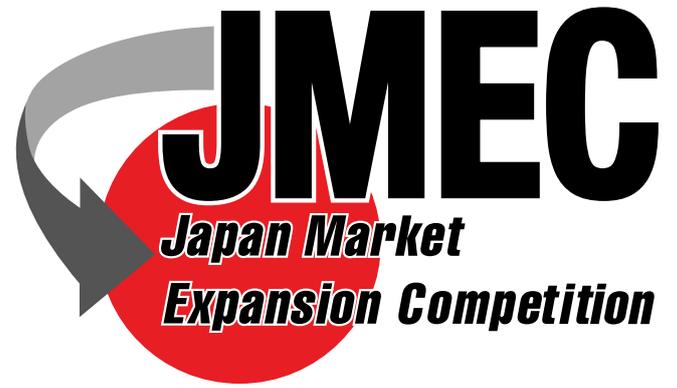


Internationally Accredited by  
Pearson plc—World's Largest  
Education Company



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 and helps foreign companies enter or expand their business in Japan.”



## Japan Market Expansion Competition (JMEC)

(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. A panel of judges reviews the plans and awards significant prizes to the best ones.

## Goals of JMEC

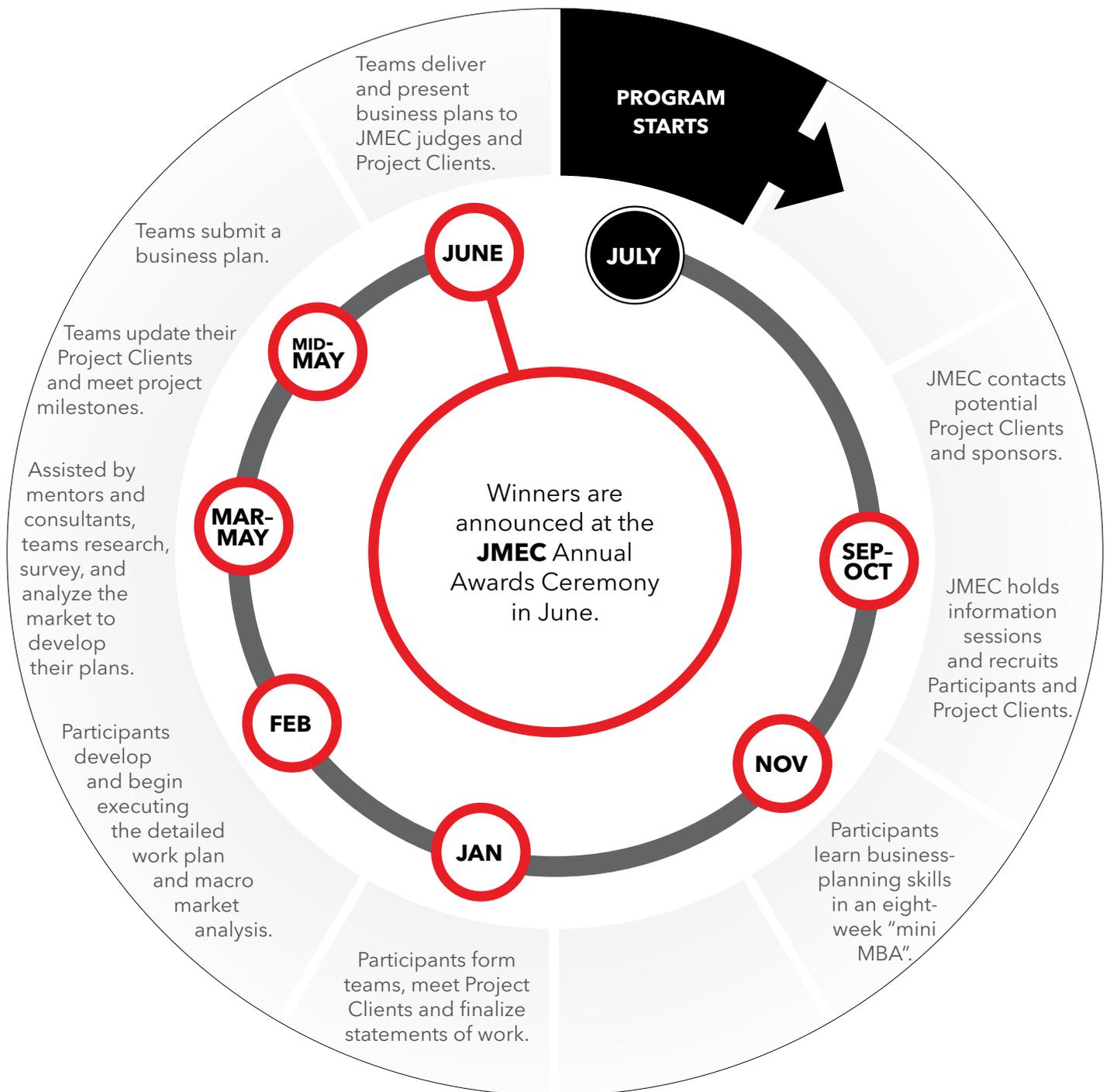
- Strengthen the business skills of individuals working in Japan
- Help foreign companies expand their business in Japan

