

CEO Business Meeting & J-GoodTech

International Business Matching Support Service

**Organization for Small & Medium
Enterprises and Regional Innovation, JAPAN
(SME SUPPORT JAPAN)**

I . Overview of SME SUPPORT JAPAN (SMRJ)

I - 1. Roles of SME SUPPORT JAPAN (SMRJ)

Established : July 2004

Objectives :

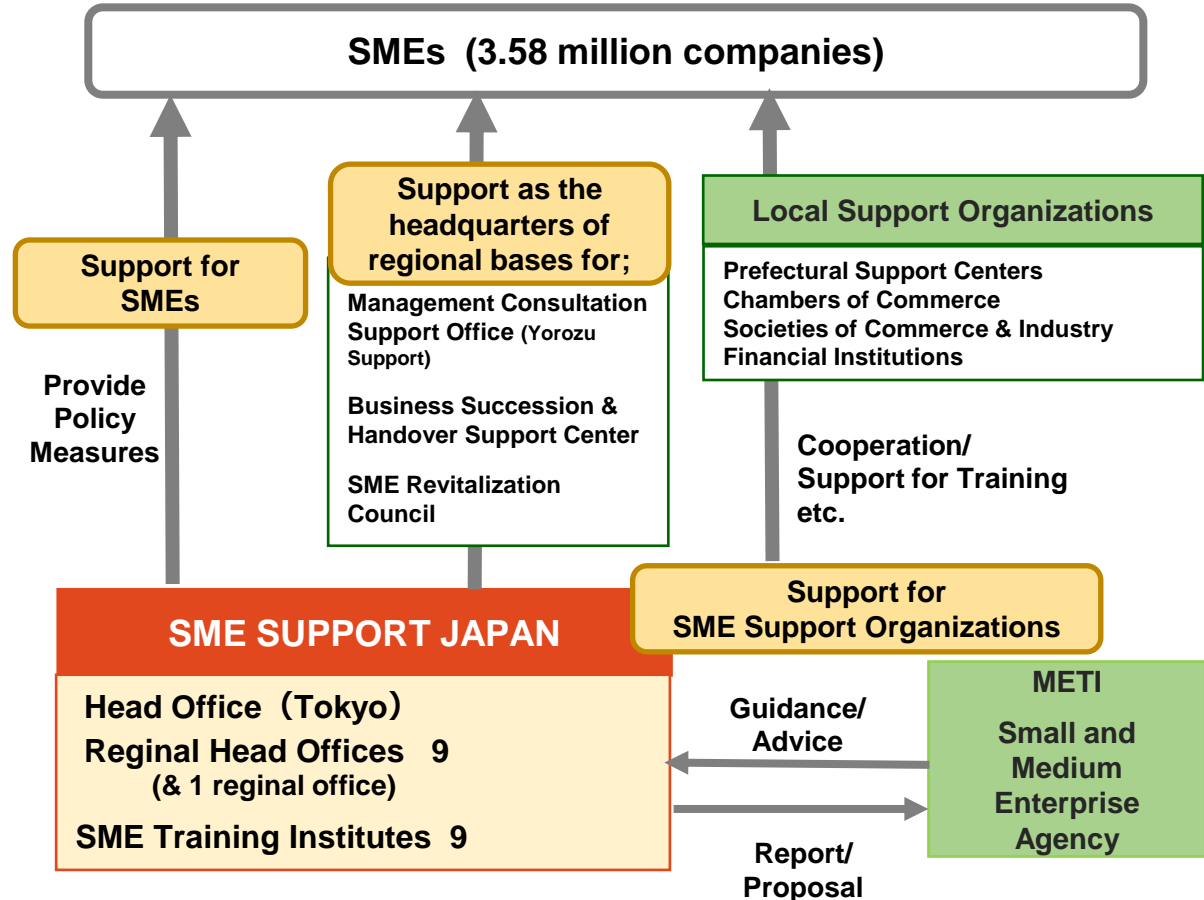
As an organization implementing comprehensive SME policy, SME SUPPORT JAPAN implements various support measures tailored to every stage of corporate growth, from Start-up phase to Growth and Maturity Phase.

Capital : 1,190 bil JPY (8.7 bil USD)

*as of Mar.2023

Officers & Employees : Officers 13
Employees 779

Competent Minister : Ministry of Economy, Trade and Industry (METI)
(and partly under co-jurisdiction with the Ministry of Finance)



Profile of SMRJ

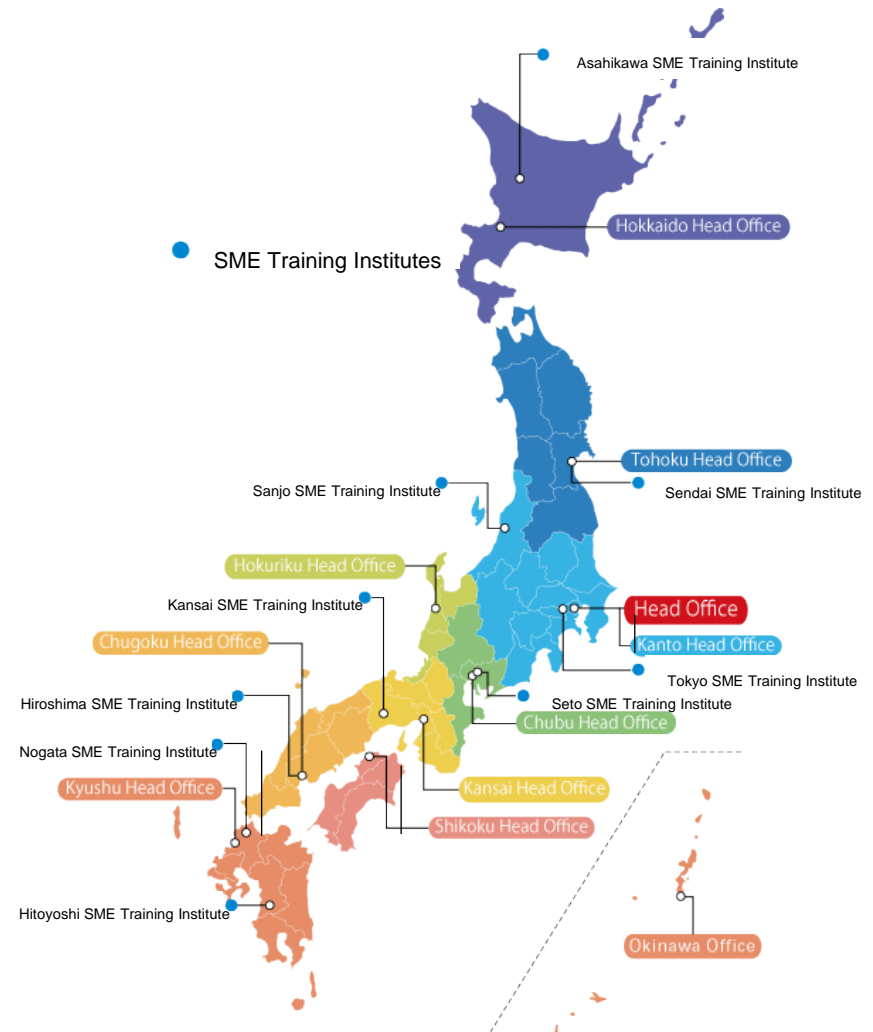
“Exclusively designated organization implementing comprehensive SME policy”

