

PILOT PROJECT

“Keys to Japan” – Business Plan Drafting Support Service for European SMEs

The core objective of this new service is to support European SMEs with business plans/feasibility studies for market entry or business expansion in Japan.

This new service is expected to have the following general impact:

- Open new doors in Japan – develop and expand the spectrum of business opportunities in Japan for EU SMEs;
- Help EU SMES identify a winning market entry approach and offer practical tools and route to strategy implementation

Keys To Japan (KTJ) will assist EU SMEs with the definition and production of detailed, real-world and high quality market entry strategies in Japan. To do so, the KTJ service will leverage the expertise of services such as the Japan Market Entry Competition (<http://www.jmec.gr.jp>) or the European Satellite Navigation Competition (<http://www.galileo-masters.eu>) and co-sponsor the draft of generic and detailed market entry/expansion plans for a selected number of EU SMEs with the potential for a long-term commitment and interest to approaching the Japanese market

The following actions are envisaged:

- Supporting the draft and publication of a set of sector-specific, generic market entry strategies/business plans which will be available to a larger number of beneficiaries – for example through the “EU Business In Japan” web portal - and which will provide useful guidelines/templates for a larger group of companies in the same industry, needing to draft a business plan.
- Supporting the elaboration of detailed individual market entry strategies/business plans for up to 2 European SMEs, competitively selected on the basis of their potential, commitment and motivation towards entering the Japanese Market.