

A Unique English-language
Business Skills Development
Program to Provide Actionable
Business Plans for Project Clients

What is JMEC?

“JMEC is an intensive and challenging program that trains young executives while at the same time, helps foreign companies enter or expand their business in Japan.”



Japan Market Expansion Competition

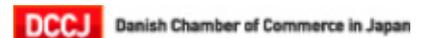
(JMEC) is a unique training program where participants attend a series of lectures and then work together in small teams to write a business plan for a real product or service in Japan. Plans are reviewed by a panel of judges, with the best plans winning significant prizes at the end of the competition.

Goals

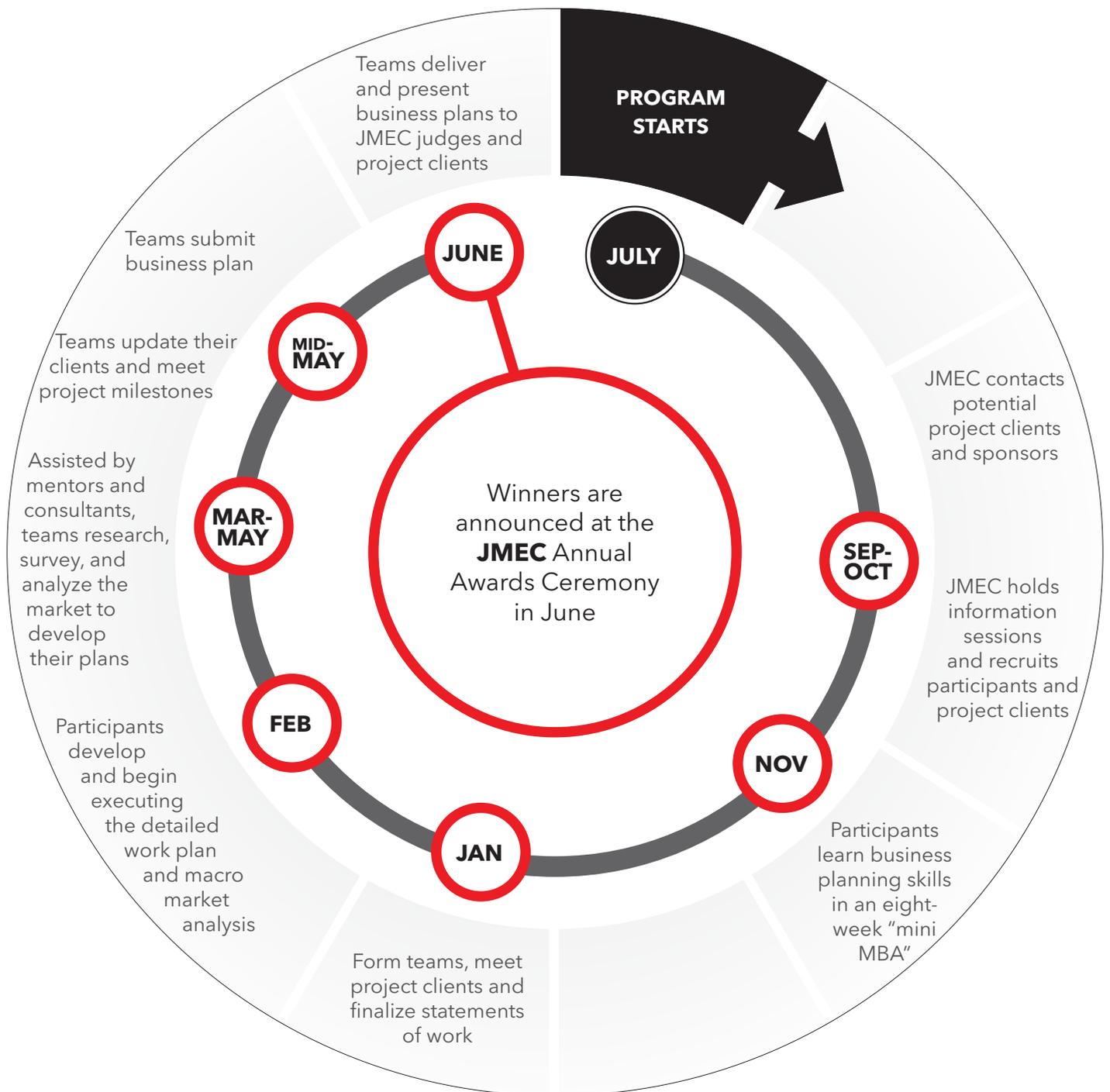
- To strengthen the business skills of individuals working in Japan
- To help foreign companies expand their business in Japan

