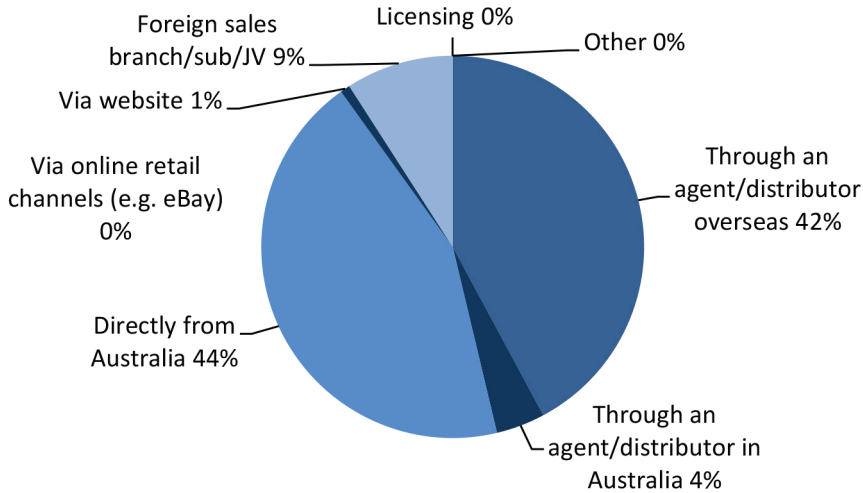


## JAPAN

**Figure 45: Japan - Mode of servicing**

Survey question: *Mode of servicing (top two countries)*

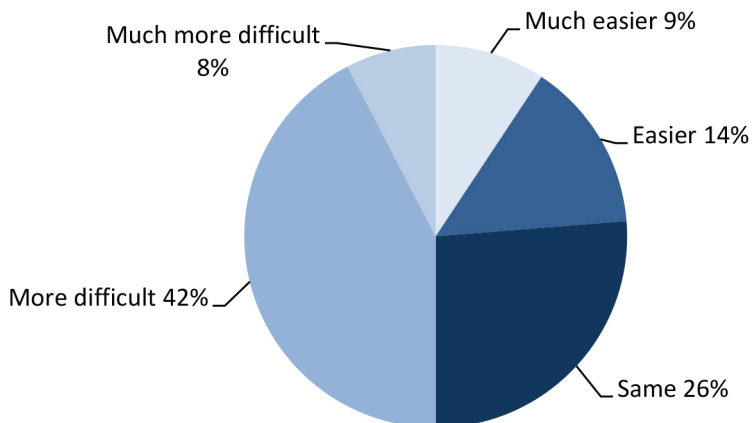


Sample size by number of respondents: n=122

A higher proportion of respondents use agents and distributors to service the Japanese market than any other of Australia's top ten international markets: 42 per cent rely on agents in Japan, and four per cent on agents in Australia (Figure 45). The proportion of businesses that use a foreign branch, subsidiary office or joint venture to service the market (9 per cent) is relatively low compared to the other countries profiled.

