

**When you are looking for business opportunities....**

On behalf of JETRO Düsseldorf and JETRO Tokyo as well as of SME Support Japan, I presented in Tokyo (TKP Building) practical German sales methods for Japanese SMEs for the first entry and follow up into the German market, in particular as a preparation for their visit of the MEDICA COMPAMED 2019 in November in Dusseldorf.

13 Japanese SMEs participated at the workshop on October 4 and October 7, respectively, which were very well organized by SME Support Japan. My thanks goes to the team of SME Support Japan in particular. As an organizer, SME Support Japan focused on topics such as JETRO "platform project coordinator" program and SME Support Japan "be a great small" program, followed by presentations of TÜV Rheinland Japan, Messe Düsseldorf Japan and OMB Management Sales / OMB Japan K.K. ([www.omb-management.com](http://www.omb-management.com)), with themes related to MEDICA COMPAMED .

The participants were given a comprehensive tool to target potential business partners in Germany, to lead/conduct efficient discussions and to generate *lasting* contacts. The "What to do ...?" And "What to look for ...?" was answered comprehensively by all lectures. All those recommended actions are not only useable for the MEDICA COMPAMED trade fair, but generally useable.



Often it is difficult enough for SMEs, whether through financial or intercultural barriers, to start a market entry abroad. Active sales, however, contain the real work that is necessary to be successful in the new market. To show the latter and to represent the differences in the approach in the respective markets, supplemented by practical actions for the generation of business contacts, was my job as international sales manager. By the way, in addition to my specializing in German-Japanese business relations also concerned about sales management issues in the European-Asian economic area.

With the contents of all lectures, the entire participants now are well prepared and ready to go to the fair MEDICA COMPAMED and now their understood how to proceed for business opportunities. Thanks again to the SME Support Japan and the JETRO for this successful workshop in Tokyo.