Support Structure of SMRJ

- 9 regional Head Offices and 9 SME Training Institutes nationwide
- Approximately 750 employees
- Approximately 3,400 registered experts (e.g., lawyers, CPAs, tax accountants and management consultants)
- Capital: 1.11 trillion yen (as of Jan. 21, 2022)

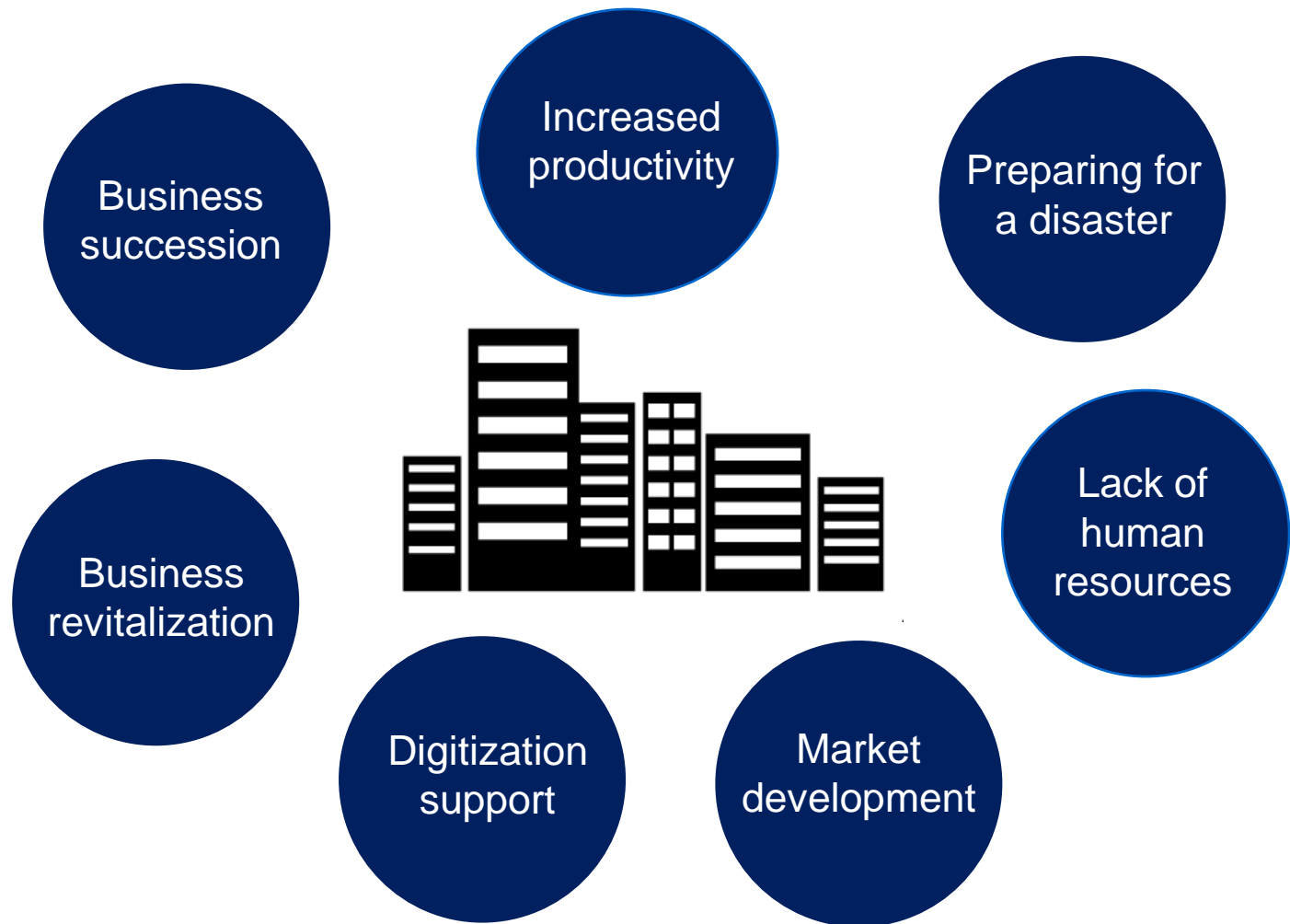
Features of SMRJ's Support Programs

- **Comprehensive support**, from business startup, business growth and development to business turnaround
- **Advanced support in a wide range of areas** through its nationwide network
- **Support**, by utilizing its know-how, for local **support organizations aimed at improving in their support functions**
- **Various SME support** in collaboration with local support organizations, universities, financial institutions, etc.



Problems faced by Japanese SMEs

There are various challenges surrounding Japanese SMEs.



Project Overview

Start-up Phase

Business Creation

- Incubations
- Acceleration program (FASTAR)
- TIP*S and BusiNest
- Start-up Consultation AI Chatbot (KIGYO RIDER MAMORU)
- Japan Venture Award (JVA)
- Venture Business Reboot Support

Growth Phase

Business Development

- Sales channels development and matching support
- Support for internationalization
- New Regional business creation
- Productivity improvement
- Subsidies for business restructuring and conversion

Maturity Phase

Business Continuity

- Business succession & revitalization
- Disaster mitigation
- Mutual relief scheme for small-scale enterprises
- Mutual relief scheme for the prevention of bankruptcies of SMEs
- Support for the impacts of the novel coronavirus disease

All Phases

Consulting Services

- Business Consultation (advice)
- E-SODAN
- Hands-on support
- Dispatching experts
- Support for manufacturing technology

