

Participants work in **collaborative, culturally diverse** teams, with ages typically ranging from mid-20s to late-40s. Coming from various countries and professional backgrounds, this diversity fosters a **global perspective**, enhancing team dynamics and delivering innovative solutions for clients.

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Japan Market Expansion Competition



Mastering Business Strategy

A Hands-On, Future-Ready
Business Plan Training Program
in English

What is JMEC?

JMEC is an intensive and challenging program that trains young executives and helps foreign companies enter or expand their business in Japan.

Japan Market Expansion Competition (JMEC) is a unique training program where participants attend a series of lectures and then work together in small teams to write a business plan for a real product or service in Japan. A panel of judges reviews the plans and awards attractive prizes to the best teams.

Goals of JMEC

- Strengthen the business skills of mid career professionals working in Japan
- Help foreign companies expand their business in Japan—market entry or new products and services.



Benefits

- Gain valuable cross-cultural experience and practical skills for thriving in a multinational environment.
- Enhance time management, project management, and delegation abilities.
- Learn directly from local business experts, consultants, and mentors.
- Expand your professional network with key business contacts.
- Access high-quality, cost-effective cross-cultural training.
- Develop a strategic business plan for a real company.
- Acquire in-depth knowledge of local markets and strengthen market research skills.

Project Clients



Why Choose JMEC?

- **Enter the Japanese Market**
Launch new products or services with a solid market-entry strategy.
- **Reposition Your Brand**
Refresh or revitalize existing offerings for better local appeal.
- **Find Key Connections**
Identify new customers, suppliers, and business partners.
- **Expand Smartly**
Discover effective distribution channels to reach new segments.

What Does JMEC Offer?

- **Diverse, Multinational Teams**
Fresh perspectives from professionals with global experience.
- **Independent Market Analysis**
Unbiased insights beyond internal limitations.
- **Creative Problem-Solving**
Innovative, "outside-the-box" thinking for real business challenges.
- **Expert Reviews & Feedback**
Business plans reviewed by seasoned senior consultants.

Alumni Association

JMECAA: Building Connections, Supporting Growth, Giving Back

The mission of the JMEC Alumni Association (JMECAA) is to strengthen the JMEC network, support members' professional development, and give back to the community. This mission comes to life through social and professional networking events featuring guest speakers and workshop leaders drawn from within the alumni community. Recent events include a joint event with Shizenkan University titled 'Global to Local: Balancing Strategies to Accommodate Markets', Kanto Meetup: Project Real Talk with JMEC Alumni, and social events, connecting over great food and conversation.

The JMEC Alumni Association provides:

- Connections to JMEC classmates
- A network of 30+ years of alumni and JMEC supporters
- Professional development and leadership opportunities
- A range of events including social gatherings, professional development workshops, and Japan business leader talks.



"Expand your Network and Stay Connected with highly motivated, energetic individuals and high-profile entrepreneurs."