## History of JMEC

Founded in 1993 by the Australian and New Zealand Chamber of Commerce and a small group of foreign chambers of commerce in Japan, JMEC was modeled on the New South Wales Enterprise Workshop program. Now supported by 18 foreign chambers of commerce in Japan, JMEC teams have produced 214 business plans, and a diverse group of 1,128 participants from 55 nations have completed the program.



# Timeline



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# JMEC is Internationally Accredited by the World's Largest Education Company

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JMEC is a **Pearson Assured** certified organization.



**Pearson** is the world's largest education company, with 40,000 employees in over 70 countries. The group has over 100 years of experience in education and training, and its education businesses combine publishing with the latest learning technology and online support. Its publishing brands include Longman, Prentice Hall and Addison-Wesley.

Pearson has a rich educational and literary heritage dating back to 1724 when Thomas Longman founded the publishing house of Longman in London—acquiring the stock of William Taylor, the first publisher of Daniel Defoe's novel, *Robinson Crusoe*.

Pearson is also the UK's largest awarding organization of academic and vocational qualifications, as well as Pearson Assured certification to schools, colleges, and other learning programs around the world.



Pearson Assured is an independent certification and international quality benchmark for organizations that design and deliver their own learning programs. The certification is issued by Pearson PLC of the UK and recognizes high-quality organizations.

The Pearson Assured certification benchmarks JMEC against rigorous quality criteria provided internationally by Pearson. JMEC has been audited and assured for the quality of the processes on which the design, delivery, and quality assurance of the organization's business training program is based. The JMEC program is audited by Pearson on an annual basis to ensure that standards are maintained, and that the business professionals participating in the program receive high quality training.

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## About Pearson

<https://www.pearson.com>

## About Pearson Assured

<http://qualifications.pearson.com/en/qualifications/pearson-assured.html>

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# JMEC Alumni Association

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Staying connected with **highly motivated** and **energetic** people.

## The JMEC Alumni Association provides:

- A connection to JMEC classmates
- Access to a network of 24 years of alumni and JMEC supporters
- Opportunities for professional development and leadership positions
- A range of events including social gatherings, professional development workshops, and guest lecturers from among Tokyo's business leaders.

### JMEC Alumni Association

The mission of the JMEC Alumni Association (JMECAA) is to strengthen the JMEC network, support members' professional development, and give back to the community. JMECAA achieves this goal by organizing social and professional networking events with guest speakers and workshop leaders drawn from within the alumni community. Past events include a workshop on "redefining volunteering" to explore new ways to make a difference in our communities, a panel discussion with JMEC alumni entrepreneurs on starting a new business, and a summer barbecue where new and old alumni mixed together over food and beer.

