

A Japanese SME is looking for EU partners to localise a methodology for human resources engagement and team building improvements

Summary

Profile type

Business Offer

Company's country

Japan

POD reference

BOJP20240702016

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

• **World**

Contact Person

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Term of validity

2 Jul 2024

2 Jul 2025

Last update

2 Jul 2024

General Information

Short summary

A Japanese company providing consulting services for team building and staff engagement is looking for alliance partners in the EU, specifically in Italy, Romania, Sweden, Germany, France, Ireland, the Netherlands and Denmark, under the commercial agreement.

Full description

This Japanese company provides consulting services to instil corporate philosophy, improve employee engagement, foster a corporate culture, and generate innovative ideas within the client company.

The company developed a workshop based on the "art thinking" methodology to promote team building and ownership of work among employees, and to sublimate company identity into competitive advantage and high added value. The company's methodology of advancing business process is trademark registered and has been endorsed by a renowned advertising agency in Tokyo.

The company is looking for EU partners who can serve as sales and project liaisons responsible for the development of new clients on a commission / incentive fee basis. The potential partner would connect them with European companies / organisations handling projects such as new business development, mid-term business planning,

human resource development, as well as branding of company, products, cities, promotion planning, exhibition of companies, cultural facilities, etc.

The potential partners would also be helping the Japanese company in the localisation of its methodology to fit potential clients' needs and requirements, so that they can adapt it to the corporate culture and work style in a more efficient way in each EU member state.

Advantages and innovations

The company unique approach, with a registered trademark, was perfected by the company's CEO while staying in Denmark, studying at a business school; the methodology inspired by European cultures well supports their own business model nowadays. The company expects that their methodology would be well appreciated by businesspersons in the EU.

Based on the "art thinking" methodology the company developed its own unique workshop to help organisations facing challenges to build an ideal workforce.

End-user firms for the implement of the company methodology are usually entities with a minimum of 200 employees.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Not relevant**

IPR Status

Partner Sought

Expected role of the partner

The partner must be respecting intellectual property protection as they would be requested to deal with a service with the Japanese company's intellectual property.

They should understand the local characteristics of the local work culture, branding, innovation generation, human capital management, human resource development, and human resource training, and is willing to help with localization. Serving as a sales and project liaisons responsible. Aware of the needs / requirement of business in the region / country. Able to adjust the method fitting to local culture and workstyle.

The partner sought has channels accessing to following business sectors:

- Consulting firm

- Advertising agencies
- Real estate
- Government agencies

Type of partnership

Commercial agreement

Type and size of the partner

- **SME 11-49**
- **SME 50 - 249**
- **SME <=10**
- **Big company**

Dissemination

Technology keywords

Market keywords

- **09003005 - Consulting services**

Targeted countries

- **World**

Sector groups involved