**Figure 46: Japan - Ease of doing business compared to Australia**

Survey question: *Ease of doing business (top two countries)*

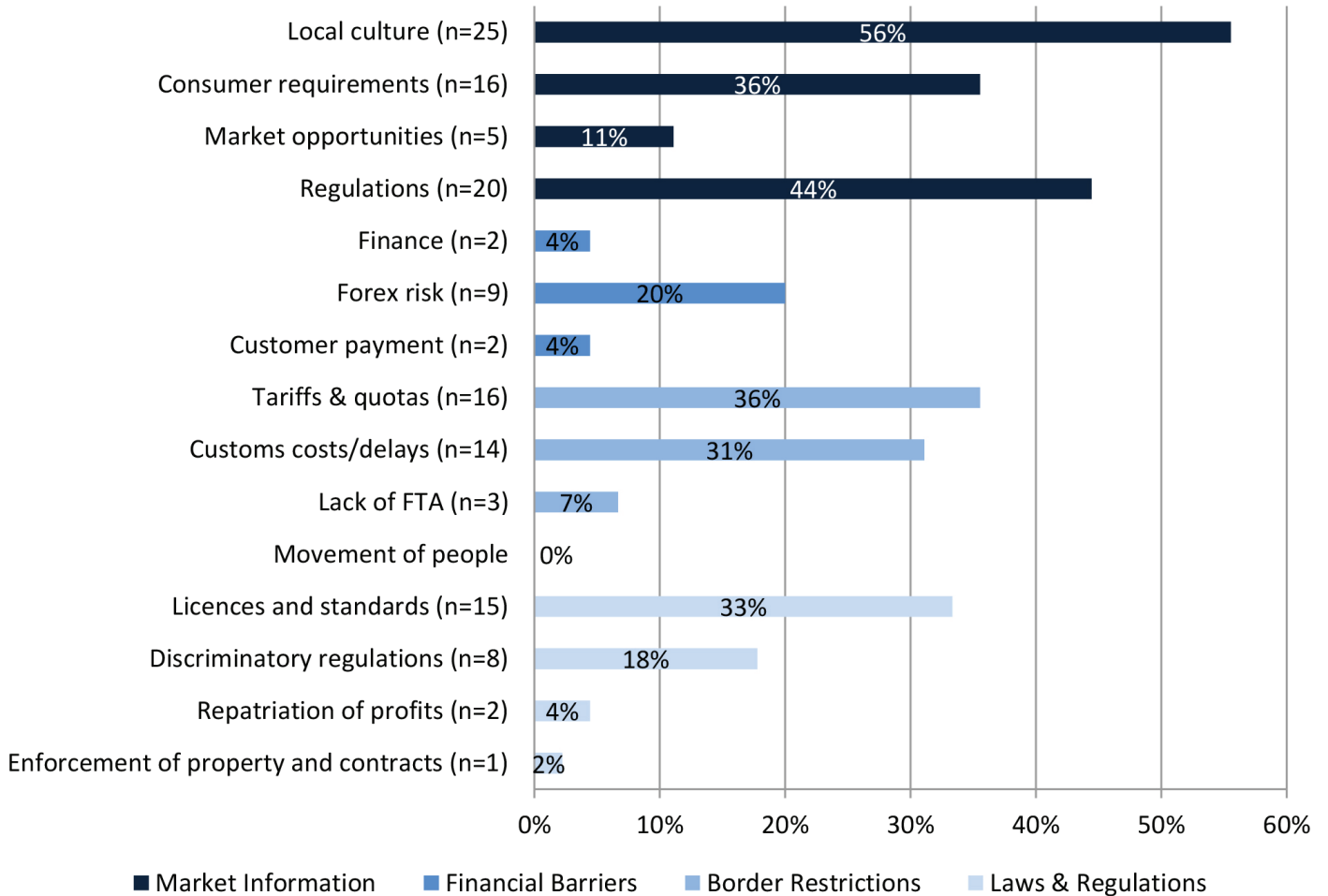


Sample size by number of respondents: n=122

Japan received the lowest scores for the ease of doing business among the developed countries profiled. At the same time, 50 per cent of respondents who selected Japan regard it as the same or easier than Australia as an environment in which to do business (Figure 46).

### Figure 47: Barriers to doing business in Japan

Survey question: *What are the barriers that make (this country) so difficult for your company? (select all that apply)*



