



27th Oct. 2020 : Cultural differences, what are the forces and the weaknesses ? Japanese startups use cases.



The poster features a vertical design with a large black circle on the right side containing the date and time. The text is primarily in purple and blue. Logos for the organizing institutions are at the top. The speaker list includes names in both English and Japanese, along with their titles and topics. The bottom section lists the Q&A session moderator and partner organizations.

STARTUP CREATIVITY CHALLENGE **COMITÉ D'ÉCHANGES FRANCO JAPONAIS** **FONDATION FRANCO JAPONAISE SASAKAWA**

TUESDAY CHALLENGE
Cultural differences, what are the forces and the weaknesses ?
Japanese startups use cases.
文化を超えたイノベーションか日本のスタートアップの場合

SPEAKERS / 講演者

- **GÉRALD KWIECIEN** ジェラルド・クヴィーセン
PRESIDENT / NEXT LEVEL EUROPE
"5 KEYS TO START ON EUROPEAN MARKET
HOW COMPANIES CAN START SALES IN EUROPE
WITHOUT HAVING A SUBSIDIARY"
「欧州市場でスタートするための5つの鍵
—子会社を持たずにスタートできる方法」
- **TAKUMA INAGAWA** 稲川 琢磨
CEO / WAKAZE SAKE
"HOW WE STARTUP OUR D2C SAKE BRAND IN FRANCE"
「フランスでD2C日本酒ブランドを立ち上げる方法」
- **DAVID-ANTOINE MALINAS**
ダビド・アントワヌ・マリナス
CSO / BIODATA BANK
"INTERNATIONAL STRATEGY OF A JAPANESE START-UP"
「日本のスタートアップ企業の国際戦略」

FOLLOWED BY Q&A SESSION
KIMIKO IMAI 今井公子
FOUNDER & CEO - SINEORA

In partnership with

JETRO Paris **CO-FRANCE JAPON** 日仏交流推進協議会 **SINEORA** **MATRICE** **日経経済戦略研究所** Research Institute for Future Strategy (RIFS)

Tuesday・火
27th Oct.
2020
9.30 am WEST
5.30 pm JST
ONLINE
オンライン
in English
英語

On October 27, 2020, [Comité d'échanges Franco-Japonais \(CEFJ\)](#) held a webinar “Tuesday Challenge” for its members and visitors. It was held with many participants from member companies in both Japan and France.

As a guest, we had the opportunity to meet with **Mr. Takuma INAGAWA** (CEO / [Wakaze sake](#)), **Mr. David-Antoine MALINAS** (CSO/ [BIODATA BANK](#)), **Mr. Gérald KWIECIEN** (President / Next Level Europe). And as moderator, **Mrs. Kimiko Imai** (Founder & CEO / Sineora) facilitated the talk session. She is one of the board members of Startup Creativity Challenge(SCC). At this time, three guests kindly speched attractively with the title, " **Cultural differences, what are the forces and the weaknesses? Japanese startups use cases**".

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

2. Event Report

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

Comité d'échanges Franco-Japonais (CEFJ) is a non-profit organization established in 1997 with the aim of contributing to the development of French-Japanese business relations and deepening mutual understanding in the global environment.

CEFJ has been supporting more active exchanges for business purpose, between French and Japanese companies for more than 20 years through a variety of programs and information, and currently has 157 members in both countries, supported by its huge network in France and in Japan but also in Europe and Asia.



(Image Credit: CEFJ)

(Image Credit: CEFJ)

Recently CEFJ has launched a new innovation program, “**Startups Creativity Challenge (SCC)**”. It will be held three times in total from 2019 to 2021 annually in order to further strengthen the relationship between Japan and France and to build organic startup ecosystems together.

The first edition, held in October 2019, was attended by 128 participants from both Japan and France. 4 enterprises and 9 startups also came together. The event was held at Station F, France’s largest incubation facility. In the presence of Mr. Nobuyuki IDEI, former CEO of Sony, Chairman and Founder of Quantum Leaps, and Ms. Anne Lauvergeon, former CEO of Areva, CEO of ALP, welcomed by President Kling and Delegate President Kuchly, the atmosphere is really attractive, and various kind of players actively discussed how to create new innovations between the two countries.

