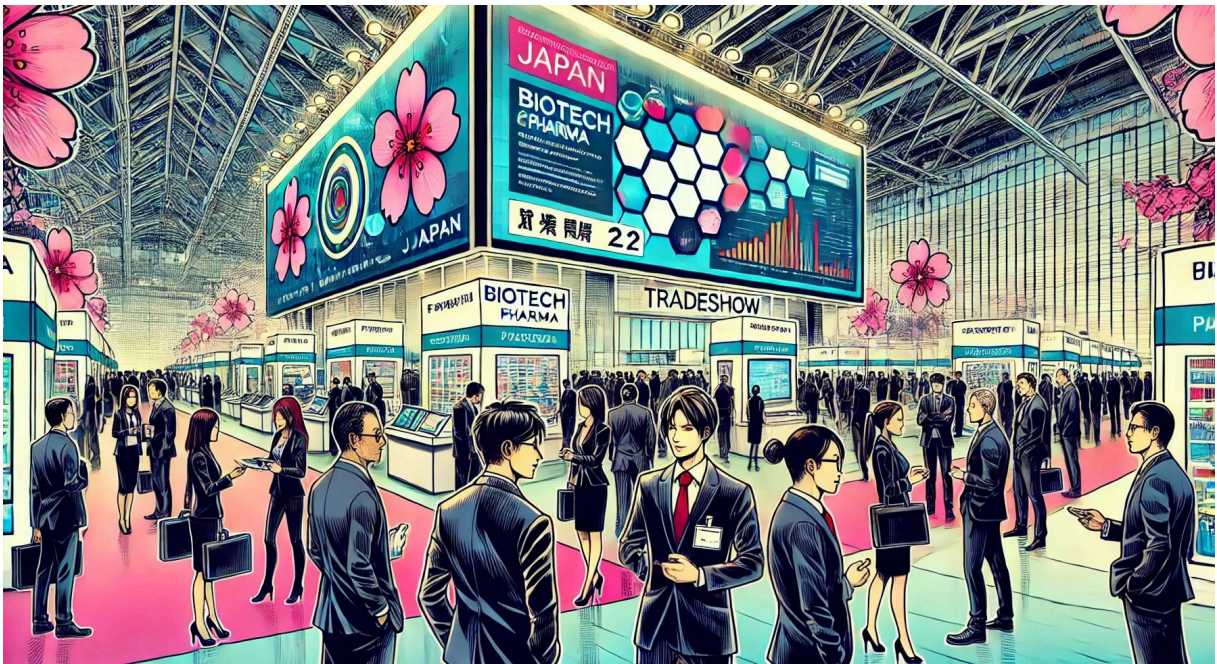




# Biosector's Comprehensive Guide and Checklists for Preparing for Your Next Tradeshow Success in Japan



## Overview

Participating in tradeshows in Japan presents significant opportunities for biotech and pharma companies. These events offer a platform to showcase innovations, establish partnerships, and gain insights into the Japanese market. The unique business environment in Japan necessitates a well-structured approach to maximize success at these events.

## Guide Objectives

This guide aims to equip companies with the necessary tools and knowledge to prepare thoroughly for tradeshows in Japan. It covers strategic planning, logistics, marketing, product readiness, staff preparation, on-site activities, and post-show follow-up. By following this guide, companies can enhance their presence, achieve their goals, and ensure a smooth and effective tradeshow experience.

## Contents



## [Pre-Show Planning](#)

[Setting Objectives](#)

[Understanding the Japanese Market](#)

[Understanding Japanese Tradeshows](#)

[Researching the Tradeshow](#)

## [Logistics and Travel](#)

[Booth Design and Setup](#)

[Travel Arrangements](#)

[Accommodation](#)

## [Marketing and Promotion](#)

[Pre-Show Marketing Strategies](#)

[Promotional Materials](#)

[Social Media and Online Presence](#)

## [Product Preparation](#)

[Localization of Products and Materials](#)

[Regulatory Compliance](#)

[Sample and Inventory Management](#)

