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Leveraging Markets Outside Europe

Japan as a strategic partner

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IET **GSA**

Japan as Strategic Partner : Why ?

- Long Term Success with world class customers
.... who will help get you a place in the global market
.... these partnerships will raise your company's value
- Japan is still the technology leader and European companies have technologies in demand
- Japanese customers will stretch and grow your company
- Success in Japan will leverage success in Asia
- And.. they pay their bills..

Japan as Strategic Partner: How?

- Be ahead... with “unique” and “needed” technology
- Engage at management as well as “all” working levels, with personal and trusted links over the long term.
- Do what you said you would do.... and follow-up all requests quickly and clearly
- Learn from other success stories in Japan: Philips, ARM, Wolfson, TTPCom, CSR, Icera, Symbian, etc. etc.
- Don't rely on distributors only, they are looking for their margin, make direct partnerships for the big successes !
- White paper in NMI web site “Why Bother with Japan when China is all the buzz”. (also watch NMI website..)