The second SCC event, scheduled to take place in December 2020 in Paris, will be even more practical than the first. The SCC will further accelerate cross hydride collaboration between large companies and startups and generate innovations.

2. Event Report

The event, which began at 9:30 a.m. local time in Paris on October 27 2020, was held online with attendees mainly from CEFJ member companies in both countries.



How we startup our D2C Saké brand in France



Our first speaker was **Mr. Takuma Inagawa**, CEO of **Wakaze sake**. Wakaze sake is a brand of Japanese sake with the vision of "**Making Japanese SAKE into a worldwide alcoholic drink**" and has the breweries in Japan and France. This time he was joining in the webinar from the brewery in France, where there are 12 sake tanks.

Mr. Inagawa has been working to expand Wakaze sake overseas by tailoring the sake to local tastes. For example, he adjusted the alcohol percentage, made sake more acidic than traditional sake to give it a wine-like flavor, and sold fruitier varieties.

Up until now, he have mainly sold sake on a B-to-B basis, but in response to growing demand for home drinking due to the spread of covid-19, he began selling sake through D2C, and in July of this year, sales through D2C increased by 850% compared to in April.

He said that he faced great difficulties in promoting this business because he could not obtain sufficient information from Japan when creating the business in France. In addition to his love of France, he also cited the huge wine market and the large number of "Sake" enthusiasts as reasons for choosing France as a market.



Next, **Mr. David-Antoine MALINAS** (CSO/ [BIODATA BANK](#)) kindly presented with the title, "**International Strategy of a Japanese Start-Up**".

BIODATA BANK is developing a wearable device called "Heat Protection Watch". He compared the differences between Japan and the U.S. in terms of funding and culture in selecting overseas markets, and explained the significance of choosing Japan.

He also talked about his focus on linking Japan and France, particularly in the construction and welfare industries. He is focusing on both countries as a company, as there is room to grow sales in both countries.



Next, Gérald KWIECIEN, President of Next Level Europe, a local market development and digital marketing company in Japan, Europe and Australia, kindly speeched with the title, "**5 keys to start on European Market : How companies can start sales in Europe without having a subsidiary**"

The keys to start in Europe



- o Get your product ready for the market
- o Localization and priorities
- o start with online market places
- o Create an advertising strategy
- o From online sales to success

Mr. Kwiecien identified five key factors in entering the European market.

1. Get your product ready for the market

Starting with an analysis of the local competition, it is important to change the marketing approach and define the strengths of the product.

2. Localization and priorities

Of the 27 countries, Germany, France, the UK, Italy and Spain have the highest priority. If you don't have a local branch, there are alternative methods of using partners and e-commerce. It is also necessary to build a site that supports local languages, not just English.

3. Start with online market places

To achieve European expansion at minimal cost, opening stores on marketplaces used locally as well as on Amazon is effective. In France, for example, Cdiscount has about 70% of Amazon's accounts in France.

4. Create an advertising strategy

It is necessary to consider the use of various types of advertising as well as an advertising strategy for each year or two. It is also necessary to measure the effectiveness of advertising at local events and marketplace rankings.

5. From online sales to success

Once successful online, it's an opportunity to connect with local buyers and rethink pricing, etc.

Next, SCC member **Mrs. Kimiko Imai** led a **Q&A session** with the three guests. Mrs. Kimiko Imai is the CEO of Sineora, a company that promotes open innovation in large companies, with a focus on Japan and France.

The guests mentioned that Europe is a vast market with an extremely wide range of markets, and that it is necessary to have a marketing strategy that is adapted to the local language of each country.

Mr. Marinas and Mr. Kwiecien also mentioned three keys to entering the European market, respectively.

From Mr. Marinas

1. Realize that France is not a business-driven nation as a whole
2. Some political element is needed in France/Europe.
3. Learning French.

From Mr. Kwiecien

1. Try (first try to enter Europe)
2. Learn (next learn the local language, culture and methods)
3. Adapt (Learn and then adapt to the site)

Written by [RouteX Inc.](#)



Our Mission: To the World without Information Asymmetry

RouteX is a young and dynamic startup deeply committed to innovate startup ecosystems around the world. CEFJ supports its spirits!