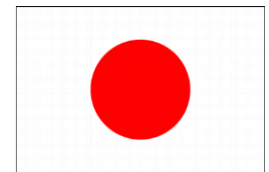


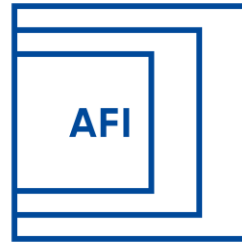
Association  
for Foreign  
Investment



# Business Workshop Japan

24. 11. 2022



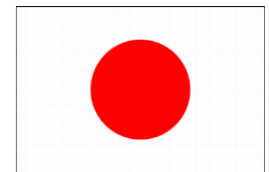


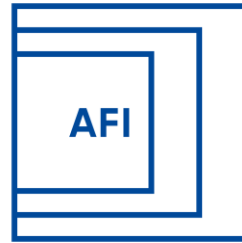
Association  
for Foreign  
Investment



# H. E. Hideo Suzuki, the Ambassador of Japan to the Czech Republic

Business Workshop  
Japan



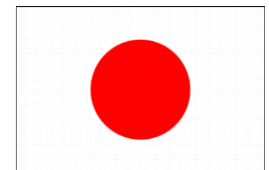


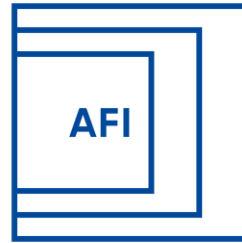
Association  
for Foreign  
Investment



# H. E. Martin Tomčo, the Czech Ambassador to Japan

Business Workshop  
Japan



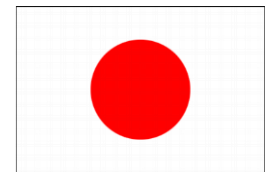


Association  
for Foreign  
Investment



**Kamil Blažek,**  
**AFI**

**Business Workshop  
Japan**





Association  
for Foreign  
Investment

Czech  
Business  
Guide.com

# AFI introduction

Association for Foreign Investment – AFI

[afi.cz](http://afi.cz)

# AFI Strategy

## MISSION

"We support investors and investments in the Czech Republic."

## VISION

1. Promote the Czech Republic as a country that is ideal for new investments and business.
2. Defend the interests of foreign investors in the Czech Republic.
- 3. Support and motivate Czech investors to become international and global, by both acquisitions and greenfield investments.**
4. Develop, influence and cultivate the investment environment in the Czech Republic.
5. Be a platform for cooperation between the private and public sectors.
6. Associate top-level consulting firms.



# AFI Services

- Architecture, Engineering & Permitting
- Auditing
- Accounting
- Construction & Real Estate Development
- Corporate Finance, M&A & Valuations
- Environmental Consultancy
- Executive Search
- Facility Management
- Legal Advisory
- Personnel Services + Recruitment
- Project & Construction Management
- Real Estate Advisory & Brokerage
- Relocation
- Legal Advisory
- State Aid Consultancy, Investment Incentives, Public Procurement and Research and Development
- Tax Services
- Visa

**We are able to cover all stages of investment process.**



# The most significant investors supported by AFI members:





# AFI Partners

AFI Patron



AFI Partner



AFI Supporting Partner



# AFI Members





## How can AFI help Czech companies in practice?

- **Speak to us here, get result abroad.**
- We know exactly what issues do new coming investors face in a new country
- We can navigate you
- We have network of contacts and proven relationships with embassies and chambers of commerce around the globe: we will share our insights
- AFI members are experienced and leading consulting companies in various industries
- Many of them have branch offices or cooperating partners in Japan.



# Examples of our Japanese footprint



Vistra in Japan primarily serves the corporate sector and offers a full scope of services for Japanese and multinational companies to help them grow their business, manage their entities, simplify their corporate structures, and transact the complexities of carve-outs.

KINSTELLAR

Legal  
Advisory

**Deloitte.**  
デロイト トーマツ

Audit & Assurance, Risk  
Advisory, Financial  
Advisory  
Consulting, Tax, Legal,  
Global Business Support



Audit & Assurance, Advisory,  
Tax, Global Japanese Practice,  
All services Domestic Tax Services,  
Transfer Pricing Services,  
International Tax Services, Global  
Mobility Services, Risk Consulting  
Deal Advisory, Management  
Consulting, Industries & Markets  
Advisory



# Examples of our Japanese footprint



Recruitment and talent acquisition in Japan.  
How can you get ahead of talent shortages and deliver the people your business needs?



