

How to be Successful in the Japanese Market of Forestry and Wood Products

Location: Nordic Hotel Forum

Date: March 18, 2019, Tallinn

Agenda

- 09.00-09.25 Registration and coffee
- 09.25-09.30 Introduction and agenda of the day
- 09.30-09.40 Opening words by Japanese ambassador (TBC)
- 09.45-09.55 **Introduction to EAS Asia Information Centre – Kai Kreos**
How can Asia Information Centre help companies to enter Asian markets?
Whom to contact if you have questions?
Services we can offer when entering Chinese or Japanese markets
- 10.00-10.40 **Overview of the Japanese wood and timber products market**
by Mr. Hirotaka Hayashi (Sumitomo Forestry Co., Ltd.)
- 10.40-11.00 Coffee break
- 11.00-11.40 **Why Finnish companies are more successful in the Japanese market**
by Ms. Sachie Tanaka (Cross work)
- 11.40-12.20 **How to penetrate into the Japanese Market**
By Mr. Makoto Suhara (Enterprise Estonia Japan)
- 12.20-13.00 **Q&A and networking**

13.00 - 14.00 *Session break*

14.00-16.00 **1 on 1 meeting (location: Enterprise Estonia 1st floor: Lasnamäe 2)**

1. Mr. Hirotaka Hayashi (Sumitomo Forestry Co., Ltd.)

2. Ms. Sachie Tanaka (Cross work)

Preregistration is needed for the one on one meetings!

Registration for the seminar is open on the event page **until March 13th**.

The seminar will be held in English.

The seminar is funded by the European Regional Development Fund.