

FCIJ Business Confidence Survey – Spring 2009

COMMENTS TO STRATEGY IN JAPAN

- In 2009 sustain current level, but looking to grow in 2010 onwards. However this year we hope to improve market share and take advantages in weaknesses of competitors.
- We depend on the project market and it has been unclear to us if future public projects in the waste water industries will be released
- To focus on the strong and profitable region.
- Seek challenging opportunities that need to be operational improvement.
- Streamline the organization, yet with stronger talent to ID and build on expansion opportunities.
- Grow speciality lines
- Quality products and services at reasonable prices.
- Short term homeostasis, mid term growth
- Business is strong, choices of which avenue to take is the problem
- Want to exploit these uncertain times and turn the economic decline into opportunities.
- Focused, strategic expansion.
- Strategy is strong. Personnel working at capacity.
- The overall Japanese market and companies are suffering more than many other Asian countries due to a very conservative and inability to change quickly. The Korean's, Chinese and others foreign companies change quicker than the Japanese. This is and will be the most important item for Japanese companies to challenge.
- Looking to expand via business licenses in the next twelve months
- Since my company is a start up, there is no other way than to grow...
- Maintaining a small & agile team allows us to have a competitive edge over larger organizations.
- We consider Japan to be a key market from a global perspective, and intend to grow our business and profitability in Japan
- I have the desire to grow but need to see an improvement in the bottom line
- Introducing new programmes. Supporting clients in leveraging employee effectiveness to meet new business opportunities.
- Our market share is so tiny that we see room to expand even though the market itself remains weak.
- Looking to expand distribution once economy stabilizes.
- The current situation does not change our long term perspective and commitment to the Japanese market
- new type of client, new type of service, etc.
- Opening branch office.
- We can hardly become smaller than now. We are importers as well as consultants. In fact one of our efforts now is to offer withdrawing companies our services so they can maintain a foothold in Japan during the crisis.

- Adapting to the recent development of business volume and to the perspective of relevant market for the next couple of years
- Time for partnering or M&A is now
- Japanese partner relationship getting more important. Also, there more cleared than before who is winner and who will be losing. Thus partner selection becomes more and more import. It mostly larger company getting more wins. Simply Lager Company was expensive but stared down price.
- Looking for re-entry when LTE is coming with global applications
- Very tough competitive environment from local companies. Challenging economic times effecting spending patterns
- Direct sales and support