Personnel Development

- SME Training Institutes
- WEBee Campus
- Seminars

Fund-Raising

- Fund investing
- Upgrading program



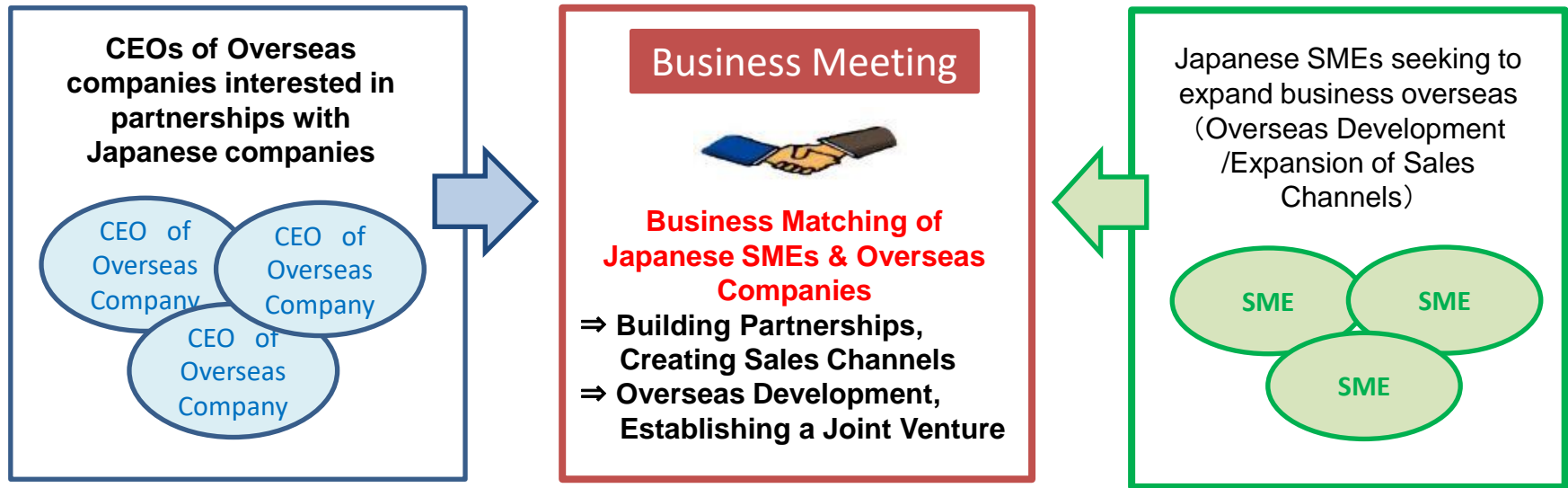
SME SUPPORT JAPAN

CEO Business Meetings

Overview of CEO Business Meetings ①

SME SUPPORT JAPAN hosts business meetings (face-to-face or online) for CEOs from abroad who are seeking opportunities to build partnerships with Japanese companies and handle the products and technologies of Japanese SMEs.

The meetings will create new values through the partnerships between Japanese SMEs and overseas enterprises.



CEO Business Meetings are only open to overseas companies recommended by overseas competent authorities (governments, governmental agencies, local governments, economic organizations, etc.) and Japanese SMEs that are also certified by SME SUPPORT JAPAN(SMRJ).

<Overseas Governmental Organizations in cooperation with SME SUPPORT JAPAN >

Ministry of Planning and Investment of Vietnam/ Ministry of Industry of Indonesia/ Ministry of Industry of Thailand/ Indonesian Chamber of Commerce and Industry/ Vietnam Chamber of Commerce and Industry/ Enterprise Singapore/ Office of Small and Medium Enterprises Promotion of Thailand/ Department of Trade and Industry Philippines/ Malaysian Investment and Development Authority/ Federation of Indian Industry/ Taiwan Trade Center/ etc.

Overview of CEO Business Meetings ②

Target participants (Overseas Companies) :

1. Trading companies (General or Specialized)

※Large companies as well as SMEs/ Companies intending only to export to Japan are excluded

2. Companies seeking distributorship agreement/ agency contract or to procure Japanese products/parts

3. Companies interested in product development incorporating Japanese technology and/or components

4. Companies interested in adding values to their products through joint development and/or technological collaboration with Japanese companies

5. Companies seeking to establish joint ventures with Japanese companies (In home country and third-party countries)

6. Companies with advanced technology and seeking collaboration with Japanese companies

Benefits of CEO Business Meetings ③

- ① **Possible to directly negotiate with Decision Makers**
Decision makers of both parties are in attendance, so business negotiations are expected to go quickly.
- ② **Japanese SMEs approved by SMRJ will participate**
All participating Japanese SMEs are carefully selected by SME SUPPORT JAPAN (SMRJ) and participating overseas companies are recommended by Overseas Support Organizations.
- ③ **Participation of Motivated Japanese SMEs supported by SMRJ**
Participating Japanese SMEs are well prepared for the meeting, supported by the experts of SMRJ with the advice for negotiations, legal matters etc. Overseas companies can attend the meeting without undue anxiety and can expect smooth negotiations.
- ④ **Support for Negotiations**
CEO Business meetings will be supported by the experienced experts of SMRJ and interpreters (you can use mother language).
- ⑤ **SMRJ will endeavor to find appropriate Japanese SMEs to meet the needs of foreign companies and to successfully conduct business matching.**
Please note, SMRJ does not guarantee appropriate business matching. But we at SMRJ will make the most of our network of SMEs in Japan to take on the challenge of finding the right partner.

❖ **Participation is free!**

CEO Business Meetings for Medical Equipment & Distribution Industry FY2022

CEO Biz Meeting for Medical Equipment

1. Theme

- Medical Equipment, Health-Care, Nursing etc.

2. Date of the Meeting

- 28 November- 9 December

※To be held at the same time & place as CEO Biz meeting for Distribution Industry

3. Number of Prospective Participating Companies & Business Negotiations

- Overseas Companies : 41
- Japanese Companies : 64
- Business Negotiations : 84

4. Prospective Participating Countries & Regions

- Indonesia, Singapore, Thailand, Taiwan, Philippines, Vietnam, Malaysia etc.

5. Meeting

- To be held online

6. Participation Fee

- Overseas Companies : Free of Charge
- Japanese Companies : \$50 (Incl. Interpreter's Fee)/ Negotiation

CEO Biz Meeting for Distribution Industry

1. Theme

- Electric Cars & Non-Electric Cars, Internet-related products, Drones, Freight Forwarding, Warehouses, Distribution Systems etc.

2. Date of the Meeting

- 28 November- 9 December

※To be held at the same time & place as CEO Biz meeting for medical equipment

3. Number of Prospective Participating Companies & Business Negotiations

- Overseas Companies : 9
- Japanese Companies : 9
- Business Negotiations : 9

4. Prospective Participating Countries & Regions

- Indonesia, Thailand, Taiwan, Vietnam, Malaysia etc.

5. Meeting

- To be held online

6. Participation Fee

- Overseas Companies : Free of Charge
- Japanese Companies : \$50 (Incl. Interpreter's Fee)/ Negotiation

CEO Business Meetings for Environmental Technology & High-Tech Industry FY2022

CEO Biz Meeting for Environmental Tech

1. Theme

- Environmental Energy, Food Tech (Food Loss), Recycling, Carbon Neutrality etc.

