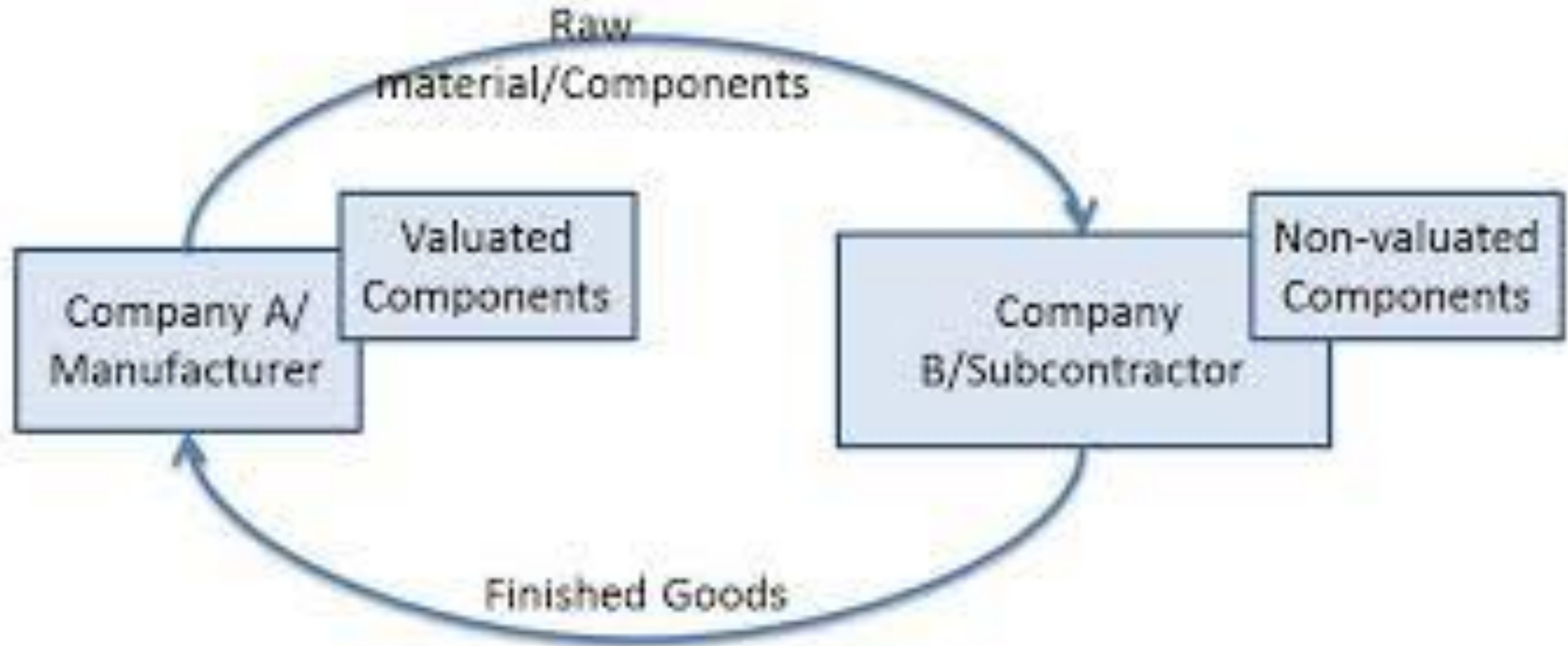


3. Building Relationships with Key Stakeholders

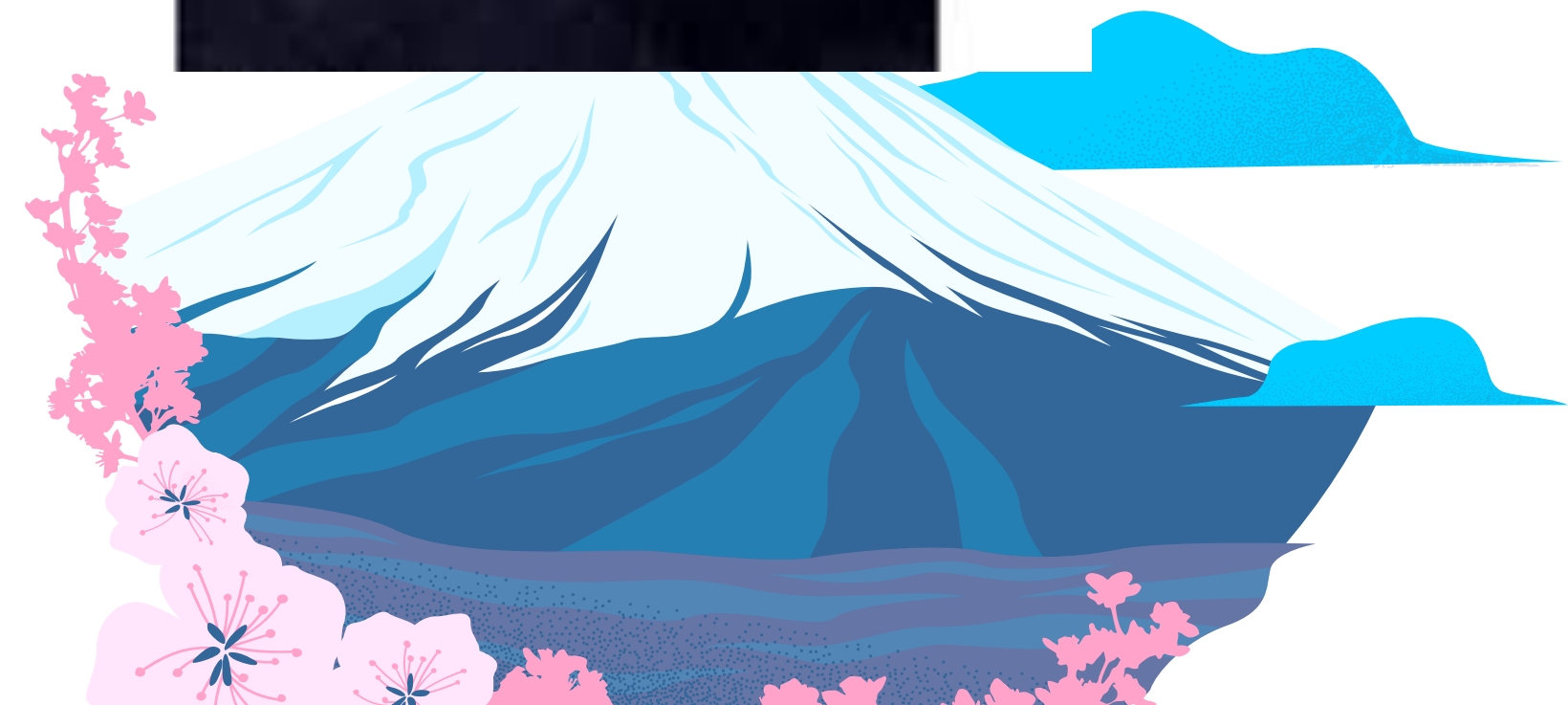
<https://www.go4worldbusiness.com/>



Providing Contract Manufacturing Services & Subassembly Manufacturing



ONYX EXPORTS TO JAPAN



BUILD A STRONG BRAND

Build strong relationship with key stakeholder, including distributors, suppliers, and regulator bodies, to ensure smooth operations, resolve issues promptly, and explore new opportunities in the Japanese market..



Understanding Tariff Rates and Preferences

1.

Research and understand the tariff rates applicable to Pakistani products in Japan, as well as any preferential tariff rates available under trade agreements to minimize costs and maximize competitiveness.

Utilizing Free Trade Agreements

Leverage free trade agreements between Pakistan and Japan, if available, to reduce or eliminate tariffs on certain products, thereby increasing the attractiveness of Pakistan exports to Japanese consumers.

Navigating Non-Tariff Barriers

Be aware of non-tariff barriers such as quotas, licensing requirements, preferential trade partner countries, and technical standards, and take steps to comply with or take advantage of these regulations to avoid disruptions to the export process..