## [Top 10 Dos and Don'ts at a Japanese Tradeshow](#)

[Dos](#)

[Don'ts](#)

## [At the Show](#)

[Booth Management](#)

[Engaging with Visitors](#)

[Networking Strategies](#)

## [Post-Show Activities](#)

[Follow-Up Strategies](#)

[Data Analysis and Reporting](#)

[Continuous Improvement](#)

## [Resources and Contacts](#)

[List of Useful Resources](#)

## [Appendices](#)

### [Checklists](#)

[Comprehensive Pre-Show Checklist](#)

[At-Show Checklist](#)

[Post-Show Checklist](#)

### [Templates You Should Create](#)

[Email Templates](#)

### [Useful Links](#)

[The Major Events](#)

[Resources and Contacts](#)

[Industry Associations](#)



## [Trade Publications and Databases](#)

### Pre-Show Planning

#### Setting Objectives

To ensure success at the tradeshow, it's crucial to define clear goals for your participation. These goals might include generating leads, increasing brand awareness, or exploring partnership opportunities. For example, if your goal is lead generation, you might aim to collect a specific number of qualified leads and use a lead capture system to track interactions and follow up efficiently. If brand awareness is your objective, plan activities that increase visibility, such as hosting a presentation or sponsoring an event within the tradeshow. For partnership opportunities, identify potential partners and set up meetings in advance by using the tradeshow app or website to connect with other attendees before the event.

Outlining key performance indicators (KPIs) is equally important. Identify metrics to track your progress, such as the number of leads captured, meetings scheduled, or brand engagement levels. For instance, you might set a target number of leads you want to capture, like aiming for 100 leads per day, or track the number of pre-scheduled and impromptu meetings, with a target of 20 high-quality meetings over the course of the show. Measure brand engagement through social media mentions, booth visits, and participation in activities, using tools like Google Analytics to track traffic to your dedicated tradeshow landing page.

#### Understanding the Japanese Market

Gaining a thorough understanding of the biotech and pharma landscape in Japan is essential. Start by utilizing resources like MarketResearch.com, Statista, and IBISWorld for detailed reports on the Japanese biotech and pharma markets. Follow industry-specific publications such as Pharma Japan and Nikkei Biotech to stay updated on current trends and developments. Joining industry associations like the Japan Pharmaceutical Manufacturers Association (JPMA) and the Biotechnology Innovation Organization (BIO) provides access to exclusive insights and networking opportunities.

Familiarizing yourself with the dynamics of Japanese tradeshows and the business culture is crucial. Japanese tradeshows are known for their formal and professional atmosphere, so dress conservatively and maintain a respectful demeanor at all times. Ensure your booth staff are trained in proper etiquette, including how to greet visitors, exchange business cards, and conduct conversations. Networking in Japan often takes place in structured settings, so consider hosting or attending evening receptions and networking events to build relationships.

Staying updated on current trends and emerging opportunities within the Japanese market enhances your strategy and positioning at the tradeshow. For example, Japan is a leader in regenerative medicine with significant investment in research and development. The



Integration of digital technologies in healthcare is growing, providing opportunities to showcase innovative digital health solutions. Additionally, Japan's aging population drives demand for pharmaceuticals and healthcare services tailored to the elderly.

Understanding cultural aspects that influence business interactions in Japan is vital. Business cards should always be presented and received with both hands, and it's respectful to take a moment to study the card before putting it away. Communication should be polite and indirect; avoid saying "no" directly, and instead express hesitation or suggest an alternative. Punctuality is highly valued in Japan, so ensure you arrive on time for all meetings and appointments.

## Understanding Japanese Tradeshows

In Japan, tradeshows are not about signing contracts but about initiating and strengthening relationships. This approach aligns with the Japanese way of conducting B2B business, where building rapport and trust is paramount. Once a stable relationship is established, business can proceed smoothly in the long term, which is preferred by the Japanese.

A unique aspect of Japanese business culture is the concept of "*nomunication*", derived from the Japanese verb "*nomu*", which means to drink. This term reflects the importance of social interactions, often involving drinks, in fostering business relationships. The underlying principle is straightforward: How can you expect to conduct good business for 100 years with people you don't enjoy socialising with?

