

Accessing Japanese Companies

Maurice Venning
Valutech Pty Ltd

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 blue gradient with several concentric white circles at the bottom, resembling ripples on water.

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

Areas of Interest

- Product eg equipment - Waste Technologies
- Regulated product - Dr Yukawa
- Technology licensing
- Research and Development - Waste Technologies
- Joint Venture - Proteome Systems
- Investment
- Marketing and Information - IBM Life Sciences

Product/Equipment Examples

➤ Equipment

- Corbett Research
- Vita Medical
- Vision Systems
- IATIA
- Axon
- Cryologic
- Riancorp
- Optiscan
- ResMed
- Compumedics

➤ Biologicals

- CSL/JRH
- Moregate
- SC Botanicals
- Herbworx
- Thermo Trace
- G.R. Davis

➤ Other

- Genetic Solutions
- Ozgene
- Mimotopes

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

- Gradipore
- Panbio
- Biota
- Cellestis

➤ Other

- Cochlear
- 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
 - Environmental Solutions
 - SciGen
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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 Vincent's Institute Medical Research
 - Animal Reproduction Co.
 - Centre for Animal Biotechnology
 - Children's Medical Research Institute
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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

Joint Venture Examples

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

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)
- Optiscan
- Shimadzu

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

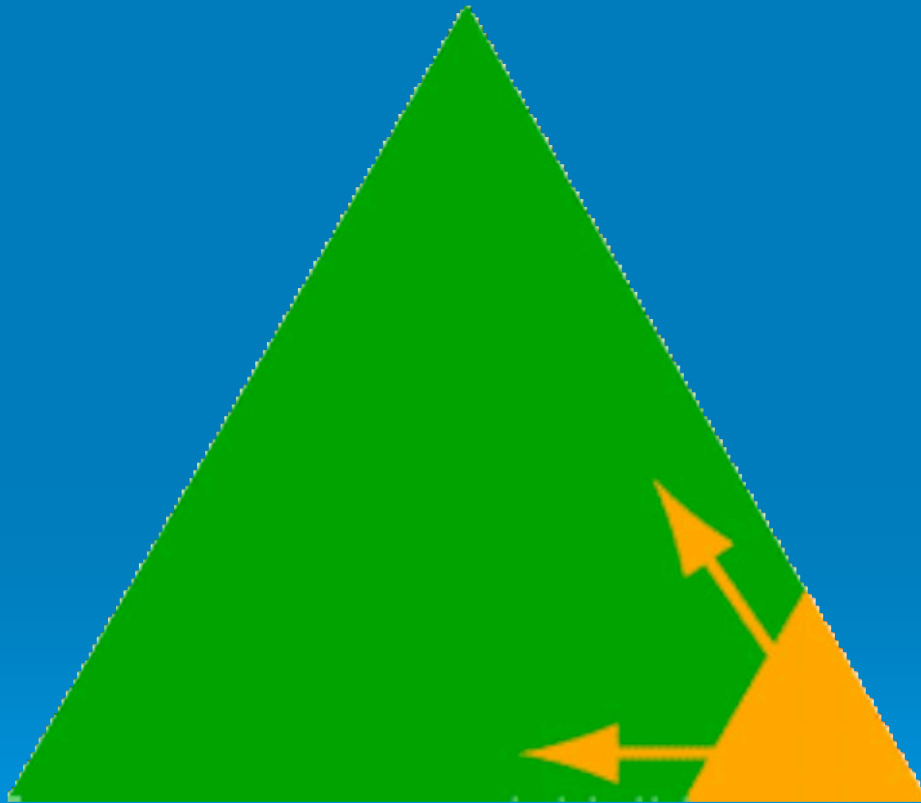
Marketing

- Neurosciences Victoria
- Institute for Molecular Bioscience
- Food Sciences Australia

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Old Style Company



- Hierarchical and usually large
- Bottom up
- Lengthy decision process
- Potential problems of size disparity
- Access to large markets

New Style Company



- Usually small with profile MD
- Operating in niche market
- Usually top down
- Rapid decision making
- Size matching
- Accessing relatively small high value markets

Remember

- Do your homework before you go - **study the market**
- Think through your strategy - **targeting**
- Focus on the nature of the mutual advantage
 - **counterpart matching and commitment**
- What is the key issue of substance?
(**Why should they be interested?**)