2. Date of the Meeting

- 6 February - 17 February

3. Number of Prospective Participating Companies & Business Negotiations

- Overseas Companies : 23
- Japanese Companies : 70
- Business Negotiations : 70

4. Prospective Participating Countries & Regions

India, Indonesia, South Korea, Singapore, Thailand, Taiwan, Vietnam, Malaysia etc.

5. Meeting

- To be held online

6. Participation Fee

- Overseas Companies : Free of Charge
- Japanese Companies : \$50 (Incl. Interpreter's Fee)/ Negotiation

CEO Biz Meeting for High-Tech Industry

1. Theme

- Aerospace, Robot & FA, Sensors, Camera Technology, Image Analysis & Recognition etc.

2. Date of the Meeting

- 6 February - 17 February

3. Number of Prospective Participating Companies & Business Negotiations

- Overseas Companies : 49
- Japanese Companies : 96
- Business Negotiations : 116

4. Prospective Participating Countries & Regions

India, Indonesia, Thailand, Taiwan, Philippines, Vietnam, Malaysia etc.

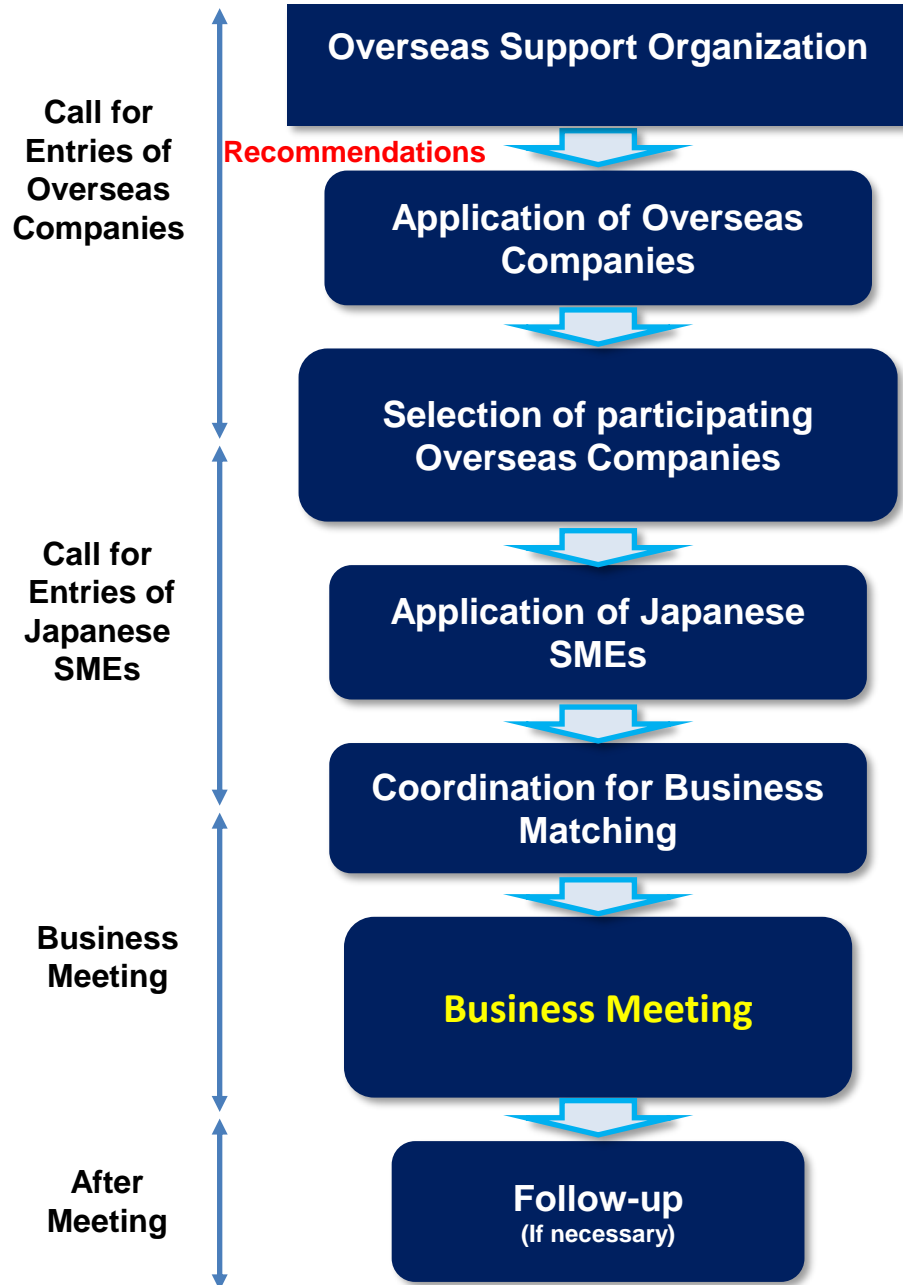
5. Meeting

- To be held online

6. Participation Fee

- Overseas Companies : Free of Charge
- Japanese Companies : \$50 (Incl. Interpreter's Fee)/ Negotiation

CEO Business meetings procedures and outcome (FY2022)



Objectives:

- To support **B to B Matching** between **Japanese SMEs** aiming for overseas development and **CEOs from abroad** seeking opportunities of partnerships with Japanese SMEs.
- To provide opportunities for CEOs from abroad and Japanese SMEs to meet in order to establish joint ventures or technological partnerships etc.