Set your expectations accordingly: Attending one tradeshow is akin to being a visiting tourist. It is only after five years of visiting the same tradeshow that you will no longer be seen as a tourist but as a serious participant in the industry.

Competition in Japan is fierce. Whatever product or service you are offering, be prepared for workarounds, competitors, and cultural nuances that impact your path to success. Without 100% focus and commitment, it might be more effective to invest your time and money elsewhere. Understanding and adapting to these dynamics is crucial for setting your expectations properly and working with the things that matter most.

## Researching the Tradeshow

Collecting comprehensive details about the tradeshow helps you plan effectively. Start with the official tradeshow website to find information on the event's location, dates, schedule, and list of exhibitors. Understanding the layout and flow of the event helps you optimize your booth's position and overall strategy. Many tradeshows provide summaries or reports from previous years, so analyze this data to understand attendee demographics, popular sessions, and feedback. If the tradeshow has an app, use it to connect with other attendees, schedule meetings, and stay updated on event activities.

Analyzing past attendee data can provide insights into what to expect and how to tailor your approach. Review post-event surveys and reports for insights into attendee preferences and expectations. These are often available on the tradeshow's website or through industry publications. Social media can also be a valuable resource; search for hashtags and posts



related to the previous year's event on platforms like LinkedIn and Twitter to gather real-time feedback and highlight popular trends. For firsthand insights, reach out to past attendees or exhibitors and ask about their experiences, what worked well, and any challenges they faced.

Ensure that your tradeshow goals are in sync with your broader business objectives. Review your company's strategic plan and identify how attending the tradeshow supports these goals. For example, if expanding into the Japanese market is a priority, set specific targets related to market entry. Work with different departments within your company to align their objectives with the tradeshow plan, ensuring that marketing, sales, and product teams are on the same page and contribute to a unified strategy. After the tradeshow, review the outcomes against your initial goals and KPIs to refine your strategy for future events.

## Logistics and Travel

### Booth Design and Setup

Designing an effective booth that attracts attention is critical for a successful tradeshow. Start by creating a booth that stands out visually while clearly communicating your brand message. Incorporate eye-catching graphics, engaging displays, and interactive elements that draw visitors in. Make sure your booth layout is open and inviting, allowing easy access for attendees to engage with your representatives and products.

To make it easy for your Japanese visitors, ensure that your designs and brochures are available in Japanese. Business cards should have an English side and a Japanese side. We are happy to help you translate the Japanese side for you, free of charge, with no strings attached.

Working with local partners is highly recommended. They can design, set up, and dismantle your booth efficiently and reliably. You can trust Japanese partners to ensure everything will be up and running on time. This local expertise can significantly enhance your tradeshow presence and effectiveness.

Understanding the technical requirements and restrictions of the tradeshow venue is essential. Review the exhibitor manual provided by the tradeshow organizers to familiarize yourself with specifications regarding booth dimensions, electrical requirements, internet access, and any other technical aspects. Adhering to these guidelines ensures a smooth setup process and avoids any last-minute complications.

Scheduling the booth setup and teardown is another important aspect of planning. Coordinate with the tradeshow organizers to book your setup time slot well in advance. Ensure that all materials, including booth components, promotional items, and equipment, arrive at the venue on time. Having a detailed setup plan, including a timeline and assigned tasks for each team member, will help streamline the process. Similarly, plan for an efficient teardown to minimize downtime and ensure all materials are packed and shipped back promptly.



## Travel Arrangements

Managing travel logistics efficiently can make a significant difference in the overall tradeshow experience. Start by booking flights as early as possible to secure the best rates and availability. Choose flight times that allow ample time for setup and acclimatization before the tradeshow begins. Consider direct flights to minimize the risk of delays or lost luggage, which can be critical when transporting important materials. Give yourself a bit of time to accommodate to the time difference to ensure you are fully prepared for the event.

