

2023 Edition

# SUPPORT YOUR GLOBAL BUSINESS

Tokyo SME support center is a public organization,  
Established by Tokyo Metropolitan Government.  
We support small and medium-sized enterprises  
(SMEs) in Tokyo in terms of their globalization with  
a variety of programs and activities.

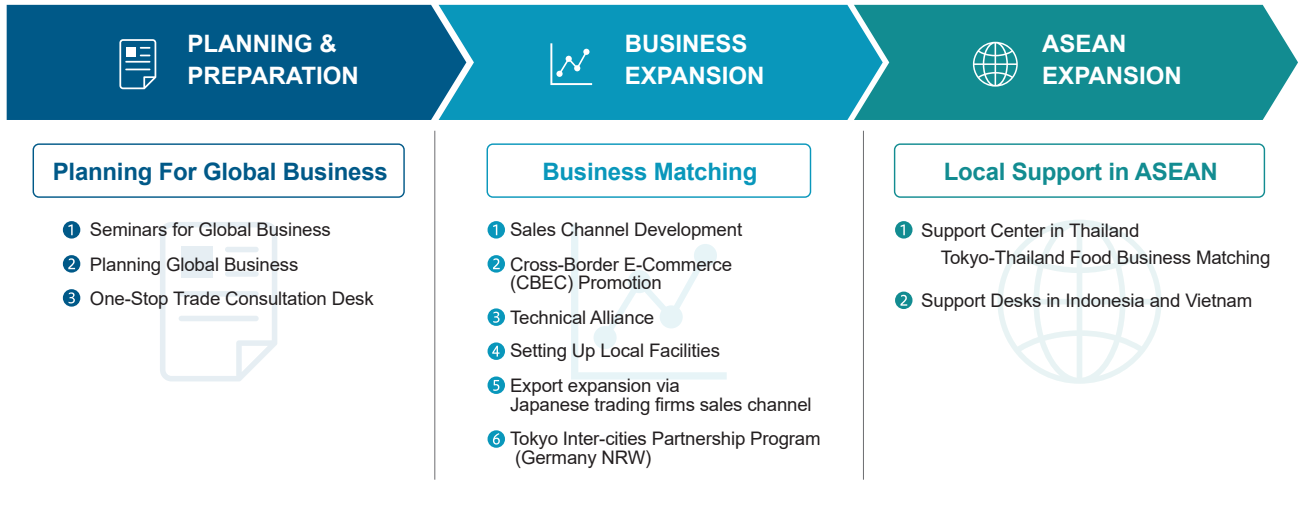
 PLANNING &  
PREPARATION

 BUSINESS  
EXPANSION

 ASEAN  
EXPANSION

# We assist SMEs in expanding into global markets

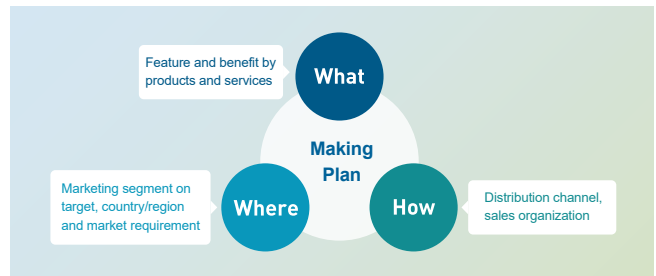
through a range of programs tailored to their specific goals and challenges.



## Entry into Global Markets

### ► Planning Global Business

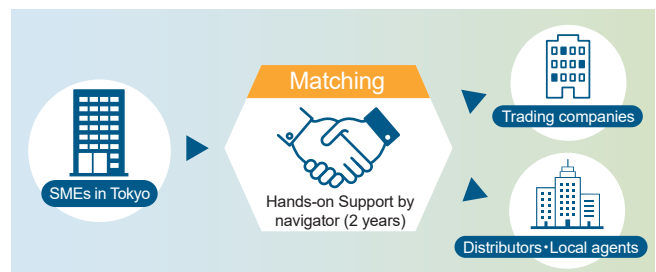
This support is to make your business planning practically from the view points of what, where and how by SWOT analysis with your products/services.



### ► Sales Channels Development

Set up opportunities "business matching" for applicable products by face-to-face or online with distributors in local areas or through channels via trading companies in Japan.

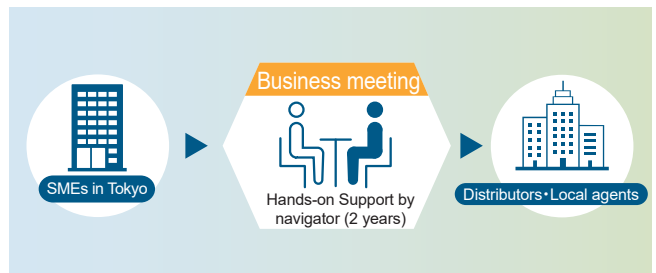
※ Applications are subject to assessment by Tokyo SME Support Center



### ► Export Expansion through Indirect Trade NEW

To ensure you to promote export business toward overseas, you can expect to have matching opportunities mainly by the Japanese trading firms through their partnerships, being familiar with local market requirements and export procedures.