History of JMEC

Founded in 1993 by the Australian and New Zealand Chamber of Commerce and a small group of foreign chambers in Japan, JMEC was modeled on the New South Wales Enterprise Workshop program. Now supported by 17 chambers of commerce in Japan, JMEC teams have produced 178 business plans and a diverse group of 954 graduates from 54 nations have completed the program.

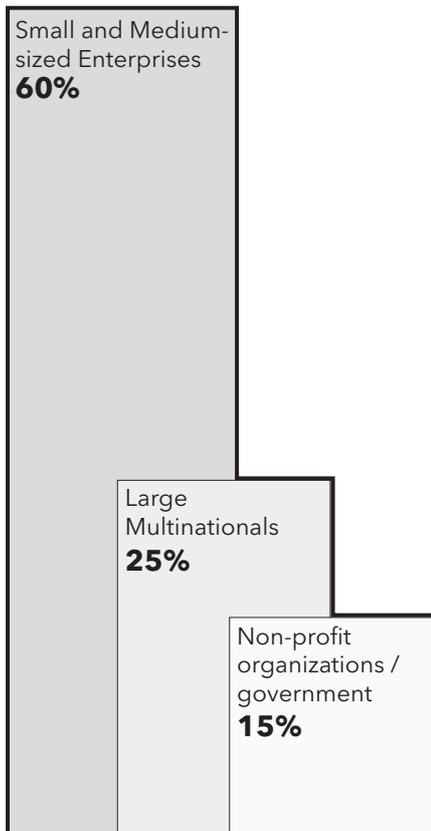


Timeline



Project Clients

BREAKDOWN OF PREVIOUS JMEC PROJECT CLIENTS



How clients have used JMEC

- To introduce a new product or service into the Japanese market
- To revitalize or reposition an existing product or service in the Japanese market
- To identify new customers, suppliers, or business partners
- To identify distribution channels to enter new business segments

Benefits of using JMEC

- A multicultural and multinational team can help shed new light on a business issue
- Independent market analysis unfettered by in-house resource constraints and/or perspectives
- Many JMEC teams have provided "outside the box" thinking about client business challenges
- Experienced senior consultants review and critique the business plan

At ¥1.2 million (¥990,000 for early signup), a JMEC plan costs significantly less than using consultants or even internal resources. Sixty-four percent of project clients implement some or all of the JMEC business plan ideas, and even if the plan is not carried out, it often confirms important facts about the market in Japan.

PAST PROJECT CLIENTS INCLUDE:



Confidentiality is critical to JMEC and we protect all client information (through training, reminders and formal non-disclosure agreements.)

Actionable Business Plans for Real Products and Services Tailored to the Japanese Market



Comments from JMEC Project Clients

“We were pleased with the quality and talent of the JMEC team. The business plan has given Air New Zealand a useful profile of the Japanese market. The strategy paper clearly identifies the potential of the education market for Japanese visitors to New Zealand and we will certainly use some of the output in our future programs.”

**Ed Overy, general manager,
Air New Zealand (Japan and Korea)**

“We were impressed by the diligence and professionalism of the JMEC team members. Despite limited time, the business plan showed a deep understanding of our products and a professional analysis of consumer demand and the market. They identified various new market possibilities for us. Their analysis and honest comments on the limits of market expansion helped us to negotiate with our manufacturing group in Europe to further improve the products for Japanese users.”

Yasuto Takeuchi, vice president sales & marketing, Dometic K.K. (Leisure Products)

“The JMEC team conducted a thorough competitive analysis for the chamber over a period of four months, through face-to-face interviews with stakeholders and extensive market research. They worked up likely scenarios and alternative strategies for ways we could develop over the next five years.”