Visa requirements for Japan vary depending on your nationality. Nationals of certain countries, such as the Philippines, Vietnam, China, Russia, and CIS countries (including Ukraine and Georgia), require a visa to enter Japan. However, for Europeans, Australians, and North Americans, a visa is generally not required. Ensure that all team members have the necessary visas for entry into Japan, as well as any other required documentation. The process for obtaining a visa can vary, so start early to avoid any last-minute issues. Additionally, arrange comprehensive travel insurance that covers medical emergencies, trip cancellations, and lost or damaged property. This precaution provides peace of mind and financial protection against unforeseen events.

In Japan, taxis are part of a highly regulated industry, ensuring fair pricing and reliable service. Although English is not widely spoken, you can trust taxis to reach your destination without overcharging. To make your journey easier, keep a note with your hotel's name and address written in Japanese in your wallet. Show this note to taxi drivers to avoid any confusion and ensure a smooth ride.

## Accommodation

Selecting suitable hotels is crucial for ensuring your team is well-rested and ready for the tradeshow. Choose accommodations that are close to the tradeshow venue to minimize travel time and reduce stress. Look for hotels that offer business-friendly amenities such as reliable internet access, meeting rooms, and early breakfast options to accommodate your schedule.

Proximity to the tradeshow venue and local transportation options should also be considered. Staying near the venue reduces the hassle of daily commuting and allows more time for preparation and networking. If the chosen hotel is not within walking distance, ensure there are convenient transportation options available, such as shuttle services, taxis, or public transport. Familiarize yourself with the local transportation system in advance to avoid any delays.

If you are part of a trade mission, the organization of the booth design might be taken care of, allowing you to focus on how to stand out and be recognized within the collective setup. This scenario can alleviate some logistical pressures, letting you concentrate more on your presentation and engagement strategies.



## Marketing and Promotion

### Pre-Show Marketing Strategies

Developing a robust marketing plan tailored to the tradeshow is essential for maximising your presence and impact. Start by defining your target audience and crafting messages that resonate with them. Utilise various channels to create buzz around your participation.

For email marketing, focus on reaching out to existing contacts and potential leads with whom you have already established a relationship. Personalised invitations to key prospects can help secure meetings and drive booth traffic. Avoid cold emails, as they can have a negative effect.

The only SNS platform that can be useful is X. Japanese business people in the pharma and biopharma industries don't use LinkedIn or Meta to any larger extent. Make sure you communicate in Japanese! Share regular updates, sneak peeks of what you'll be showcasing, and interactive content to build anticipation. Use a dedicated hashtag for your tradeshow activities and encourage your followers to use it.

If your country has a proactive Embassy or Business Promotion Organization in Japan, leverage their assistance to extend invitations. These organisations often have valuable networks and can help facilitate connections.

Being a member of a Japanese industry or advocacy organisation can also be advantageous. These groups often provide platforms for promotion and networking. Examine their resources and channels to amplify your tradeshow presence.

Consider becoming a sponsor in order to be more widely seen.

Finally, purchasing a seminar slot at the tradeshow can provide a platform to showcase your expertise and innovations to a targeted audience. Such seminars are excellent opportunities to present case studies, product launches, or industry insights, positioning your company as a thought leader in your industry.

### Promotional Materials

Effective promotional materials help attract and engage visitors. Here are some examples for you to pick and choose from:

1. **Brochures and Flyers** Design visually appealing brochures and flyers that clearly explain your products and services. Include high-quality images, concise descriptions, and relevant data for your target groups. Ensure these materials are translated into Japanese.
2. **Product Catalogs** A detailed product catalogue can provide in-depth information about your offerings. Make sure to include specifications, benefits, and use cases. Offering both physical copies and digital versions can cater to different preferences.