THE CASE OF EXPLODING MANGOS



Handling Logistics & Supply Chain

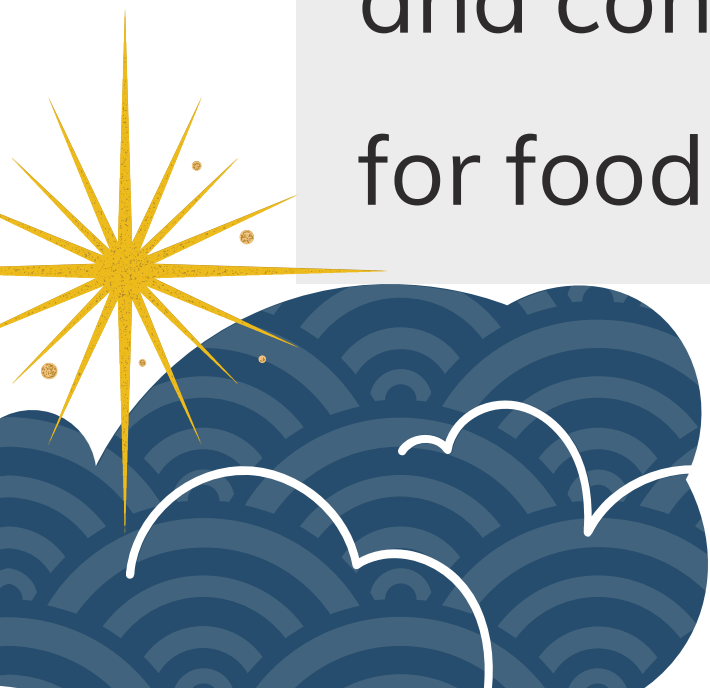
1. Ensuring Product Quality and Safety
2. Managing Inventory and Shipping
3. Selecting a Freight Forwarder



Handling Logistics & Supply Chain

1. Ensuring Product Quality and Safety