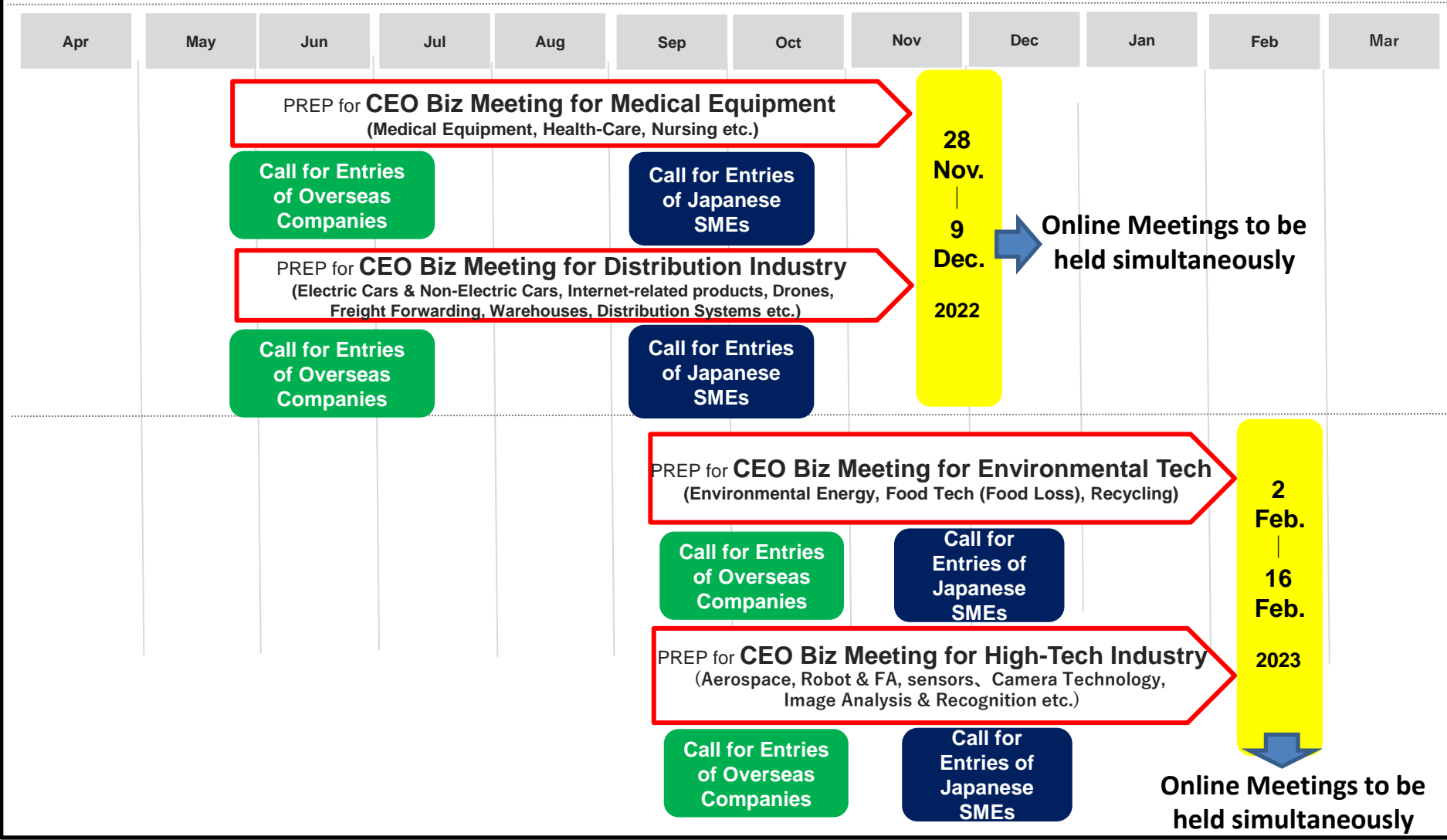
※Free of Charge for Overseas Companies (Travel expenses are also covered by SMRJ)
(Japanese companies are required to pay ¥5,500/online mtg., ¥6,600/physical mtg. with CEOs from abroad)

Results of CEO Business Meetings

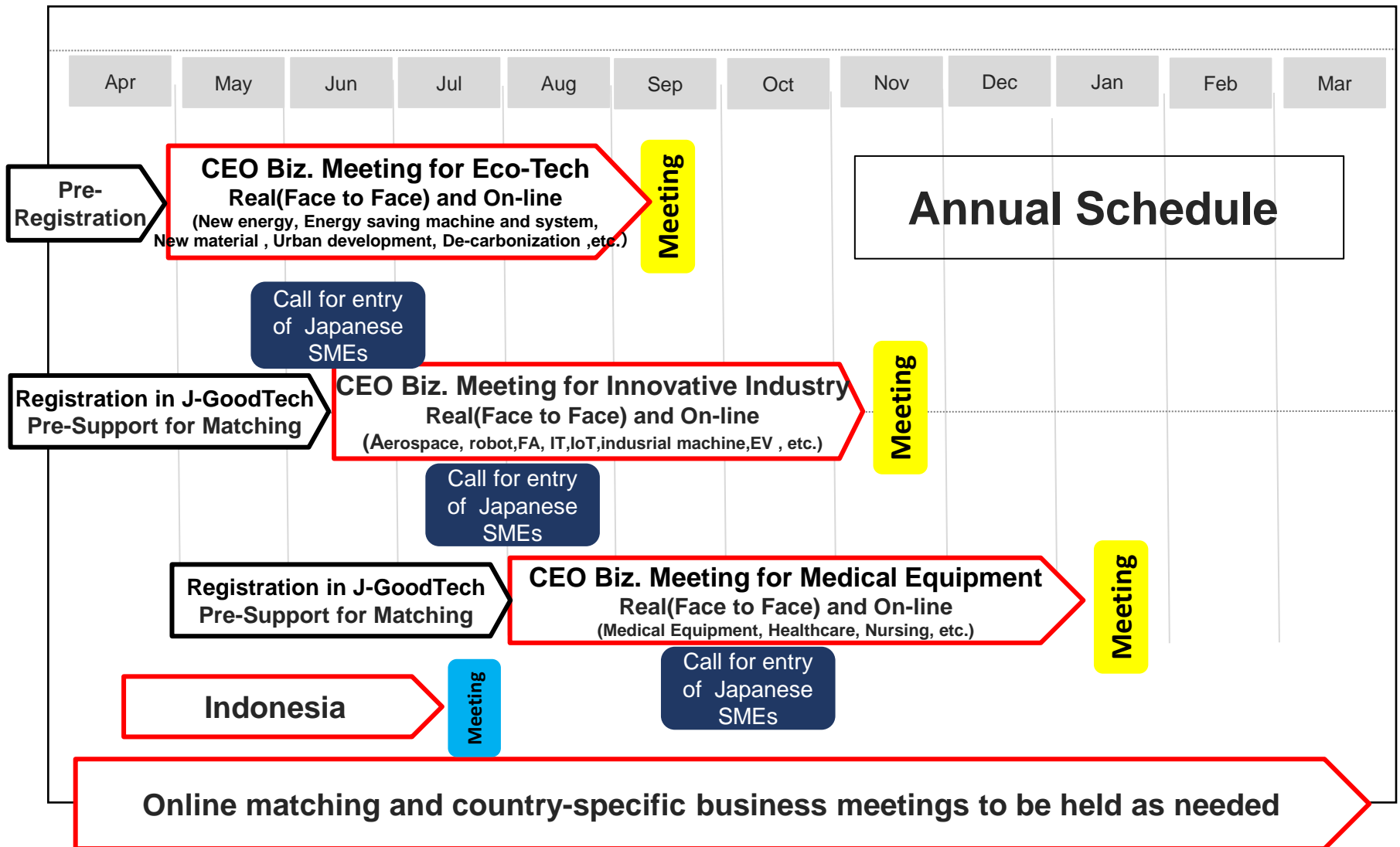
- * 324 Japanese Companies participated
- * 204 Overseas Companies participated
- * Number of Business Meetings : 618
- Rate of Negotiations Continued : **38.9%**