3. **Giveaways** Consider branded giveaways such as pens, notebooks, or USB drives. These items should be useful and of high quality, ensuring that visitors remember your company long after the tradeshow.
4. **Posters and Banners** Use large, eye-catching posters and banners to draw attention to your booth. These should highlight key products or services and include your company's branding.
5. **Interactive Displays** Set up touch screens, tablets or XR goggles at your booth to allow visitors to explore your products or services interactively. This can include product demos, virtual tours, or informational videos.
6. **Samples and Demos** If applicable, provide samples of your products or live demonstrations. This hands-on experience can be very effective in engaging visitors and showcasing the benefits of your offerings.
7. **QR Code** to take your visitors directly to all your downloads or other relevant part of your homepage, can be highly useful.

## Social Media and Online Presence

While LinkedIn and Facebook/Meta are generally less effective for the pharma and biopharma industries in Japan, leveraging X can be beneficial. If you have a YouTube channel, it can also be useful. Here are some pointers on how to make the most of your online presence in preparation for your tradeshow participation.

Create a dedicated landing page for the tradeshow on your website. This page should include all relevant information, such as your booth location, schedule of events, and what visitors can expect. Use this page to capture leads by offering exclusive content or early access to demos in exchange for contact information.

Regularly update your X profile with tradeshow-related content. Share behind-the-scenes looks at your preparation, introduce team members who will be attending, and provide teasers of what you'll be showcasing. Engage with your audience by responding to comments and questions, and use interactive features like polls or live videos to increase engagement.

Collaborate with tradeshow organizers and industry influencers to amplify your reach. Engaging with their posts and sharing their content can help you tap into a larger audience. Consider running targeted ads on X to reach specific demographics or professionals attending the tradeshow.

If you have a YouTube channel, leverage it to enhance your tradeshow presence by posting engaging content related to your participation. Create a series of videos that include previews of what you'll be showcasing, interviews with key team members, and insights into your company's preparations for the event. Share these videos on your social media platforms and website to generate interest and drive traffic to your booth. During the tradeshow, upload live or recorded footage of your booth activities, product demonstrations, and presentations to keep your online audience engaged and attract additional visitors to your booth.





Post-event, use your YouTube channel to share highlights and follow-up content, reinforcing your brand's presence and maintaining engagement with your audience.

## Product Preparation

### Localization of Products and Materials

Adapting your products and marketing materials to meet Japanese expectations, preferences and standards is crucial when preparing for a tradeshow in Japan. Start by translating all relevant documents into Japanese. This includes brochures, product information sheets, technical data, and user manuals. Ensure that the translations are accurate and culturally appropriate. Working with a professional translation service or local experts can help maintain the integrity of your message.

Product demonstrations should also be tailored to the Japanese audience. When showcasing your products, consider the local market needs and preferences. Highlight features and benefits that are particularly relevant to the Japanese market. For example, if your product addresses a specific health issue prevalent in Japan, emphasise this in your demonstrations.

### Regulatory Compliance

Ensuring that your products comply with Japanese regulations is essential for a smooth tradeshow experience. Start by researching the regulatory requirements for your specific products. This might include standards for safety, efficacy, labelling, and marketing. Japan's Pharmaceuticals and Medical Devices Agency (PMDA) is the organization with all this knowledge.

Prepare the necessary documentation for customs clearance to showcase your products in Japan. This includes certificates of compliance, testing reports, and regulatory approvals. Ensuring these documents are readily available can facilitate discussions with potential partners and customers, demonstrating your commitment to meeting local standards. For example, if you are bringing pharmaceutical samples, medical devices, or biologics, having the proper customs documentation is essential to ensure they pass through Japanese regulations smoothly and are ready for presentation at the tradeshow.

### Sample and Inventory Management

Managing inventory levels for samples and promotional items is a key aspect of tradeshow preparation. Estimate the number of samples you will need based on the expected foot traffic and interest in your products. It's better to have a surplus than to run out of samples or business cards mid-show.

Shipping logistics and customs clearance should be planned well in advance. Work with a reliable shipping company that has experience with international trade shows. Ensure that all shipping documents are correctly filled out and that you comply with customs regulations to avoid delays.



Consider the storage and handling of your samples once they arrive in Japan. Make arrangements for secure storage at the tradeshow venue or nearby facilities. Ensure that your team knows how to access and distribute samples efficiently during the show.