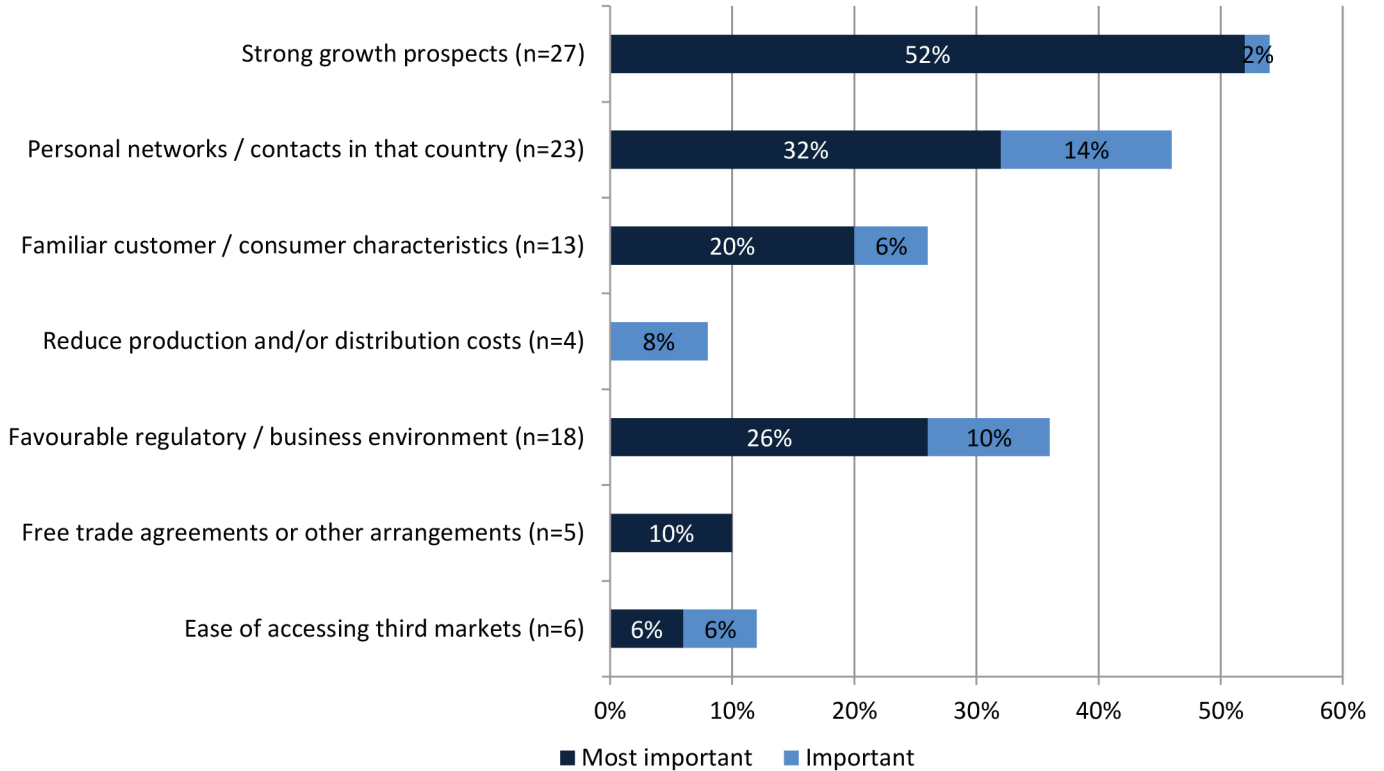
Sample size by number of respondents: n=45

Sample size by number of responses: n=138; multiple responses were possible

While respondents who nominated Japan as their most difficult market point to a variety of regulatory barriers, as well as a lack of information about business practices and culture (Figure 47), the business environment is seen as providing some advantages when compared to that of other countries profiled. A low percentage of respondents is concerned about customer payment issues, barriers to the movement of people and the enforcement of property rights and contracts.

### Figure 48: Why was Japan selected for future business?

Survey question: *Why has your company chosen to target this country for future business? (select all that apply)*



Sample size by number of respondents: n=50

Sample size by number of responses: n=101; multiple responses were possible

Note: 'Other' category accounted for n=5 responses

Japan is similar to the other countries profiled to the extent that strong growth prospects are the primary motivation for plans to do business there, reinforced by other perceived advantages (Figure 48). Respondents planning to expand to Japan regard it as a country in which they are comfortable to do business, given the existence of personal connections, a favourable regulatory environment and familiar customer characteristics. There are, however, only a small number of businesses that select Japan as a future destination.