### JMEC Wired

JMEC Wired is a monthly social event with a simple format: a fun venue plus interesting guest speaker. The venues are chosen by former sommelier and craft beer importer Todd Stevens (JMEC 16). The guest speakers—always alumni—inspire attendees with their career success stories and unique business insight. The result is a unique networking opportunity and an enjoyable, stimulating evening for all involved.

### JMEC community giving

Giving back to the community is important to our members. JMECAA is collaborating with JMEC Project Client O.G.A. for Aid to find creative win-win ways in which our members can contribute to the NPO's valuable work in Tohoku while benefiting from their unique volunteering model. In addition, JMECAA supports NPO Bridge for Smile, a charity working with young people in care homes and founded by JMEC 10 alumna, Keiko Hayashi.



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# Project Clients

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## Why use 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

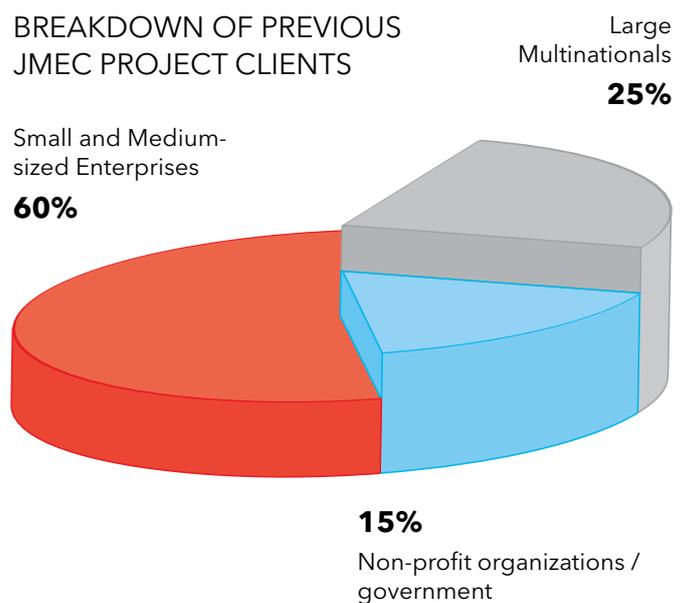
## What does JMEC offer?

- A multinational team with diverse professional backgrounds to develop new—and sometimes surprising—insights for the Project Client’s business
- Independent market analysis free from in-house resource constraints and/or bias
- “Outside-the-box” thinking about the Project Client’s business challenges
- Review and critique of the business plan by experienced senior consultants

At ¥1.5 million (¥1.2 million with early sign-up), a JMEC plan costs significantly less than using consultants or even internal resources. Around 65 percent of Project Clients implement some or all of the ideas from the JMEC business plan. Moreover, even when the plan is not carried out, it often confirms important facts about the market in Japan.



## BREAKDOWN OF PREVIOUS JMEC PROJECT CLIENTS



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# Project Clients

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PAST JMEC PROJECT CLIENTS INCLUDE:



EXAMPLE OF INDUSTRIES:

- B2C and B2B
- Home Furnishing Products
- Industrial Components for OEM
- Manufacturing Services
- Internet Software (B2B)
- Consumer Food Products
- Financial Services
- Education Programs
- Marketing of Consumer Products
- Promotion of Leisure Industry
- Health Products
- Biotechnology
- NPOs
- Government Agency Promotion
- Market Research
- Corporate Services Promotion Strategy
- Industrial Products
- Electric Highways
- Consumer Product Distribution & Evaluation
- Gas Turbines
- Telecommunications

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

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

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### Comments from JMEC Project Clients

“Despite the technical complexities of our products and the restrictions we laid on the team, they identified the underlying issues of our business. Based on the technical lifecycle constraints we face and the time pressures we are under, our JMEC team posed a partnership strategy that would quickly give us the enhanced market access and customer support capability we need to roll out value-added services and cement our key relationships.”

**Mike Ropicky, Asia Pacific Vice President  
Tektronix Communications**

“The JMEC team’s niche market research analysis, promotion strategy, and marketing materials provided me with what I need to build a business around the JMEC blueprint. They evaluated competitors, interviewed potential users, and obtained focus group data, which will allow me to position this new service in the Japanese market. They also showed ways to leverage Fusion Systems Group capabilities to reduce costs and increase competitiveness.”