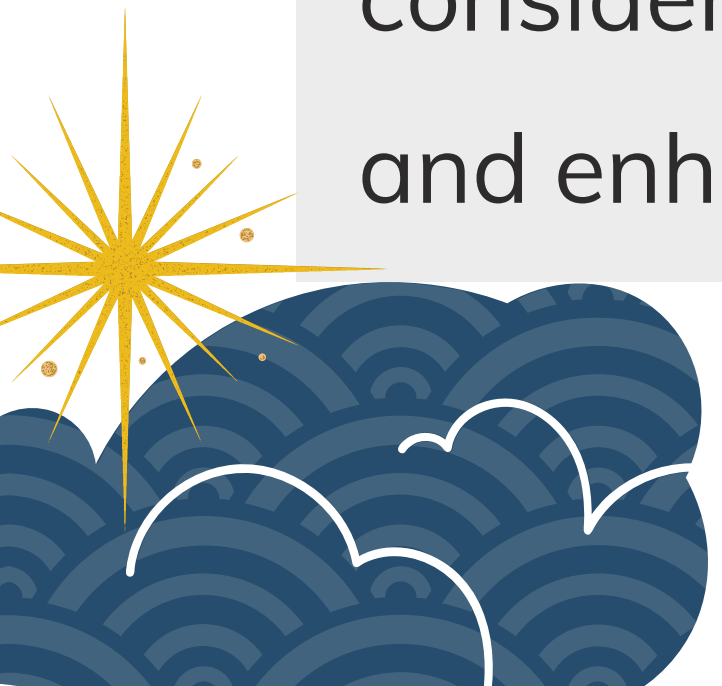
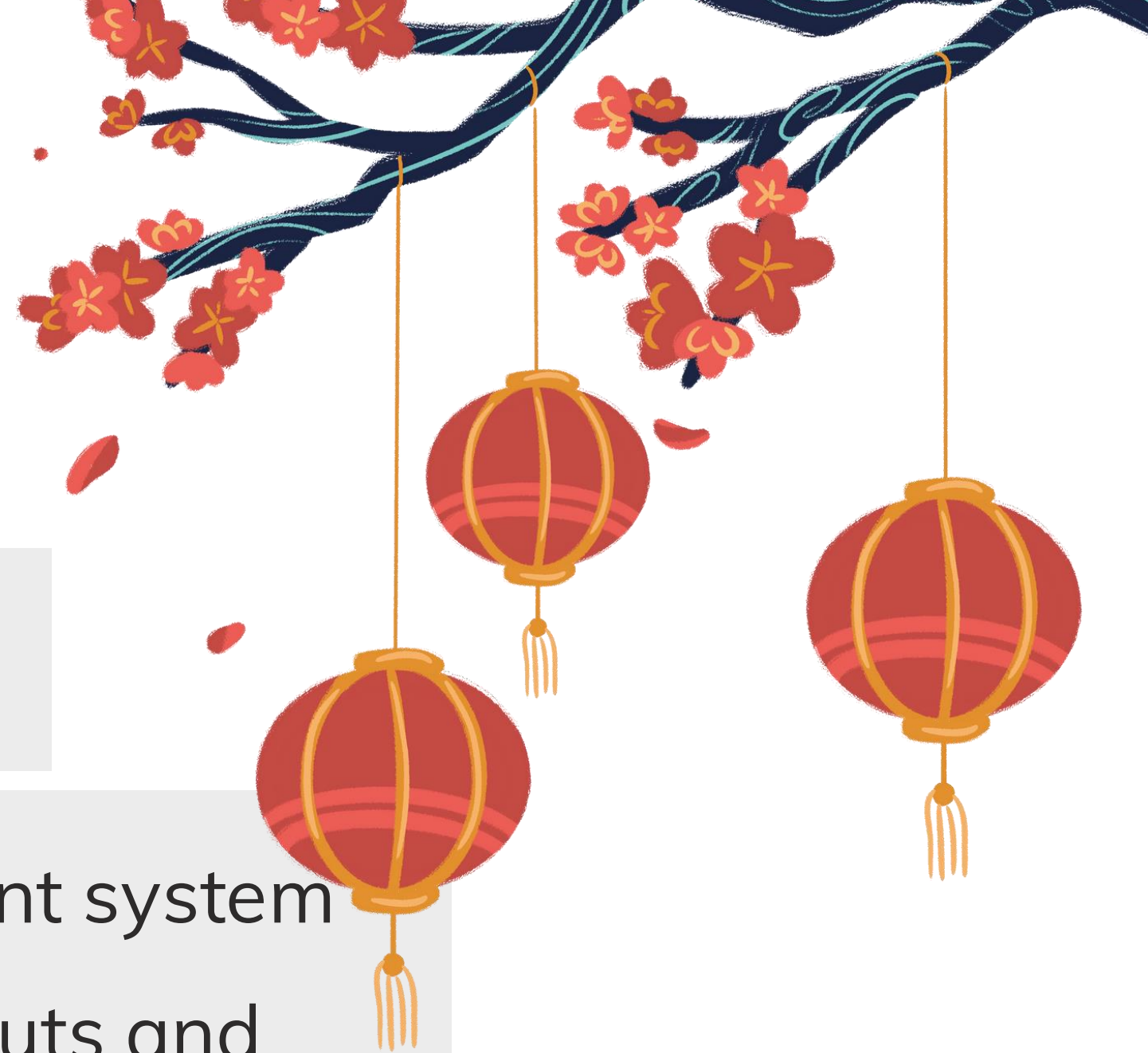
Implement quality control measures to ensure that products meet Japanese safety and quality standard, and consider obtaining certification such as ISO22000 for food safety to enhance credibility and compliance



