

**PRESS RELEASE**

November 29, 2013

**Candlewick 'honored' to be appointed as an official partner of Export to Japan established by UK Trade & Investment Japan**

Tokyo -- Export to Japan, a scheme in association with UK Trade & Investment Japan (UKTI Japan), based within the British Embassy Tokyo and Consulate-General Osaka was officially launched on November 1<sup>st</sup>, 2013. Candlewick is honored to announce it has been appointed as an official partner for the scheme by UKTI & their strategic partners.

UK Trade & Investment (UKTI) supports UK-based companies to succeed in an increasingly global world by providing them with knowledge, advice and practical support. Companies looking to enter the Japanese market will now have access to experts in various fields via Export to Japan Scheme. UKTI help more than 1000 UK companies with advice and market entry support each year.

Ms Sue Kinoshita, Director UKTI Japan said, "Export to Japan is a great platform for UK brands to use to enter the world's third largest economy. Along with 25 other partners, Candlewick was appointed by Export to Japan because of their strong experience working with Japanese and global brands, and to help UK companies promote their products and services in the Japanese market."

Export to Japan provides its members with regular and up-to-date information from market specialists who know the lay of the land. This includes information about the latest market opportunities, advice on doing business and tips from those who have already tasted success. To become a member of Export to Japan UK companies can register for free online.

There are three categories - Basic, Silver and Gold, and the level of access and service depends on which one companies have signed up for. (Please see notes to editors).

"We're much honored to have been selected and look forward to servicing UK brands in Japan. Brands from the UK have enjoyed a lot of success here. We look forward to working with some exciting new ones," said Managing Director of Candlewick, Noriko Silvester. "We have been supporting many foreign brands and we really are enjoying working with international clients to support their business successful. As part of the launch of the scheme, Candlewick is offering future clients six hours consultation for fee free.

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**Notes to Editors:****About Candlewick Co., Ltd.**

Candlewick is a fully integrated public relations and marketing communications agency that delivers on business and communication objectives for increased brand value. We takes pride in our approach from the development of strategic communication plans to launching global products and services in the Japanese market. We have assisted top tier brands and organizations to increase their awareness and expand their market share. <http://www.candlewick.co.jp/en/>

### **About Export to Japan - [www.exporttojapan.co.uk/](http://www.exporttojapan.co.uk/)**

Export to Japan is a unique not-for-profit partnership led by UK Trade & Investment Japan based at the British Embassy Tokyo and Consulate-General Osaka, along with strategic partners: British Airways & Japan Airlines, the British Chamber of Commerce in Japan and Business Link Japan. They have come together to create Export to Japan to help UK companies succeed in this huge and lucrative market.

Export to Japan provides UK companies with access to regular and up-to-date information about the Japanese market from market specialists who know Japan and what it offers UK companies. This includes information about the latest market opportunities, advice on doing business here, and tips from those who have already tasted success. British companies can register for free on the site for access to additional market and sector insights from specialists from the UK Trade and Investment teams in Japan. There are regular reports, videos and podcasts offering analysis about the opportunities for UK companies in Japan

### **About UK Trade & Investment (UKTI)**

UKTI Japan is based in the British Embassy Tokyo and British Consulate-General Osaka. UKTI supported around 2000 UK companies understand the market in 2013, with direct support for around 150 to enter or expand into the market. UKTI ensures the UK companies benefit depending on its needs.

### **<Social media networks on Export to Japan>**

- Twitter: <https://twitter.com/Export2Japan>
- Facebook: <https://www.facebook.com/exporttojapan>
- LinkedIn: <http://www.linkedin.com/company/export-to-japan>

### **<Benefits of membership>**

#### **Basic membership**

#### **Eligibility: Available to all users on the site. No Sign-up Required**

**Benefits:** Read articles and watch videos about getting started and doing business in Japan

- Get background on the different opportunity sectors in Japan for UK companies
- See regular specific Business Opportunities with Japanese companies
- Contact our Market Specialists Directly with your enquiries
- See a List of Upcoming Japan Events

#### **Silver membership**

#### **Eligibility: For any individuals working for registered UK-based companies**

**Benefits:** Register or Express your Interest for our events in the UK, Japan or Online

- Book one-to-one meetings with UK Trade & Investment market experts
- Watch Export to Japan Webinars
- See videos with market insights in your sector from the experts
- Get in-depth reports and from market specialists
- See Profiles and Contact details for all our accredited Business Partner Network companies
- Access to all Basic pages

#### **Gold membership**

**Eligibility: For UK-based companies that have already paid or accessed a significant service from the UK Trade & Investment Japan Team since January 2009. Gold membership is by Invitation-only. Please note that you *cannot* sign up for Gold membership through the Export to Japan site.**

**Benefits:** Online Access to Exclusive Negotiated Offers provided by our Accredited Business Partners Network Companies

- A personalized Membership Pack and Card
- Access to all Basic and Silver Membership services

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