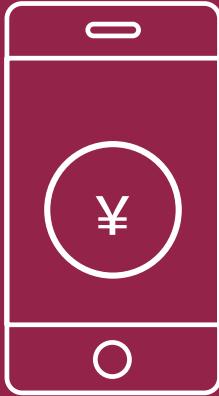


**ASIALINK
BUSINESS
ACADEMY**

DIGITAL ECONOMY SERIES



JAPAN

ADVANCED LEVEL

ACCELERATE YOUR
**eCommerce
in Japan**



Accelerate Your eCommerce in Japan

Japan is one of the world's major eCommerce markets, with annual retail turnover of AUD375 billion in 2022. While Japanese consumers were initially slow to embrace e-commerce, the COVID-19 pandemic forced shoppers on-line. Japan's established economy and predominantly urban population make it a desirable market for online sellers.

Australian businesses that wish to succeed in the Japanese eCommerce market need deep understanding of the eCommerce ecosystem, including platforms, logistics, the digital landscape, and customer behaviour and preferences.

This program is for organisations wanting to expand and optimise their eCommerce business in Japan.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



8 hours

FORMAT

This program is available in two formats:



Online
in modular
format



Onsite
in an intensive
1 day format

PRICE



Programs are designed for groups.
Please contact us for program price.

Key takeaways



Accelerate your understanding of the eCommerce ecosystem in Japan including platforms, logistics, digital landscape and consumer behaviour and preferences.



Enhance your practical capability to develop your eCommerce strategy and position your business for long-term success.



Access key Japanese specialists who are critical to navigating eCommerce in Japan.



Improve capabilities, critical knowledge and skills to facilitate outcomes with your eCommerce partners in Japan.

Topics covered

1.

Doing business on Japanese eCommerce platforms

- Understand the state of play of eCommerce in Japan.
- Assess the different eCommerce models and their pros and cons.
- Compare and contrast the major eCommerce platforms in Japan.

2.

Understanding the digital and consumer landscape in Japan

- Understand digital and mobile consumers in Japan.
- Importance of product localisation - brand, price and experience.
- Digital and social media landscape in Japan and key trends.

3.

Masterclass on eCommerce strategies in Japan

- Case studies to highlight eCommerce market entry strategies into Japan.
- Japanese market specific considerations and available support resources.
- Introduction to key players in the Japanese eCommerce ecosystem.

4.

Understanding Japanese business culture

- Intercultural perspectives on Japanese society, context, and culture. Japanese key business cultural drivers - “the why behind the behaviour.” Practical cultural concepts that influence business interactions with Japanese stakeholders.

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Japan.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us

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