

Seminar "E-commerce in Japan: Rakuten"

Enterprise Estonia, main building (6th floor, room "Linnahall"), Lasnamäe 2, Tallinn
November 2nd, 2017

Japan is the fourth largest e-commerce market in the world, with approximately 80% of the people shopping online. The seminar provides an overview of the e-commerce market in Japan and gives insight on how can Estonian companies take advantage of the opportunities offered by Rakuten – the biggest e-commerce platform in Japan with more than 25% market share.

The seminar will be carried out by a Japanese expert Ken Kayama (Assistant Manager of Overseas Sales Strategy) who will join the session via Cisco's web-based conference system.

Program

- 9:45-10:00 Registration and coffee
- 10:00-10:10 Introduction by Liisi Karindi, Head of Asia Information Centre, Enterprise Estonia
- 10:10-11:10 Presentation by Katsuhiko (Ken) Kayama, Merchant Development Assistant Manager, Overseas Sales Strategy Group, Rakuten Inc.
- ✓ Introduction to the Japanese e-commerce market
 - ✓ Overview of consumer behavior and preferences in Japan
 - ✓ Introduction to Rakuten Group and marketplace
 - ✓ Overview of Rakuten's Cross Border Program
 - ✓ Overview and benefits of Personal Import
 - ✓ How to Onboard (fees and steps)
- 11:10-11:25 Coffee break
- 11:25-11:50 Q&A
- 11:50-12:00 Closing remarks by Liisi Karindi, Head of Asia Information Centre, Enterprise Estonia

The seminar will be held in **English**.

Please **[REGISTER](#)** for the seminar at the event webpage until Thursday, October 26.

The seminar is financed from the European Regional Development Fund.

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Expert

Katsuhiko (Ken) Kayama, Rakuten Inc.



Ken is the Assistant Manager of Overseas Sales Strategy at Rakuten Inc.

As part of Rakuten's Overseas Sales Strategy group, Ken is responsible for new merchant acquisitions within Rakuten's cross-border initiatives. Prior to joining the Overseas Sales Strategy group, Ken worked in the domestic merchant development team where he helped more than 200 companies to start and expand their e-commerce business through Rakuten. Ken holds a Bachelor's degree in Business Administration from Susquehanna University, USA.