CEO Business Meetings Annual Event Schedule FY2022

*Japanese Fiscal Year – 1 April to 31 March



CEO Business Meeting FY2023 Schedule (Plan)



MA01

Spirit AeroSystems Malaysia Sdn Bhd

スピリット・エアロシステムズ・マレーシア

Malaysia

Aviation



Aviation parts assy. process 1



Aviation parts assy. process 2

[Participant] Representative Director
 [Headquarters] Kuala Lumpur
 [Branches] –
 [Web site] <https://www.spiritaero.com>

- Established : 2007
- Capital : JPY14M
- Employees : 950
- Revenue : JPY35,000M
- Business : Manufacturing of Aircraft parts
- Main products : Wings, Doors,
Various parts for aircraft body
- Customers : Aviation related companies
- Certifications : ISO9001、ISO14001、AS9100、Nadcap
- Business experience with Japanese company : Yes

Company overview

One of the Tier 1 companies in aircraft parts manufacturing for commercial aircraft, defense platforms, and business/regional jets. Malaysian subsidiary of Spirit AeroSystems. Manufactures aircraft fuselages, wings, pylons, nacelles, and other parts using aluminum materials and advanced composite material technology. At the Malaysian factory, mainly manufactures and assembles wings and doors through the processes of machining, sheet metal, and painting, and delivers them to major Tier 1 aircraft manufacturers.

Purpose of participation in the CEO business meeting

■ Co-development, technical collaboration

Seeking to automate the assembly process of aircraft parts through co-development and technical collaboration with a Japanese company in order to improve production efficiency. Specifically, hoping to have meeting with system integrators who have AI, IoT, ICT, and FA technologies.

■ Purchasing from Japanese companies

Procurement of tooling (jigs/tools) used for aircraft parts from a Japanese company in order to meet manufacturing requests from major aircraft manufacturers. Require cost competitiveness, efficiency improving and labor saving.

MA02

UMW Aerospace Sdn Bhd

UMW エアロスペース

Malaysia

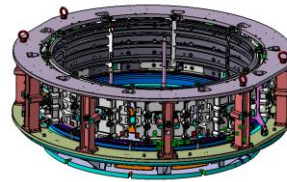
Aviation



Fan case for Aircraft engines



Fixture tool for machining



[Participant] Board director
 [Headquarters] Serendah
 [Branches] –
 [Web site]
<https://www.umw.com.my/web/guest/aerospace>

- Established : 2015
- Capital : JPY1,520M
- Employee : 172
- Revenue : JPY7,140M
- Business : Manufacturing and sales of Aircraft parts
- Main products : Engine fan case
- Customers : Major manufacturer of engine
- Certifications : AS9100、Nadcap
- Business experience with Japanese company : Yes

Company overview

A wholly owned subsidiary of the UMW Group's aviation division. Positioned as a Tier 1 aircraft engine parts supplier. In addition to processing technology such as titanium processing, welding, and welding of high-strength materials, has an integrated system from X-ray inspection, ultrasonic inspection, painting, to assembly. Has supply chain not only in the United States and Europe, but also in India and China.

Purpose of participation in the CEO business meeting

■ Purchasing from Japanese companies

Purchasing of product manufactured by an OEM-approved company by a major aircraft-related company. Specifically, considering procurement of regular supplies of factory (gloves, masking tape, sealant, etc.), C-Class parts (bolts, nuts, screws, seals, etc.), and sheet-sized titanium.

■ Co-development, technical collaboration

Seeking companies that have experience in developing and manufacturing fixture tools used for machining to manufacture aircraft engines or aircraft parts. Also, hoping for co-development and technical collaboration with companies that can provide NC programming services in hard metal (titanium, inconel, etc.) processing and companies that have experience in 3D printing manufacturing.

MA04

Innopeak(M) Sdn Bhd

イノピーク (M)

Malaysia

Aviation



Company core competence

Production Service process

[Participant] Board director
 [Headquarters] Selangor
 [Branches] –
 [Web site] <https://www.innopeak.com>

- Established : 1996
- Capital : JPY120M
- Employees : 24
- Revenue : JPY89M
- Business : Manufacturing and sales of Industrial tool, equipment

- Main Product : Tools, ground support equipment
- Customers : Aviation Industry, Automotive Industry, etc.
- Certifications : ISO9001
- Business experience with Japanese company : –

Company overview

Design, manufacture, repair and reverse-engineering services for tools, ground support equipment and parts. Main business is aerospace, but also does business with oil and gas, defense, and automotive. In addition to Malaysia, the company has sales agents in Singapore, Indonesia, and India.

Purpose of participation in the CEO business meeting

■ Establishment of Joint-venture

Hoping to establish a joint venture company for the purpose of technical cooperation such as processing and manufacturing processes, secondary processing for aerospace-related tools, ground support equipment, parts and reverse engineering services, etc.

■ Co-development, technical collaboration

Would like to utilize company's manufacturing facilities to jointly develop and technically tie up new products at the prototype stage with Japanese companies. New products can be marketed through distributors in Singapore, Indonesia and India.

MA05

AEROSPACE COMPOSITES MALAYSIA SDN BHD

エアロスペース・コンポジット・マレーシア

Malaysia

Aviation



Composite assembly parts
(Fixed trailing edge of wing)



Composite assembly parts
(Fuel dump part)

[Participant] Representative director
 [Headquarters] Bukit Kayu Hitam
 [Branches] –
 [Web site] <https://www.acmsb.com.my>

- Established : 1996
- Capital : JPY2,800M
- Employees : 850
- Revenue : JPY9,800M
- Business : Manufacturing of Aircraft parts

- Main products : Aircraft composite assembly parts
- Customers : Manufacturer of aircraft composite
- Certifications : ISO14001、AS9100、Nadcap
- Business experience with Japanese company : Yes

Company Overview

A strategic joint venture established between Boeing and Hexcel Corporation, mainly as a supplier to Boeing, deals with high-quality primary and secondary aeronautical components, composite structural parts, etc. Manufactures various components such as main wing parts, aileron skins, spoilers, wing spars, flat panels, winglet parts, wing leading edge parts, wing trailing edge parts, etc. and delivers to major aircraft manufacturers worldwide as well as to Japanese Tier 1 manufacturer (wing composite panels).