## Top 10 Dos and Don'ts at a Japanese Tradeshow

### Dos

1. **Greet Properly:** Bow when greeting Japanese business people, showing respect and politeness. Don't go for shaking hands, unless invited to do so.
2. **Exchange Business Cards Correctly:** Present your business card with both hands, Japanese side facing upwards and in the correct reading direction. You also receive others' cards with both hands.
3. **Respect Business Cards:** Take a moment to study the business card you receive and place it carefully in your business card holder.
4. **Be Punctual:** Arrive on time for all meetings and appointments, as punctuality is highly valued in Japan.
5. **Dress Business Formal:** Wear formal business attire, which is generally dark suits for men and conservative dresses or suits for women.
6. **Use Formal Titles:** Address people by their family name followed by "san". As in Tanaka san or Hashimoto san. San is Mr, Mrs and Ms all in one word.
7. **Prepare Translated Materials:** Ensure all your brochures, product information, and presentations are available in Japanese.
8. **Show Respect and Patience:** Be patient in conversations, allowing pauses and showing attentiveness without interrupting.
9. **Offer Small Gifts:** Consider bringing small, thoughtful gifts for key contacts, presented at the beginning of a meeting.
10. **Follow Up Promptly:** Send a thank-you email after meetings and follow up on any discussed actions promptly.

### Don'ts

1. **Do Not Disrespect Business Cards:** Never fold or write on a business card or place it in your back pocket or wallet.
2. **Avoid Overfamiliarity:** Do not use first names or casual language unless invited to do so.
3. **Do Not Rush Meetings:** Avoid rushing through meetings or showing impatience, as this can be seen as disrespectful.



4. Don't Be Too Direct: Avoid blunt or overly direct statements; Japanese business culture values subtlety and indirect communication.
5. Do Not Ignore Hierarchy: Be aware of and respect the hierarchical structure in Japanese business settings.
6. Avoid Physical Contact: Refrain from physical contact such as back slapping or touching, which can be considered intrusive.
7. Do Not Eating at the Booth: Avoid eating at your booth, as it appears unprofessional.
8. Avoid Public Disagreements: Never argue or disagree openly; handle conflicts discreetly and privately.
9. Do Not Overlook Etiquette: Avoid any behavior that could be considered disrespectful, such as yawning, chewing gum, or speaking loudly.
10. Do Not Assume Understanding: Always verify that your communication is understood, as Japanese business people may nod or agree out of politeness without full comprehension.

## At the Show

### Booth Management

Effective booth management is crucial for maximizing your impact at the tradeshow. Start by ensuring your booth is always clean, organized, and welcoming. Designate team members to manage different aspects of the booth, such as greeting visitors, conducting demonstrations, and managing materials.

Hiring an elderly female interpreter can vastly improve the number of visitors at your booth. Japanese people often feel shy and may lack confidence in their English language abilities. An interpreter can bridge this gap, making visitors feel more comfortable and encouraging them to engage with your team.

Greeting visitors warmly and promptly is essential. Train your team to approach visitors with a friendly and professional demeanor. Offer to provide information or answer any questions they might have. Make sure that someone is always available at the booth to engage with visitors, even during breaks or busy times.

Scheduling shifts and breaks is important to keep your team fresh and energized throughout the event. Create a detailed schedule that includes time slots for each team member, ensuring that there is always adequate coverage at the booth. Breaks should be staggered to maintain continuous presence and avoid leaving the booth unattended.

By maintaining a welcoming and well-staffed booth, you can create a positive impression and encourage meaningful interactions with visitors.



## Engaging with Visitors

Engaging with visitors effectively can significantly boost your tradeshow success. Start by initiating conversations with open-ended questions to understand the visitor's interests and needs. Listen actively and tailor your responses to provide relevant information about your products or services.

Demonstrations are a powerful way to showcase your offerings. Plan and rehearse product demos to ensure they are concise, informative, and engaging. Highlight key features and benefits that are most relevant to the Japanese market. Use visual aids, samples, or interactive elements to make your demonstrations more impactful.

