

Developing Linkages

Company to Company
with Japan

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Channels to Develop Linkages

- Trade Fairs
 - International Conferences
 - Academic Linkages
 - Government Schemes and Meetings
 - Trading Companies
 - Investment Companies
 - Company Matching/Individuals
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- The background of the slide features a solid blue color. In the bottom right corner, there are several concentric, light blue circular ripples, resembling water droplets hitting a surface, which add a decorative touch to the presentation.

Why Should They Be Interested?

- Company Presentation
 - brochures, website, promoters, image, 3rd party perspective
- Market Interest or Demand
 - National or Market Need
 - Profile in market of another country (US)
- Availability of Independent Information in Japanese
- Complementarity
- Maverick Element (top down vs bottom up)
- Economic Status
- Personal Link

Your Perspective

- Product eg equipment - Mitsui
 - Regulated product - BioProperties (Aust)
 - Technology licensing - Optiscan
 - Research and Development
 - Joint Venture - Stem Cell Sciences
 - Investment - V2V
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- The bottom right corner of the slide features a decorative graphic of several concentric circles, resembling ripples on water, rendered in a lighter shade of blue against the main background.

Product/Equipment Examples

➤ Equipment

- Cryologic
- IATIA
- Vision Systems
- Vita Medical
- Axon
- Corbett Research
- Riancorp

➤ Biologicals

- CSL/JRH
- Moregate
- SC Botanicals
- Herbworx
- Thermo Trace
- Bovogen

➤ Other

- Mimotopes
- Ozgene
- Genetic Solutions

Product/Equipment

- Study the Market - What is the Opportunity?
- What is the Route to Market
 - General
 - Specialised
- Target Specific Companies
 - Direct
 - Via Intermediaries
- Matching Product to Market
 - Close communication with counterpart
 - Preparedness to modify product
 - Reciprocal commitment

Regulated Product Examples

➤ Diagnostics

- Biota
- Gradipore
- Panbio
- Cellestis
- Cellabs

➤ Other

- BioProperties
- Atcor Medical

Regulated Product

(Biological or Diagnostic)

- Review Market - create opportunity
- Options for Market Access - 1°, 2° and 3° levels
- Care required in targeting potential partners
- Requires Someone with Good Linkage to Japan
- Product development and approval process requires close collaboration with partner

Technology Licensing Examples

- AGT Biosciences
 - Byron Australia
 - Mayne Pharma
 - Food Science Australia
 - Optiscan
 - Virotec
 - Nucleics
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- Decorative water ripples in the bottom right corner of the slide.


Technology Licensing

- Focus on Presentation
- Target companies
 - Technology need
 - Cultural fit
 - Market strength
 - International perspective
- Be Aware of Issues in Adopting Technology
- Need for Close Collaboration

R&D Examples

- AMRAD
 - RMIT
 - St Vincents Institute Medical Research
 - Neurosciences Victoria
 - Animal Reproduction Co.
 - Centre for Animal Biotechnology
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Research & Development

- The Most Difficult Area
 - Requires Strong Intermediaries to Initiate and Maintain Links
 - Targeting of Client Companies Requires Care
 - Constant Contact with Japan Essential
 - Developing Information Channels Essential
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Joint Venture Examples

- Stem Cell Sciences
- Proteome Systems
- BioProperties Australia
- Waste Technologies Aust.
- ResMed

Joint Venture

- Requires Strong Drive by Both Partners
- Requires Complementarity and usually Similar Size
- Requires Mutual Commitment

Investment Examples

- Florigene (Mitsui, Suntory)
- Bioclone (Hitachi)
- Biocontrol (ShinEtsu Chemical)
- Cerylid (JAFCO/Starfish)
- Shimadzu
- Burbank Biotechnology (Koa Oil)
- Terumo

Venture Investment

- Australia: low profile for Japanese investors
- Historical perspective
- Japanese investment attitudes strongly influenced by domestic issues and perceptions of opportunities in US market
- As US market becomes more expensive, Japanese interest in Australia may increase in niche areas related to Japanese strengths

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