Handling Logistics & Supply Chain

2. Managing Inventory and Shipping

Implement an effective inventory management system to ensure timely shipping and minimize stockouts and consider just-in-time shipping to reduce inventory costs and enhance customer satisfaction.



Handling Logistics & Supply Chain

3. Selecting a Freight Forwarder

Choose a reliable freight forwarder with experience in shipping to Japan, who can handle customs clearance, transportation, and insurance, ensuring that product reach the Japanese market efficiency and in good condition.





Selecting a Product for the Japanese Market

1. **Gathering Consumer Feedback and Insights**
2. **Analyzing Competitor Activity**
3. **Researching Market Trends and Gaps**





Selecting a Product for the Japanese Market

1. Gathering Consumer Feedback and

Collect feedback and insights from potential Japanese consumers through various Channels, including social media, surveys and focus groups to understand their needs, preferences, and expectation, and to tailor products offerings accordingly.



Analyzing Competitor Activity

Analyze the strategies, strengths and weakness of competitors in the Japanese market, to identify areas for differentiation and opportunities to offer unique value to Japanese consumers..

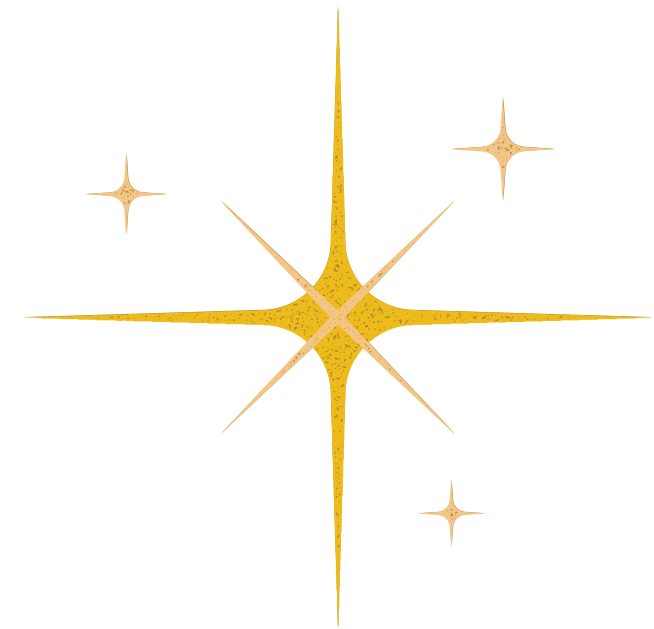


Selecting a Product for the Japanese Market

REFER YOUR OWN IKEGAI

DON'T COPY

SOMEONE ELSE'S IDEA



BUSINESS PLAN & ROAD MAP

THANK YOU

Imtiaz Rastgar

www.pmx.com.pk

<https://www.youtube.com/@iRastgar1>



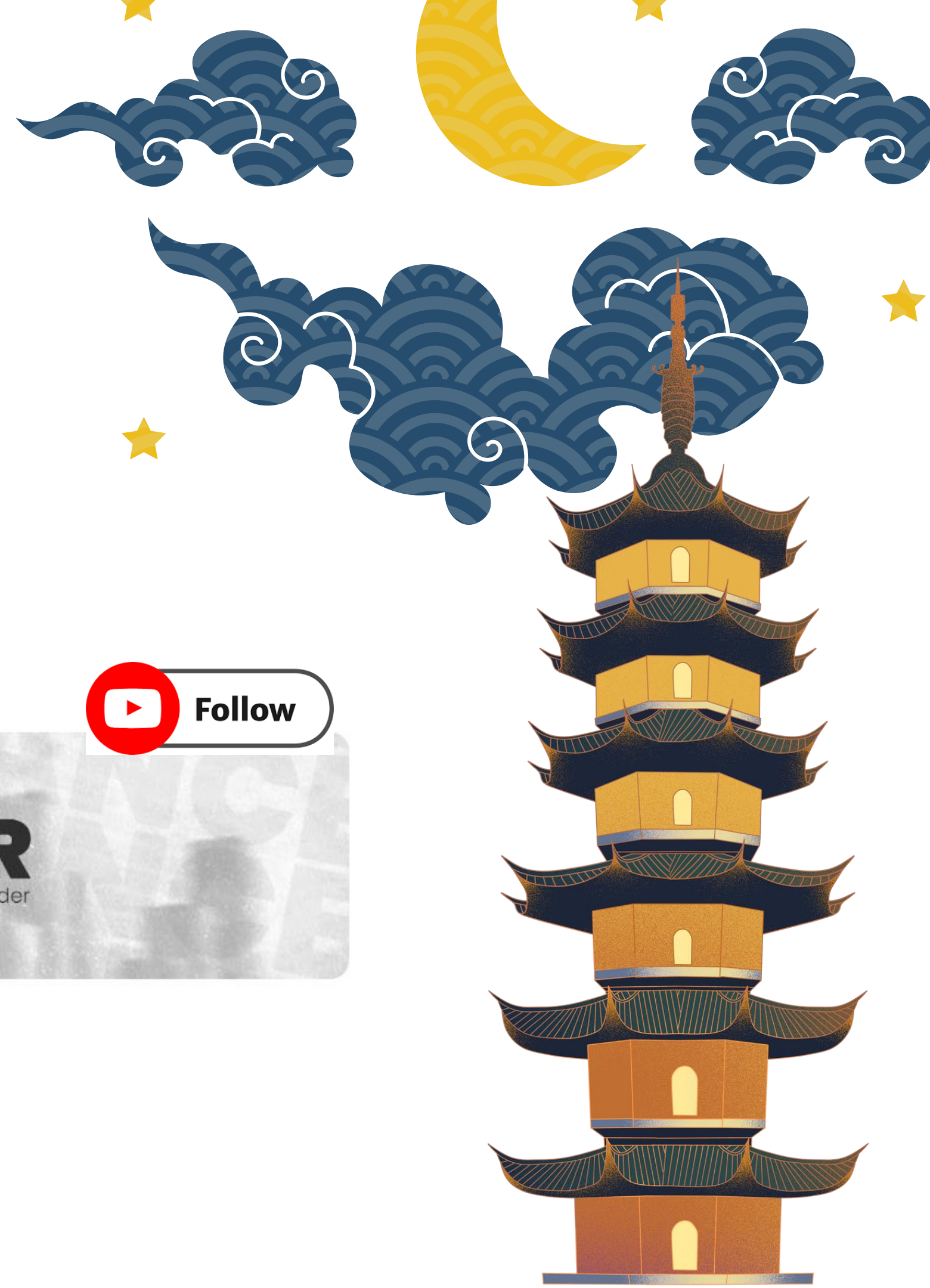
Imtiaz Rastgar | Business Strategy Consultant

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