



Nara Industry-Academia-Government Collaboration Platform
JETRO Nara x Nara National Institute of Higher Education and
Research Task Force

Overseas sales channel development project

"From Nara to the world!"

Recruiting student participants!

Participation is free!

Many small and medium-sized enterprises have the problem of wanting to export their products overseas but not knowing where to start. Students, including international students, are invited to join us in creating a strategy for developing overseas sales channels and revitalizing the local economy.

🤔 **Why is overseas expansion support needed now?**



Challenges Facing Local Companies Many small and medium-sized enterprises in Nara Prefecture have excellent technology and products, but lack the knowledge and connections necessary for overseas expansion. They face a variety of challenges, including language barriers, cultural differences, and the need to develop marketing strategies. However, these challenges can be overcome with the right support. By utilizing the fresh perspectives and international perspectives of international students and students, new possibilities can be opened up.

💡 **Why international students and students can thrive**

Diverse Cultural Backgrounds
The cultural knowledge and language skills of international students from various countries, including Asia, Europe, and America, are valuable assets for companies expanding overseas.

Digital Native Generation
The perspective of the younger generation, who are well versed in social media and digital marketing, enables innovative approaches that are not bound by traditional business methods.

A fresh, external perspective
An external perspective untainted by existing corporate culture can uncover strengths and areas for improvement that a company may not be aware of, bringing out new possibilities.

Organized by:

- Japan External Trade Organization (JETRO) Nara Trade Information Center
- Nara National Institute of Higher Education and Research
 - Center for NARA Colleges Collaboration
 - International Strategy Center

Cooperating Organizations:

- Nara Institute of Science and Technology

Recommended points!

- Practical business experience
- Practical internationalization support
- Deep connections with Japanese companies
- Appealing points for job hunting
- A sense of contribution to the local community



schedule



Kick-off meeting

Date : 2025/10/23 17:00-20:00

Venue: Nara Chamber of Commerce and Industry
*3-minute walk from the south exit of Yamato-Saidaiji Station

Understanding corporate needs

Collaborative project implementation

Continuous follow-up

Specific project details

<Market research and analysis> We conduct detailed research into market trends, competitive analysis, and consumer needs in the international students' countries and regions to verify the feasibility of expansion.

<Communication support> We provide support for creating multilingual PR materials, social media marketing, and negotiations with local partners.

<Business strategy formulation> We work with companies to formulate strategic overseas expansion plans that combine their strengths with market opportunities.

<Network building> We utilize Jetro and university networks to support the creation of connections with local stakeholders and potential customers.

Companies aiming to develop overseas sales channels

• Morio Shoubi Co., Ltd.

A new brand, SOUKIMONO, has been launched from a beauty salon with a history of about 100 years. By giving new life to kimonos and obis destined to be discarded and bringing them to the global market, we aim to share the beauty of Japan with the world!

• ○○ Co., Ltd.

Under adjustment

Student Application

Application: Use the form below or QR code
<https://forms.gle/N3a74mBR7qwDcSYm6>

First deadline: October 20, 2025

Registration



For more information, including participating companies, please click here



<https://naranaranara.my.canva.site/dagz5orww-4>

For inquiries, please contact:

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