Purpose of participation in the CEO business meeting

■ Co-development, technical collaboration, Product sales to Japanese companies

Hoping to build a cooperative relationship with a Japanese company that manufactures and assembles aircraft composite parts, in order to expand the business in Japan.

Particularly looking for Japanese aircraft-related companies that handle composite parts (primary/secondary structures, assembly parts) made of fiberglass or carbon fiber materials.

Business Matching Site "J-GoodTech"

What is J-GoodTech?

J-GoodTech is a business matching platform that connects Japanese SMEs and major companies from all over Japan, and overseas companies.

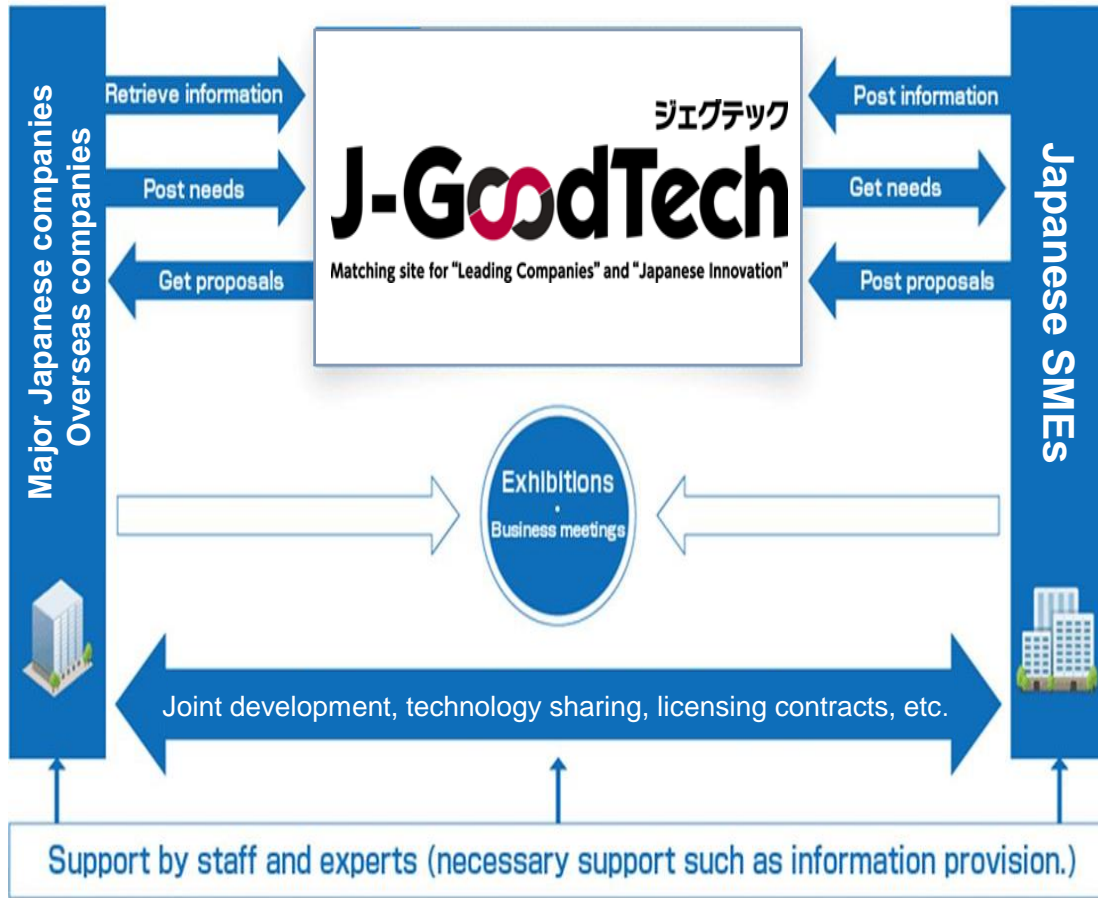
- J-GoodTech is a business matching platform used by approx.31,800 companies , including domestic SMEs in a wide range of industries such as manufacturing, wholesale, and service, major companies, and overseas companies recommended by overseas government organizations/agencies.
- You can search for business partners for new product development, business collaboration, joint development, order placement, and so on. You can also conduct business communications for new transaction on the site.
- Advisors from SME SUPPORT JAPAN nationwide provide support for business matching.

The number of Web-matching is 10,000 per year.




* 1. Manufacturing, wholesale, and service industries recommended by overseas government organizations/agencies

Outline of the matching system



 **23,000**
Japanese SMEs

 **8,000**
Overseas Companies

 **800**
Major Japanese
Companies as Partners

 **10,000**
Number of Matching discussions
in 2021

Registered Japanese mid-sized companies (examples)

One of the world's leading mirror-like finishing technologies used for JAXA HAYABUSA 2!

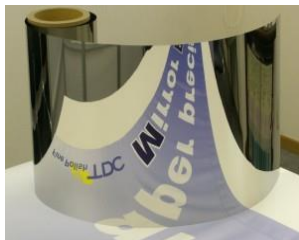
TDC Corporation

(In Miyagi, Capital: 30 million yen, No. of employees: 54)

- Their ultimate mirror-like finishing technology, which polishes metal and ceramic surfaces in units of nano, is one of the best in the world.
- They have also developed the world's first and unique continuous mirror-like finishing technology for large-area metal films.
- Used in collection capsules for JAXA HAYABUSA 2.



Ultra-precise mirror-like finish



Ultra-precise metal film

Leading market share in valves for analyzers!

Takasago Electric, Inc.

(In Aichi, Capital: 90 million yen, No. of employees: 226)

- They manufacture valves and pumps for analyzers, which are essential in medical diagnoses, environmental measurements, and other leading-edge fields.
- They have exported over 5,000 product models to 50 countries worldwide.
- Their ultra-compact and ultra-light pump was used in experiment equipment at the International Space Station.



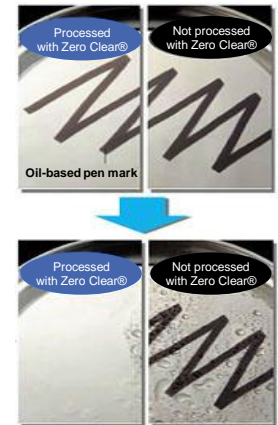
Eco-friendly and highly functional inorganic paints that can be cleaned with water.

Its applications are infinite!

Gogoh Co., Ltd.

(In Aichi, Capital: 25 million yen, No. of employees: 9)

- They developed revolutionary paints and a new painting technology. With their high hydrophilic property, even oil or other greasy dirt can be cleaned off by simply using water.
- The highly functional paints are resistant to scratches even at the pencil hardness level of 9H or lower and have superior abrasion resistance as well as heat resistance and antibiotic properties.
- Their applications are infinite: e.g. It is used in the drums of laundry machines from a major home appliance manufacturer.