**Martin Stricker, president,
Swiss Chamber of Commerce in Japan**

Since 1997, Lloyds TSB has earned millions of pounds from the JMEC plan for a global remittance business under the “fly your money home” tag line.

“By implementing the JMEC business plan, Lloyds TSB obtained benefits far exceeding the nominal cost of the JMEC project.”

**Paul McEvoy MBE, managing director,
Lloyds TSB Japan**

Participants

“Participants work in a **culturally diverse** group. Ranging in age from 25 to 45, they come from different countries and professional backgrounds. This ensures a **global perspective** within the teams and for the clients.”

Benefits

- JMEC provides a cross-cultural experience and practical learning for working successfully in a multi-cultural workplace
- Develop and improve time, project management and delegation skills
- Learn from local experts, consultants and mentors
- Expand network of contacts
- Receive high-quality, low-cost, cross-cultural training

“I highly recommend JMEC to executives who want to hone their Japanese business skills ... ”



Donal Coghlan
JMEC 18 participant

“Taking part in JMEC was a goal of mine when I came to Japan. I saw it as a fast track to gaining valuable insight into Japanese business practices and methodologies. The program surpassed my expectations. Successful business people shared their experiences and strategies, I got to work on a real business expansion project for an industry leader, and I became a part of a dynamic network. I highly recommend JMEC to participants and companies seeking to deepen their knowledge of business in Japan.”



Izumi Yamamoto
JMEC 19 participant

“JMEC is a place where you can discover your unique skill set, something that is hard to discern from within the confines of your own company. I realized that my experience in sales at my current employer had indeed helped me develop facilitation, project management and team-building skills. If I hadn’t participated in JMEC, I would never have realized this.

Because of JMEC, I have taken steps to further develop these skills, to challenge myself and take on new projects in my current company. Thank you JMEC!”

Sponsors

Depending on their level of support, sponsoring organizations not only demonstrate their commitment to community based initiatives, they also enjoy the following benefits:

Benefits

- Send employees through the program
- Access to a pool of skilled and talented graduates for recruitment
- Opportunity to make announcements in JMEC's quarterly newsletter with a distribution of more than 1,200 professionals in the business community
- Exposure to over 15,000 foreigners and Japanese through various networking organizations, foreign chambers of commerce in Japan and JMEC events, including the JMEC Awards Ceremony



Mitsuhiro Honda
General manager,
corporate communication,
Hewlett-Packard Development
Company, L.P.

As a Platinum sponsor of JMEC for almost 10 years, HP has sent 57 employees through the program and continues to send more than five a year. JMEC has great value for HP and is very popular with our employees.

Several JMEC alumni have reached senior positions within our organization and their JMEC training contributed to their successful career track record.



Robert Heldt
President
Custom Media K.K.

Participating in JMEC was a life-changing experience that helped me plan and establish my publishing company, which is rapidly expanding in a very competitive and demanding market. JMEC is an intensive and challenging program

that trains young executives and helps foreign companies enter or expand in Japan, featuring out-of-the-box strategies and fresh perspectives delivered by lecturers and mentors who themselves have been successful in business here. I strongly recommend JMEC to anyone serious about doing business in Japan.

“JMEC is an intensive and challenging program that trains young executives and helps foreign companies enter or expand in Japan.”

How to Apply



1. JMEC 19 winners meet US Ambassador Caroline Kennedy at The Entrepreneur's Award Japan ceremony
2. The JMEC trophy
3. Lecturers are local business professionals
4. Participants are culturally diverse and talented



Learn more about becoming a JMEC project client, participant, sponsor, or sending staff for training:

Project Clients: www.jmec.gr.jp/project-clients

Participants: www.jmec.gr.jp/participants

Sponsors: www.jmec.gr.jp/corporate-sponsors

General enquiries:

Trond Varlid, program director

Tel: (03) 5562-1444

Email: info@jmec.gr.jp

Key Deadlines:

Sept. 30, 2014 Project Client application for "early-bird special" fee

Oct. 15, 2014 Participant application

Nov. 30, 2014 Project Client application

For more information:

www.jmec.gr.jp

DESIGN BY:

