

INVESTOR B2B JAPAN 2023

DOING BUSINESS IN BANGLADESH:
WHAT JAPANESE INVESTORS NEED TO KNOW

Fukoaka - Osaka - Tokyo
22nd (M) - 26th (F) MAY

GETTING STARTED

SEE THE BANGLADESH MARKET

- Market exuberance: beyond Strategy Plans/ Data – 1 thing needful
- Feel & experience Market Dynamics – Gain concrete Consumer / Market insights segment/quality / cost/fit
- Understand Manufacturing need compatibility
- Avoid ‘Indian Market’ bias - no 1 India/S.Asian market

BUSINESS PARTNER DUE DILIGENCE

- Business Analysis vs. Partner Assessment - large cos
- Avoid Japanese/SEA market/ business assumptions
- Reputable, Ethical, Compliant vs. Large, Disreputable Cos
- Inexperienced Companies: overly commit / weak delivery
- Japanese Investors – overly trusting / faced difficulties
- NTT DoCoMo



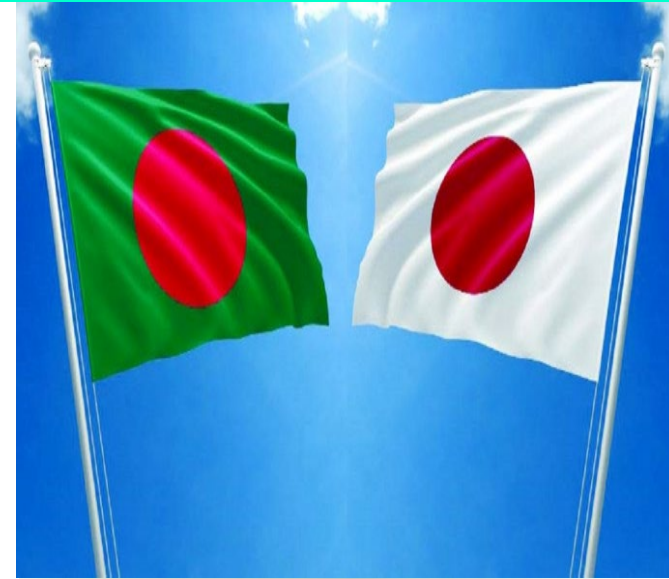
THE BANGLADESH OPPORTUNITY

BANGLADESH COMPANIES

- **Bengali Business Culture:** Long-term, Relationship-oriented, Loyalty
- **US/Europe + 1:** Markets; price; low margin; short-term unsustainable, ex. LEEDS
- **LDC Graduation** – Value-Addition Products/Mgmt / Standards / Systems
- **Deliver High Quality & Price:**– RMG

EMERGING SECTORS

- **Strong Manufacturing Base** - Diversified Manufacturing – Pharma, Autoparts, FMCG, VA RMG,, Leather
- **Service Sector Growth** - Economic Imperative Infrastructure & Logistics –BIG B & BD Gov'ts
- **Japanese SME Manufacturing**



PERCEPTIONS & REALITIES

LOCAL PERCEPTION OF JAPANESE COs

- Deep kinship/ respect for Japanese People / Culture / Quality
- Absolute Trust – unique to Japanese Products – entire /only country
- Higher cost of Japanese technology/ Goods – pricing innovation

INVESTOR CONSULTANTS / ADVISORS

- Specialized Investor-centric Services- Set-up/Compliance/ Vendors/HR
- Law / CA Firms: unfamiliar w/ GOB procedures/regulations
- Most Investor risks/mistakes/bureaucracy avoidable
- Understand Japanese Business Culture & Expectations
- Comprehensive Partnership referrals/ due diligence
- 25 yrs + UNIDO expertise - Uniqlo, Tawa, Konoike, Chori
- Inflection Point: 3rd Wave of Japanese Investm't – see you in Dhaka!



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