

## **PRESS RELEASE**

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Global Gateway Advisors Pte. Ltd.

# **[TITLE] GGA, a Consulting Firm Specialising in Giving a One-Stop Service for Overseas Business Expansion in Asia Facilitated a 5-day Overseas Market Workshop to Japan**

**[SUBTITLE] Singapore Business Federation leads 10 Singapore Business Representatives to visit 10 Japanese companies in its 5<sup>th</sup> round of Overseas Market Workshop to Japan**

Global Gateway Advisors Pte Ltd. (Head office: Singapore, Director: Hideo Yamashita, hereinafter "GGA"), a consulting firm that supports overseas business expansion mainly in the Asia-Pacific region including Southeast Asia, has been commissioned by the Singapore Business Federation to facilitate the "Overseas Market Workshop to Japan 2024" (hereinafter "OMW to Japan"). The OMW to Japan took place from 20 May to 24<sup>th</sup> May 2024, where 10 Singapore business representatives (hereinafter "the Delegates") travelled to Tokyo and surrounding cities in Kanto region. The OMW to Japan comprises three formal learning sessions and ten company visits. In accordance to the theme of "Digitalization, AI, Automation", Japanese company representatives shared Japan's latest practices and researches of digital transformation in different industry verticals with the Delegates.

## ■ Background

Organised by SBF, the Overseas Market Workshop (OMW) to Japan 2024 is themed “Digitalization, AI, Automation”, aiming to learn how Japan’s economy has adapted innovation in the highly digitalized society and be prepared for the future where AI is coming into our lives.

SBF has commissioned GGA to facilitate the OMW to Japan 2024, where the Delegates comprise 10 business representatives from Singapore-based companies. GGA’s facilitation consists of the following:

- (1) 3 formal learning sessions;
- (2) 10 company visits; and
- (3) 2 networking dinners.

Overall, the Delegates indicated high satisfaction scores.

## ■ Details of OMW to Japan

The activities facilitated by GGA serve as the first step in encouraging the Delegates towards business expansion. The initial formal learning sessions establish the context of the Japan market as well as the digital transformation situation in Japan. These learnings are reinforced throughout the OMW to Japan via interactive product demonstrations and casual discussions over dinner. The final formal learning session serves to show possible next steps for the Delegates in terms of market entry into Japan. The Delegates do not simply learn about the situation of digital transformation in Japan, but they also learn about various industry’s digital transformation journey and practices broaden delegates perspectives, as well as practical actions required for business expansion into Japan.



- ▲ Presentation by Mr. Masato Yamamoto (Senior Manager | Global Partners Technology). Global Partners Technology is an IT consulting company under the GPC Group.

As for the company visits, GGA has carefully curated Japanese companies who adopts digital transformation into action from various industries. The ten companies selected include both startups as well as multinational corporations, and cover diverse sectors such as healthcare, manufacturing, retail, logistics, and Information Technology. This selection of companies has allowed the Delegates to observe the breadth of Japan’s digital transformation journey, which include:

- Highly automated logistic and manufacturing industry
- Latest smart construction solution
- Holistic smart home solution
- Adoption of AI in the healthcare sector

Company visits typically comprise a presentation followed by demonstration of its products and services. The presentations allow the Delegates to understand the respective company’s area of focus, whereas the demonstrations allow the Delegates to witness the various digital transformation and innovations in action. Through this process, the Delegates have been able to internalise their learnings from the various companies visited.



- ▲ Delegates during the visit of Avatar Robot Cafe, an experimental café showcasing inclusive society for physically handicapped person through utilizing avatar robot

In addition, GGA has also facilitated 2 networking dinners in Tokyo. Besides the Delegates, other attendees of the 2 dinners include representatives from Japanese companies and Singaporean companies that have set up operations in Japan (hereinafter “Invited Guests”). The dinners offer an exciting and inclusive discussion and networking opportunities in depth, beyond the rigid structure of formal learning sessions and company visits.

After the OMW, we are glad to see actual business discussions happened among the Delegation and Japanese companies already. We are looking forward to witness more business collaboration happening between Singapore and Japan.



▲ Group photograph during the networking dinner in Tokyo



▲ Group photograph during the visit to JustCo office in Tokyo, JustCo is a share office business from Singapore successfully expanded business in Japan

#### ■ About Singapore Business Federation

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between the government and businesses in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking.

For more information on the Singapore Business Federation, please refer to the following link (in English): <https://www.sbf.org.sg/>

#### ■ About GGA

GGA, member of the Global Partners Consulting Group, is a fully independent consulting firm comprising professionals in various fields specialising in solving clients' business issues in the Asian region. GGA provides seamless consulting services based on our professional experience, knowledge, information and networks. GGA has experience in negotiating for business alliances and new business creation with more than 200 local companies per year, as well as HR consulting projects in Singapore. We are also the only Japanese firm that is selected as background screening company needed for Singapore's employment pass application. We are committed to helping our clients make the "Fair decisions" and achieving "Sustainable growth".

If your company is interested in organising business meetings or training courses, please contact us for more information.

#### 【Company Profile】

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