※ Applications are subject to assessment by Tokyo SME Support Center



## Delivery through e-commerce channels to customers abroad

### ► Cross-Border E-Commerce (CBEC) Promotion

Consumer products promotion help, such as listing in cross-border EC malls and SNS follow-up.

※ Applications are subject to assessment by Tokyo SME Support Center



## Manufacturing outsourcing and technical alliance

### ▶ Alliance

Matching with overseas companies that have high technology and local network, outsourcing production and technical tie-up of alliance.



※ Applications are subject to assessment by Tokyo SME Support Center

## To enhance and expand business by establishing it locally

### ▶ Setting Up Local Facilities

Comprehensive support from your strategic planning and its local assessments to setting up basement locally, including seminars & workshops in advance how to establish manufacturing plant, sales branches and representative liaison offices in overseas.



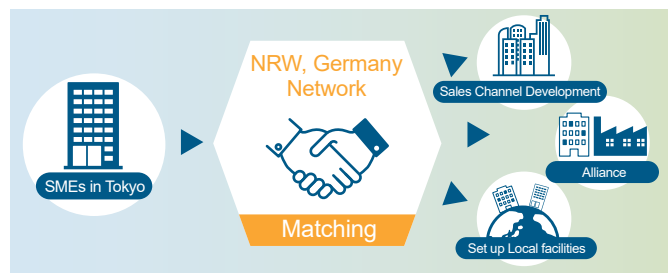
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## To strengthen and expand business in Germany and Europe NEW

### ▶ Inter-regional Economic Exchange Program

Based on the memorandum between Tokyo Metropolitan Government and NRW state, Germany with regard to support for the small and medium-sized enterprises, through local network in Germany, Tokyo SME can reach our hands toward various areas such as sales channel development, business and technical alliance, research & development, local office placement etc., to bring into business expansion and strengthening in Germany and across Europe.

※ Applications are subject to assessment by Tokyo SME Support Center



## Local Support in ASEAN

### Thailand Branch Office

Our Thailand branch office provides a variety of services to people who are correspondents or visiting Thailand for business.



### Tokyo-Thailand Food Business Matching

Learning the demands of Thai food producers who have excellent goods and technology, we will assist in the establishment of business matches between enterprises in Tokyo and Thailand.



**Tokyo SME Support Center**  
**Thailand Branch Office**

20 Floor Interchange21 Bldg,399 Sukhumvit Road,  
Klongtoey Nua, Wattana,Bangkok 10110 Thailand

+66-(0)2-611-2641 <https://www.tho.tokyo-trade-center.or.jp/> <https://www.facebook.com/TokyoSME.TH/>



## Tokyo SME Support Desks in Indonesia & Vietnam

Various services are available such as management consultation, provision of local business information and business matching etc. from our contracted consultant who has a strong local network.

Those services are available even in Japanese or local languages through online or face to face.

Indonesia (Jakarta)

**Tokyo SME Support Desk Indonesia**

E-mail indonesia@tokyo-kosha.or.jp



Vietnam (Ho Chi Minh, Hanoi)

**Tokyo SME Support Desk Vietnam**

E-mail vietnam@tokyo-kosha.or.jp



# Support for Human Resources Development capable of working overseas

## ▶ Global Professional Career Development

Our experienced trainers provide knowledge, mind-setting, and skills for international business and develop core personnel able to promote overseas business. (Paid service)

## ▶ Trading Business Training

The series includes various curriculums on the topics of international trade business from beginners to experienced practitioners. (Paid service)

## ▶ Improvement of Business Negotiation Skills

This course is designed to help you improve your international sales negotiation skills. It also includes lectures regarding the features of target countries as well as one-on-one assistance from experts. (Free of charge)

## ▶ Local Executives Development

This course is respectively for both the executives to ensure local human resources to be promoted and their local candidates to acquire the executive roles and knowledge on management skills. (Free of charge)

### Contact

**General Support Department**  
**Professional Career Development Support Section**  
**Global Support Team**

1 Chome-7-1 Kaigan, Minatoku, Tokyo 105-0022

**TEL.03-3434-4275**

<https://www.tokyo-kosha.or.jp/TTC/session/>



# Consultation service on business/trading issues

## One-Stop Trade Consultation Desk

Experts (AIBA-certified trade advisers) provide comprehensive advice on international trade, such as the wording of the contracts in English, import/export procedures, and business practices and rules in target countries. This service is available at the offices in Akihabara and Tama.



### Akihabara branch information

9th floor Kanda Izumicho Bldg.  
 1- 13 Kanda Izumicho Chiyoda-ku, Tokyo  
 Mon - Fri: 10am-12pm & 1pm - 4pm (Holidays are closed)

### Tama branch information

Industrial Support Square Tama  
 3-6-1 Azumacho Akishima, Tokyo  
 Friday only: 10am-12pm & 1pm - 4pm (Holidays are closed)

### Contact

**Tokyo Metropolitan Small and Medium Enterprise Support Center**  
**International Business Section**

9th floor Kanda Izumicho Bldg. 1- 13  
 Kanda Izumicho, Chiyoda-ku,  
 Tokyo, Japan, 101-0024

**TEL.03-5822-7241**

<https://www.tokyo-kosha.or.jp/TTC/about/>

