



Opportunities for Estonian companies in Japan

Estonian Information Technology College
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Privador
Defenders of the e

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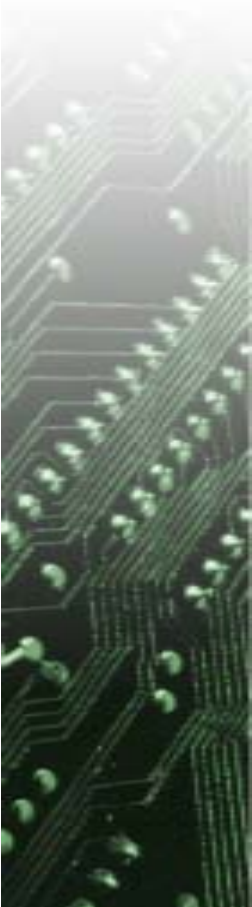


Privador Intro

Established:	March, 7 2000 as a spin-off from Cybernetica Ltd.
Owners:	privately held
Employees:	30+ with associated employees
Fields of activity:	R &D, Marketing of Information Security products and solutions

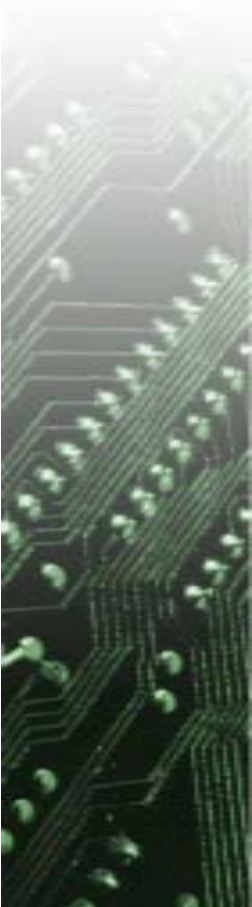
Facts of Life

- ◆ **Japan is the second richest single economy in the world**
- ◆ **Population 126, 5 million -100 times bigger than Estonia's**
- ◆ **GDP per head 26,034 USD (PPP)**
- ◆ **Home of some of the world's leading high-tech companies and birthplace of many leading technologies**
- ◆ **Japanese companies have mastered consumer electronics to the excellence**



Why Japan instead of USA

- ◆ **Internet bubble was not as big as in US and the activity and investment was not reduced so dramatically**
- ◆ **Established Japanese companies had become more accessible to start-up companies**
- ◆ **Japan doesn't discriminate between Eastern and Western European companies**
- ◆ **Incubators and VCs had just started their activities, easier to get attention**

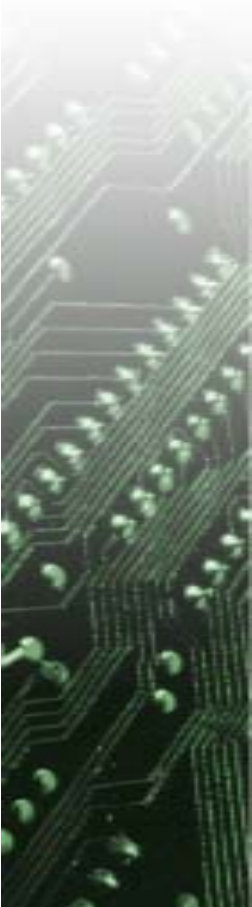


Privador and JETRO

- ◆ **Privador was invited by JETRO to participate at NET&COM 2001 event in February in Tokyo – one of the biggest tradeshows for IS and Networking companies with ca 87,000 visitors and special exhibition on Network Security**
- ◆ **Privador was first Estonian company to participate, being actually part of Finnish team**
- ◆ **JETRO sponsored the participation at the International Exhibition – total cost for Privador less than Kontakt 2001**

Privador and NET&COM

- ◆ **JETRO was very effective in arranging one-to-one meetings – from Sony to Japanese regional banks**
- ◆ **As a result of JETRO sponsored participation two of the leading Finnish security companies – SSH and StoneSoft – have opened their business in Japan**
- ◆ **NET&COM participation invaluable to understand the state of Network Security in Japan.**

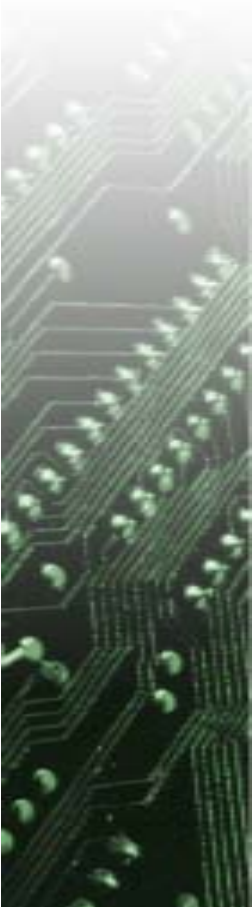


How to succeed

- ◆ **Face-to-face meetings very important in establishing business relationship**
- ◆ **Local partner inevitable if you want to succeed in business – Japanese society is very complex for Westerners to understand easily**
- ◆ **Take your time to understand and respect your Japanese partner and the business loyalty**
- ◆ **Cost base in Japan is one of the highest in the world – partner up!**

How to succeed as tech company

- ◆ **Forget your marketing story – you cannot beat Japanese at marketing**
- ◆ **Ensure the soundness and technical viability of your solution or technology**
- ◆ **IPR is very important factor**
- ◆ **Expect thorough investigation and analysis into your business and people**
- ◆ **You cannot set the pace, but after your project is greenlighted, the pace gets very fast.**





Thank you!

Questions?