Collecting and managing lead contact information efficiently is essential for post-show follow-up. As business cards are the primary method of exchanging contact information in Japan, you can expect to receive business cards from all visitors. Ensure you have an effective system for organizing and managing these cards. Some tradeshows provide scanners that you can use to scan visitors' badges. An organized approach is necessary for your follow-up activities and for converting your leads into relationships and customers.

## Networking Strategies

Networking is a key aspect of any tradeshow, and especially so in Japan. Before the event, start by identifying key contacts and potential partners. Use the tradeshow app or website to schedule meetings and connect with other attendees. Attending networking events, receptions, and seminars also provides valuable opportunities to meet the industry's decision-makers.

During the tradeshow, be proactive in seeking out networking opportunities. Work the floor. Seek out people you think you'd like to speak to. 100 serendipitous meetings will surely result in business.

The most valuable insight I have gained at tradeshows is to record the company and name of the person I met and all of my impressions of the meeting I just had immediately after the meeting. After a full day of intense meetings, it's excellent to make a transcript of all my voice notes and start managing them. It's fast and precise, compared to looking at your stack of business cards and not knowing exactly who was interested in what...

Building relationships in Japan requires a long-term approach. Be patient and consistent in your interactions, demonstrating your commitment to developing mutually beneficial partnerships. Show respect and professionalism in all your communications, and be mindful of cultural nuances in your networking efforts.



## Post-Show Activities

### Follow-Up Strategies

Developing an effective follow-up plan is essential for converting leads and maintaining the relationships initiated at the tradeshow. Start by organising the business cards and contact information you collected. Prioritise these leads based on their potential value and urgency.

Personalise your follow-up communication to make a lasting impression. Reference specific conversations you had at the tradeshow and address the individual needs and interests of each contact. Sending a thoughtful and relevant message can set you apart from competitors and demonstrate your commitment to building a strong business relationship.

### Data Analysis and Reporting

Analysing the data and performance from the tradeshow is crucial for understanding your success and areas for improvement. Begin by reviewing the number of leads collected, meetings held, and any immediate outcomes. Compare these metrics against your initial goals and KPIs.

Create a detailed report to share with stakeholders, highlighting key findings and insights. Include metrics such as booth traffic, engagement levels, and feedback from attendees. This report will provide a clear picture of your tradeshow performance and inform future strategies.

### Continuous Improvement

Gathering feedback from your team is vital for continuous improvement. Conduct a debriefing session to discuss what worked well and what could be improved. Encourage team members to share their observations and suggestions.

Identify specific areas for improvement for future tradeshows. This might include changes to your booth design, adjustments in your engagement strategies, or improvements in logistics and planning. Implementing these changes will enhance your effectiveness and ensure that each tradeshow participation builds on previous experiences.

## Resources and Contacts

### List of Useful Resources

Having access to the right resources can greatly enhance your tradeshow preparation and participation. Here are some valuable resources to consider:

1. **Japan External Trade Organization (JETRO)**: This organisation offers support and information for foreign businesses looking to enter the Japanese market. Its website provides a wealth of market information via reports, on market trends, regulations, and upcoming events.



2. **Pharmaceuticals and Medical Devices Agency (PMDA):** This agency provides guidelines and information on regulatory compliance for pharmaceuticals and medical devices in Japan. Its resources are essential for ensuring that your products meet local standards.
3. **Industry Associations:** Organizations such as the Japan Bioindustries Association (JBA), Forum for Innovative Regenerative Medicine (F.I.R.M.), and the Japan Pharmaceutical Manufacturers Association (JPMA) are three of many that offer networking opportunities, industry insights, and promotional platforms.
4. **Trade Publications:** Publications like Pharma Japan and Nikkei Biotech offer up-to-date news and analysis on the Japanese biotech and pharma industries. Subscribing to these can help you stay informed about market trends and key developments.
5. **Translation Services:** Professional translation services ensure your marketing materials and communications are accurately translated into Japanese, enhancing your engagement with local audiences.
6. **Event Organizers:** The official websites and contact points for tradeshow organizers provide essential information on event logistics, schedules, and exhibitor services.