**Mike Alfant, CEO  
Fusion Systems Group**

“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**

“Our JMEC team compared us to our competitors, obtained focus group assessments of how our target market sees us, and developed a modern communication strategy that redirects our promotional spending to more effective ways of attracting MBA candidates and achieving our growth targets. Amazingly, the JMEC team proposed first year improvements that save several times the cost of their plan! Well done!”

**Philip O’Neill, McGill MBA Japan  
Program Director**

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# Participants

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“Participants work in a **culturally diverse** group. Typically ranging in age from mid 20s to mid 40s, they come from different countries and professional backgrounds. This ensures a **global and diverse perspective** within the teams and for the clients.”

## Benefits

- Gain cross-cultural experience and practical learning for working successfully in a multinational environment
- Develop and improve time management, project management, and delegation skills
- Learn from local business experts, consultants, and mentors
- Expand your network of professional business contacts
- Receive high-quality, low-cost, cross-cultural training
- Create a strategic business plan for an actual company.
- Gain local market knowledge and market research skills

“By attending the program, I gained confidence and learned to see things from a broader perspective.”



**Jonathan Monsanto**  
IT Manager at DGS IT

“I applied to JMEC thinking the program could give me ideas of how to start my own company. I also felt the need to have recognized and

certified business-related credentials to speak more knowledgeably within my company about business plan decisions in Japan.

By attending the program, I gained confidence and learned to see things from a broader perspective within my department and company. I also feel I am able to accept bigger challenges, and as a consequence my colleagues view me in a more senior way.”



**Izumi Yamamoto**  
Hewlett Packard Enterprise Ltd.

“JMEC provided me with an opportunity to work in a diverse, multi-cultural team, and the confidence to leave my comfort zone. It deepened my understanding of how a business entity is managed. My employer, HPE, is a huge company so it has always been difficult for me to understand the big-picture, but JMEC has given me great insight. Now I understand much better that, in HPE, every transaction keeps the company running. This has had a huge impact on my career.”

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# Sponsors

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Depending on the level of support, sponsoring organizations not only demonstrate their commitment to community-based initiatives, but also enjoy the following 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, distributed to around 2,000 business professionals in the Tokyo area
- Exposure to foreign and Japanese business professionals through various networking organizations, foreign chambers of commerce in Japan, foreign trade offices, and JMEC events, including the annual JMEC Awards Ceremony



**Hitoshi Yoshida,**  
**Managing Director,**  
**Hewlett Packard Japan,**  
**VP Enterprise Group,**  
**Hewlett Packard Enterprise Ltd.**

"As a Platinum sponsor of JMEC for more than 16 years, we have sent more than 80 employees through the program and continue to send five or more a year. JMEC has great value for HPE 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."

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# How to Apply

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1. JMEC 21 winners are pictured with 1st Prize sponsor representatives from British Airways and the American Chamber of Commerce in Japan, their team consultant and the JMEC Chair at the JMEC Awards Ceremony.
2. The JMEC Trophy
3. Lecturers are all experienced business executives.
4. Participants are culturally diverse and talented.



Learn more about becoming a JMEC Project Client, Participant, sponsor, or sending staff for training on the JMEC website:

## General Enquiries:

Trond Varlid, Program Director  
Tel: (03) 5562-1444  
Email: [info@jmec.gr.jp](mailto:info@jmec.gr.jp)

## Key Deadlines:

Sept. 30 Project Client applications for special "early-bird" discount fee  
Oct. 15 Participant applications  
Nov. 30 Project Client applications

## For more information:

[www.jmec.gr.jp](http://www.jmec.gr.jp)

DESIGN BY:



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# JMEC Corporate Sponsors

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## PLATINUM SPONSORS



**Areti.**



**FINNAIR**

**THE WALL STREET JOURNAL.**

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## GOLD SPONSORS



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**Clas G. Bystedt**

**Dermot Killoran**

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**Jim Weisser**

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