

Strategic Partnership Development in Japan

Mugen Links is a Tokyo-based consulting firm specializing in Japan market entry, B2B partnerships, and open innovation. Since our launch in 2024, we have supported 100+ international companies across 10+ sectors, helping them build trusted, long-term relationships with Japanese partners. We regularly work with embassies, chambers of commerce, and public agencies, and we are proud to be appointed Official Ambassador of SusHi Tech Tokyo for three consecutive years, an institutional recognition of our ability to operate at the highest international level in Japan.

Why Japan & How We Support Your B2B Success

Japan is the world's 3rd largest economy, a premium consumer market, and a global innovation hub across manufacturing, robotics, AI, medtech, sustainability, and lifestyle. However, turning event participation into real business requires more than visibility. Japanese companies value trust, preparation, and long-term commitment, and unstructured networking often fails to deliver concrete outcomes.

Mugen Links acts as your local partner in Japan, supporting you before, during, and after the event to transform participation into targeted, high-quality B2B meetings. Our support includes:

- **Japanese company scouting & targeting**
Identification and screening of relevant Japanese partners based on your sector, objectives, and decision-making structure
- **Curated B2B meeting setup**
Direct outreach and coordination of 1-to-1 or small-group meetings, online or in person, aligned with your event schedule
- **Market & cultural briefing**
Guidance on positioning, communication style, and partnership expectations in Japan
- **Meeting facilitation & follow-up**
Support during meetings and structured follow-up to maintain momentum and move discussions forward

Pricing

Meeting Setup Before the Event

- **JPY 180,000 for matchmaking activities**

For:

- Onboarding session for the Japanese market
- Partner scouting/Japan market research
- Creation of a target list
- Outreach to the selected targets
- Scheduling of the appointments during the event
- Briefing before the event

Booth Attendance & On-Site Support

- **JPY 100,000 per day**

For:

- Booth attendance
- Business meeting support
- Partner introductions
- Interpretation in Japanese
- First-level representation and explanation of your offering

- *Travel, accommodation, and additional expenses to get to the venue (except Tokyo Big Sight) are excluded*

All prices are tax-exclusive

* Additional discounts can be applied to pavilions and missions with more than one company.

Why Choose Mugen Links

- Tokyo-based team with daily exposure to Japanese business culture
- Proven experience working with embassies, chambers of commerce, and public institutions
- Official institutional recognition as SusHi Tech Tokyo Official Ambassador
- Multilingual team with international and cross-sector expertise
- Hands-on approach: we stay involved from planning to execution
- Focus on quality over quantity — meaningful meetings, not generic networking

Who We Work With

We support:

- Innovative startups
- SMEs and established companies
- Government agencies and institutions

Across industries including:

Food & beverage, lifestyle, robotics, AI, medtech, infrastructure, sustainability, space, industrial automation, and advanced manufacturing.

How to Get in Touch

After your first e-mail, we will propose having a quick info call to understand your needs, and suggest the optimal solution for your Japan market entry strategy.

Contacts

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