

Market Visit - Japan

8 Mar – 15 Mar 2008

What you need to know

Japan is a key export market for North East business taking manufactured goods and services worth £150m per year. Healthcare, bioscience and pharmaceuticals are traditionally strong sectors with renewable energy holding a particular interest as Japan has to import all its conventional fuels.



Our market visit to Japan offers significant opportunities in addition to the traditional industries of construction, chemicals, automotive & aerospace in fashion, creative; media and food & drink

Known as the lively capital of Japan, Tokyo has one of the busiest but most efficient rail transportation systems in the world. It is renowned for its culture: crafts, performing arts, ceremonies, eclectic music, martial arts and cuisine.

Keeping you on track

In partnership with the British Embassy, Tokyo we are here to help you understand how to achieve sales in this market.

- You will travel with and enjoy the company of a group of fellow businesses *
- You will be accompanied by Tom Burnham, an experienced international trade adviser
- Receive a recommended travel and accommodation itinerary
- You will attend a briefing session before departure, which will give you a comprehensive understanding about the country and the market visit
- You will be given a travel pack of useful information prior to your trip
- A professional UKTI trade officer, based in Tokyo, will undertake specific research activity to identify business contacts appropriate to your business
- The trade officer will arrange appointments for you to meet those identified contacts who express an interest in learning more about your products, services or expertise
- There will be an opportunity to socialise during the evening with members of the group who wish to join in
- On the first morning, you will attend a Welcome and Introduction by the UKTI trade team based at the British Embassy, Tokyo after which you are free to conduct your itinerary of business appointments
- Receive automatic membership of the North East International Trade Networking Club which has quarterly networking meetings to catch up with your fellow travellers
- If you are an eligible company, you will receive a financial contribution of **£700** for joining this market visit

TRAVEL ITINERARY

Saturday 8 March

Depart Newcastle Airport via Paris to Tokyo

(overnight flight to Tokyo)

Saturday 15 March

Depart Tokyo via Paris to Newcastle

To register your interest please call the
North East International Trade Hotline on 0845 05 05 054
or email: enquiries@ukti.rito.co.uk

*The recommended travel package will be a guide only. Travellers are responsible for making their own arrangements including obtaining visas, either with the suggested travel agent (details provided on request) or their own preferred supplier