

A Japanese SME is seeking 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

BOJP20250707007

Profile status

PUBLISHED

Type of partnership

Commercial agreement

Targeted countries

- Italy
- Germany
- Sweden
- Denmark
- Ireland
- Netherlands
- Romania
- France

Contact Person

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Term of validity

7 Jul 2025**7 Jul 2026**

Last update

7 Jul 2025

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 a commercial agreement.

Full description

This Japanese company offers consulting services designed to instil corporate philosophy, improve employee engagement, foster a strong corporate culture, and generate innovative ideas within the client companies. Their services include supporting the development of corporate purpose and divisional future visions, assisting with action planning, and guiding organisations through the crucial “embedding phase,” which helps translate purpose and vision into everyday behaviours and operations.

Central to their approach is the use of a unique “art thinking” methodology-based workshop, which promotes team building and a sense of ownership among employees. This process helps sublimate company identity into a competitive advantage and high added value. Their proprietary business process method, which is a registered trademark, has been endorsed by a renowned advertising agency in Tokyo.

The company is looking for local partners who can serve as sales and project liaisons responsible for developing new clients on a commission or incentive fee basis. Ideal partners will be able to connect them with European companies and organizations handling projects such as new business development, mid-term business planning, human resource development, as well as branding of companies, products, cities, promotion planning, exhibition of companies, cultural facilities, and more. These partners would assist the Japanese company in localizing their method to fit potential clients’ needs and requirements, ensuring adaptation to the corporate culture and work style in each EU member state.

Advantages and innovations

The Japanese company’s unique method 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. They expect that their methodology will be well appreciated by business professionals in the EU.

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

The methodology supports organisations in transformation; the company works closely with clients to create operational definitions that make abstract values tangible and actionable. They design and facilitate communication strategies, including internal events and the community management of co-creation spaces, to help sustain culture change. The company also works closely with HR and individual departments to develop initiatives that integrate purpose and vision into the organisation’s daily practices. In addition, they help clients define and operationalise co-creation spaces that encourage collaboration and continuous innovation within organisations.

The potential partners in the EU would be taking the role of an agent by collaborating in sales and project liaisons responsible. It would be expected to align the methodology, aiming to fit local culture and work style with a better understanding of needs and requirements in business in the region and/or country.

There is no size specification for the potential partner firms, but it is preferable that the client / end-user firms have a minimum of 200 employees. This is because their target clients should be ready to invest in culture building and human resource development on a meaningful scale.

Technical specification or expertise sought

Stage of development

Sustainable Development goals

- **Goal 8: Decent Work and Economic Growth**

IPR Status

IPR Notes

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.

The partner sought has channels accessing to following business sectors:

- Consulting firm
- Advertising agency
- Real estate
- Government agency

Type of partnership

Commercial agreement

Type and size of the partner

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

Dissemination

Technology keywords

Market keywords

- **09003007 - Other services (not elsewhere classified)**

Targeted countries

- Italy
- Germany
- Sweden
- Denmark
- Ireland
- Netherlands
- Romania
- France

Sector groups involved