

OCCI E-MAIL MAGAZINE

Issue84 [June 2014]

CONTENTS

1. Vietnam Business & Chinese Business Free Consultation Events to be held
2. Issuing a report on various case studies of market cultivation in China
3. Seminar on Recruiting International Students and Internship Matching Session held
4. OCCI International Division Report on VIP Visitors

1. VIETNAM BUSINESS & CHINESE BUSINESS FREE CONSULTATION EVENTS TO BE HELD

<Vietnam>



For the past two years, the OCCI has provided necessary information through FS (Feasibility Study) Workshops focusing on the Entry into Industrial Parks in Vietnam, intended to specifically discuss suitable areas, industrial parks and its related costs etc., since Vietnam has been drawing much attention from Japanese businesses as a promising place to set up their overseas manufacturing base. This year, on July 7 (Mon), the OCCI will hold its first individual free consultations along with a workshop.

In the Workshop, matters to be noted and business opportunities in Vietnamese markets, joint entry by small and medium-size enterprises, and methods to establish a manufacturing base at lower cost will be explained.

In the Individual Consultations to be held after the workshop, a consulting company group based in Vietnam specializing in accounting, tax, labor aspects and so forth, and a company focusing on supporting small and medium-size enterprises with a support system including office work and employee education, as advisors, will respond to various consultations from companies that are considering market entry into Vietnam. Consultations, which require an advance reservation, will be held for 45 minutes per enterprise with an advisor.



<China>

To respond to the rapidly changing environment around Japan-China business, this year the OCCI China Business Support Office will hold ten (10) monthly individual free consultation sessions from this month for enterprises dealing with Chinese business, under cooperation with specialists of Chinese business, such as lawyers, licensed tax accountants, and patent attorneys.

In the first session, which will be held on June 24 (Tue), lawyers, certified public accountants, and licensed tax accountants will deal with consultations mainly for legal and tax matters. In the second session, which will be held on July 17 (Thu), lawyers and patent attorneys from professional patent corporations will give advice mainly on legal and intellectual property matters. Consultations, which require an advance reservation, will be held for 1 hour per enterprise with a specialist.

2. ISSUING A REPORT ON VARIOUS CASE STUDIES OF MARKET CULTIVATION IN CHINA

The OCCI, having interviewed with 12 companies (10 companies, and specialists from two companies), including ones in Osaka, which have actively engaged in Chinese business even after the aggravation of Japan-China-relations, issued “Collection of Market Cultivation Cases in China—Think about ‘How to Sell in China,’” a summary of the interviews, and to distribute it to companies with an interest in Chinese business.



Companies appearing in this Report of case studies : Ezaki Glico Co., Ltd., Kaji Tech Co., Ltd., Goda Embroidery Co., Ltd., Kokuyo Co., Ltd., Sakura Color Products Corp., Chuo Food Service Co., Ltd., Nagaoka International Corp., Hitachi Zosen Corporation, Mon cher Co., Ltd., Yanmar Co., Ltd., Huazhong Consulting Group, Prudent Mediators, Inc.

After the aggravation of Japan-China-relations, while the number of individual consultations with the OCCI has tended to decrease, interest in market expansion in China remains high. To respond to such needs, the OCCI compiled the “Collection of Market Cultivation Cases.”

According to this report, even with the dampening of Japan-China-relations, active sales efforts continue to be conspicuous with such cases as “Sales in China are satisfactory. Chinese market is important,” “Most important market,” and “Nearly half of our total sales are generated from the Chinese market.”

In the Chinese market, the sense of trust for high quality, safe and secure “Japan brands” can still be felt. However, with sudden changes in the market, a strategy to offer products that can meet the needs is necessary with deeper understanding of what are required in the target areas, rather than just judging the needs from Japanese ways of thinking and common sense. Furthermore, in China, quick management decisions are expected to be made through top-down decision making or empowerment to the workers, and enterprises that enter the Chinese market must respond to business practices quite different from those of Japan. In particular, since there is a limit with Japanese staff alone in terms of sales and debt collection, many companies are making an effort towards human resource development so that their Chinese employees can play a more active role.

3. SEMINAR ON RECRUITING INTERNATIONAL STUDENTS AND INTERNSHIP MATCHING SESSION HELD

With an increase in the number of Japanese companies that have engaged in expanding trade with overseas companies and business for foreigners, the need to recruit international students who can serve as a bridge between Japan and other countries has increased year by year. Accordingly, more companies are requesting detailed information on how to recruit international students and how to confirm their status of residence.



In line with this, the Osaka Chamber of Commerce and Industry held on May 29 (Thu) a seminar on “recruitment and employment” for companies, and two lecturers gave explanations on the key to recruitment and employment of outstanding international students, as well as matters to be noted in the employment procedure. The seminar was attended by 49 people, including business managers and persons in charge of personnel affairs.

Under the concept that the first step of employing international students is to accept students on internships, the OCCI held on June 16 (Mon) a seminar on “Utilizing Internships”, and provided an explanation on concrete flow and approach to internships, as well as a presentation on examples of companies that have used internships so far. 49 people attended the seminar and eagerly listened to the lectures.

Moreover, on July 23 (Wed), the OCCI will hold the “Internship Matching Session” at L Osaka (Osaka Prefecture labor center), to provide an opportunity to match companies that hope to accept international students on internships, with international students who hope to experience an internship in a Japanese company.

Through these projects, the OCCI will support the globalization of small and medium-sized enterprises in Osaka/Kansai from the aspect of human resources, and provide international students with information on the attractiveness of Japanese companies and on employment with those companies.

4. OCCI INTERNATIONAL DIVISION REPORT ON VIP VISITORS

Mr. MEY Kalyan, Ph.D., Secretary of State Rank, Supreme National Economic Council, Royal Government of Cambodia

Contact Us

Osaka Chamber of Commerce & Industry Chief Editor : Shinji MARUYAMA, Director of International Division, OCCI
2-8, Honmachibashi, Chuo-ku, Osaka, JAPAN

Tel +81-6-6944-6400
Fax +81-6-6944-6293
E-mail intl@osaka.cci.or.jp

Contact Persons : Noriko FUJITA (Ms.), Hikaru KOHAMA (Mr.)

Back Numbers of OCCI e-Magazine:

<http://www.osaka.cci.or.jp/e/mail/index.html>

※ Please contact us through the email (kohama@osaka.cci.or.jp) to inform us of your change of e-mail address, or of your wishes not to receive OCCI e-Magazine.