Even oil-based pen marks come off easily with just water.

What you can do with J-GoodTech

Acquisition of new customers, creation of new products/services. SMEs aiming to develop new markets, new fields, and overseas sales channels are utilizing J-GoodTech.



Examples of business matching for R&D and joint development, etc.

Image analysis and camera system used to calculate human's metabolic expenditures in a non-contact manner	Major general contractor
A technology that recognizes cane users in stations by using image processing	Major trading company, major railway company
Energy harvesting technology for smartphones and watch devices	Major overseas company
Joint development of humanoid robots and mannequins	Mid-sized company
Development of ICT, VR and devices, etc. that lead to streamlining at logistics warehouses	Electrical manufacturer
Products and services for boosting productivity at offices by using digital technologies	Major trading company, hotel chain
Joint development of sensors that detect bugs and other intruders in vegetables, etc.	Major food company
Development of a video meeting system that responds to workstyle reform	Electronics manufacturer
Information collection and joint development related to human health	Pharmaceutical company
Automatic human motion detection	Major auto manufacturer

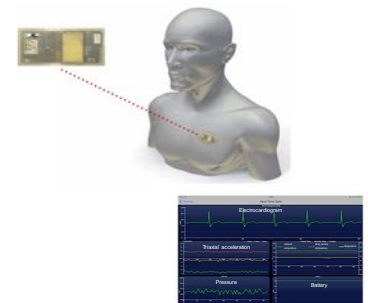
Successful Contract Example via J-GoodTech

Major Company A x University B

Joint development and contract of technologies and products that can be used to predict heatstroke

University B, according to the proposal from TLO:

- ✓ Proposed an adhesive plaster-type sensor that detects electrocardiogram, heart rate, heart rate variability and body surface temperature, etc.
- ✓ It was used for detailed monitoring and predicting employees' physical conditions and safety.



- 1. You can receive nomination for the business from Japanese companies and overseas companies who wish to make a business.**
J-GoodTech has approx. 23,000 Japanese companies and approx. 8,000 overseas companies registered. You can receive business appointments directly from them.
- 2. You can publish your company information to appeal your strength on J-GoodTech website**
Like a web exhibition, you can publicize your company's PR and strengths on your J-GoodTech website.
- 1. You can apply for and make proposals for business inquiry such as contract orders.**
Overseas orders, procurements, and projects are listed, so that you can freely search for the project you are interested in.

Appeal your strength on J-GoodTech website

You can publish your company information to appeal your strength on J-GoodTech website


AI ELECTRONIC INDUSTRY CO., LTD

We manufacture ozone water generators with performance improved by means of an electrolysis method. We also make antennas that are being used by DoCoMo, etc.

We manufacture various types of antennas, ozone water generators, terahertz non-destructive inspection instruments, laser receivers, semiconductor inspection instruments, and so on. Our antennas are employed in cellular phone relay stations. They satisfy the specifications required by NTT DoCoMo, Inc. Our semiconductor inspection instruments are equipped with high-level image processing technology and have been accepted by many domestic and overseas manufacturers. Our ozone water generator was the first such product in Japan to exploit the electrolysis method.

[Inquiry](#)

[Presentation](#)
[Products/Technology / Services](#)
[J-GoodTech activity record](#)
[Company Profile](#)



Sales Pitch 67%

Consignment design

We provide total solutions supported by the electronic equipment development knowhow we have cultivated in our in-house product development.

- For infrastructure
Magnet-type horizontal sensors
(We aim to maintain standard quality for magnetic applications and wireless applications.)
- For DIY
Laser distance meters
(Visible-light laser)
- For advanced technical research
Terahertz TDS systems
(Terahertz light time domain spectroscopy)

Consignment and subcontract production

Our company designs products from large industrial equipment to cellphones and medical equipment, and we manufacture trial products even in small lots. We procure parts and manufacture products in Japan and abroad, and reduce costs by inspection. We aim to maintain global-standard quality by acquiring ISO 9001 certification.

Merchandise developed in-house

Our company manufactures various ozone products, such as ozone water generators, simplified ozone water densitometers, and ozone mist generators. We also manufacture laser markers and other measuring equipment. Our in-house products include heat exchange fans. Our company has a dedicated building for laser inspection. We perform thorough receiving and shipping inspections in the quality assurance division.

- Ozone products
- Heat exchange fans
- NTT-50P building internal diagnosis devices

Other presentation

[Company strength]

We have accumulated a lot of know-how and technology in the 30 years since our foundation. Only a few SMEs in Japan can take on being entrusted with integrated production process design, software development for inspection and measurement, tool development, and quality inspections. We have obtained five patents for our ozone water generating instrument, which was the first such use of the electrolysis method in Japan, and have enhanced its quality. Our non-destructive inspection device utilizing terahertz frequency bands was also the first such commercialization in Japan, and we have obtained five patents related to this device. We are a company that takes on development-type challenges. We are equipped with comprehensive technology and know-how.

[Business description]

We manufacture and sell the following independently-developed products: antennas for cellular relay stations, ozone water generators, terahertz non-destructive inspection instruments, laser receivers, laser marking instruments, semiconductor inspection instruments, etc. We are conducting a factory-for-rent business in Da Nang city, Vietnam.

[Industry]

Manufacturing

[Strength of products/technologies]

We have accumulated a lot of know-how and technology necessary for production (EMS). We have established technologies for integrated consignment, including production process design, software development for inspections and measurement, jig and tool development, quality inspections, and so on. Our ozone water generator and terahertz non-destructive inspection instrument were both the first such products in Japan, and we have obtained more than 10 patents. In addition, our antennas employed in cellular phone relay stations are high-performance antennas that satisfy the strict performance required by DoCoMo. Our semiconductor inspection instruments equipped with advanced image processing technology are highly evaluated by domestic and overseas semiconductor manufacturers. We have strength in frame design, mechanism design, electronics and electrical design, electro-chemical application technology, synthetic technology such as commercialization and know-how.

<Information required for registration>

Company Name

Corporation No.

Name of Representative

Title of Representative

Name of person in charge

Title of person in charge

Phone Number

E-mail address of contact person

Type of business (Required)

Postal code and address (Required)

How to register with J-GoodTech

Please search for “J-GoodTech” and register from the Registration Form.

J-GoodTech

search

Search 

If you have any questions about overseas sales channel development or business matching, please feel free to contact us!

Organization for Small & Medium Enterprises and Regional Innovation, JAPAN (SME SUPPORT JAPAN)

Contact E-mail Address: ceo-network@smrj.go.jp

<https://www.smrj.go.jp/english/index.html>