## Appendices

### Checklists

#### Comprehensive Pre-Show Checklist

- Define clear objectives and set KPIs.
- Conduct market research and gather industry insights.
- Translate marketing materials into Japanese.
- Design and finalize booth layout and graphics.
- Schedule booth setup and teardown with local partners.
- Book flights and accommodations.
- Obtain necessary visas and travel insurance.
- Prepare customs documentation for product samples.
- Develop a detailed staff schedule.
- Organize pre-show marketing campaigns.

#### At-Show Checklist

- Ensure booth is set up correctly and on time.
- Conduct daily team briefings and debriefings.
- Manage booth operations and visitor interactions.
- Perform regular stock checks for promotional materials and samples.
- Collect and organize business cards and lead information.
- Conduct product demonstrations and presentations.
- Network with potential partners and industry professionals.
- Document meetings and interactions immediately after they occur.

#### Post-Show Checklist

- Organize and prioritize leads for follow-up.
- Personalize follow-up communications.
- Analyze tradeshow performance data.
- Share findings and insights with stakeholders.
- Conduct team debriefing and gather feedback.



- Identify areas for improvement for future events.
- Prepare a detailed report on tradeshow outcomes.

## Templates You Should Create

### Email Templates

- **Pre-Show Invitation**
  - Invite potential leads and partners to visit your booth.
  - Include booth location, event schedule, and highlights of what you will showcase.
- **Post-Show Follow-Up**
  - Thank visitors for stopping by your booth.
  - Don't forget to reference specific conversations and provide additional information.
  - Invite to further discussions or meetings.

## Useful Links

### The Major Events

- **CPhI Japan**
  - Website: <https://www.cphi.com/japan/en/home.html>
  - Overview: CPhI Japan is a leading event for the pharma ingredients market, offering networking opportunities with key players in the Japanese pharmaceutical industry.
  - April at Tokyo Big Sight.
- **Interphex Week Japan**
  - Website: <https://www.interphex.jp/en-gb.html>
  - Overview: Interphex Week Japan is one of the largest pharma and biotech events, featuring exhibitions on pharmaceuticals, biotechnology, and drug discovery technologies.
  - July at Tokyo Big Sight.
- **JACKLaS (Japan Analytical & Scientific Instruments Show)**
  - Website: <http://www.jaima.or.jp/en/>





- Overview: JACKLaS showcases the latest innovations in analytical and scientific instruments, IVDs.
- October, The Fri-Sun before BioJapan, and at Pacifico in Yokohama.
- **BioJapan**
  - Website: <https://jcd-expo.jp/en/>
  - Overview: BioJapan is Asia's premier partnering event for the global biotechnology industry, providing a platform for networking and collaboration among industry leaders.
  - October at Pacifico, Yokohama

## Resources and Contacts

- **Japan External Trade Organization (JETRO)**
  - Website: <https://www.jetro.go.jp/en/>
  - Email: [invest-japan@jetro.go.jp](mailto:invest-japan@jetro.go.jp)
  - Phone: +81-3-3582-5511
- **Pharmaceuticals and Medical Devices Agency (PMDA)**
  - Website: <https://www.pmda.go.jp/english/>
  - Email: [contact@pmda.go.jp](mailto:contact@pmda.go.jp)
  - Phone: +81-3-3506-9457
- **Japan Pharmaceutical Manufacturers Association (JPMA)**
  - Website: <https://www.jpma.or.jp/english/>
  - Email: [info@jpma.or.jp](mailto:info@jpma.or.jp)
  - Phone: +81-3-3241-0326

## Industry Associations

- Japan Bioindustries Association (JBA): <https://www.jba.or.jp/en/>
- Forum for Innovative Regenerative Medicine (FIRM): <https://firm.or.jp/en/>
- Japan Analytical & Scientific Instruments Show (JAIMA): <http://www.jaima.or.jp/en/>

## Trade Publications and Databases

- Pharma Japan: <https://pj.jiho.jp/>
- Nikkei Biotech: <https://bio.nikkeibp.co.jp/>