Hays plc (the "Group") is the world leading specialist in recruitment and workplace solutions. Hays has 3 offices in Japan (Tokyo, Yokohama, Osaka).



**THE ADECCO GROUP**

Adecco Group Japan provides optimal services from five different brands to meet the diverse HR needs of our customers.



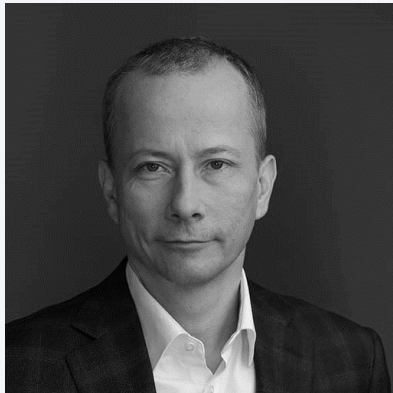
Nishimura Asahi – partner in Japan



GET IN TOUCH WITH US, WE'D LOVE TO HEAR FROM YOU!

**Kamil Blažek**  
Chairman

kamil.blazek@afi.cz  
(+420) 602 208 568



**Ondřej Votruba**  
Executive Director

ondrej.votruba@afi.cz  
(+420) 606 022 536



Štěpánská 11  
120 00 Prague 2  
Czech Republic



Association  
for Foreign  
Investment

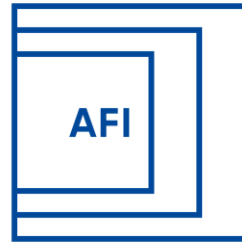
**Czech**  
**Business**  
**Guide.com**





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*Thank you for your attention!*

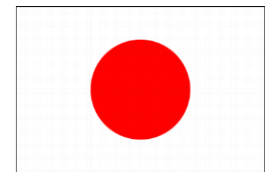


Association  
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# Karel Machotka, ICC Czech Republic

Business Workshop  
Japan





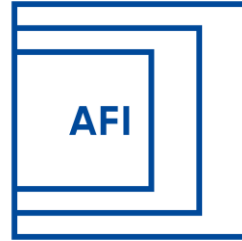
# ICC - history

**The International Chamber of Commerce (ICC)** is an international non-governmental organization based in Paris. As one of the most important institutions in the field of the world economy, it has observer status in almost all relevant international organizations (UN, G20, EU, ...). The Chamber has over 7,000 members and operates in more than 100 countries around the world.

The International Chamber of Commerce was founded in 1919 in Atlantic City, New Jersey to promote greater opening of national markets to foreign trade and investment. The founding members were Belgium, France, the United Kingdom, Italy and the United States of America. **Paris was chosen as the headquarters**, where the Chamber established the **International Court of Arbitration in 1923**. In 1936, the Chamber issued a set of international rules for foreign trade **Incoterms**.

## What do we do?

- **education** especially in the areas of logistics, financing of international trade, international commercial arbitration and many others
- **assistance** in resolving disputes
- **publishing** of professional publications
- **we defend the interests of our members** at international, European and national level
- **expert opinions**
- **conferences** and other events
- **expert advice**

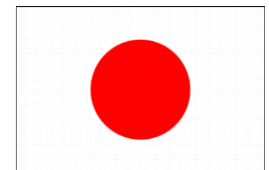


Association  
for Foreign  
Investment



# Go Shimuta, JETRO

Business Workshop  
Japan



# Introduction of JETRO's services

**Go SHIMUTA**  
**Director-General**  
**JETRO Prague**

# Content of the presentation

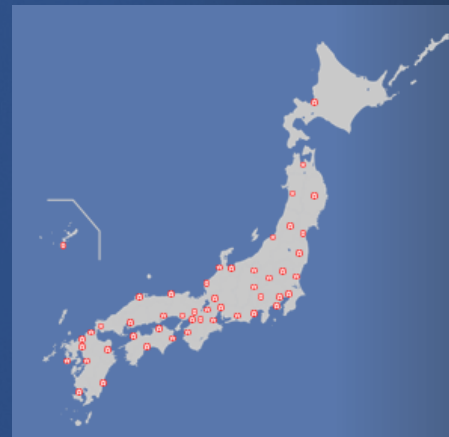
## Introduction of JETRO's Services

- Invest Japan Program

- J-Bridge Program

# Japan External Trade Organization (JETRO)

- **Governmental organization to promote mutual trade and investment between Japan and the rest of the world**
- **Founded in 1958**



# Japan External Trade Organization (JETRO)

## Our missions

- 🌸 **Facilitating Innovations**
  - Promoting FDI into Japan
  - Supporting collaboration
- 🌸 **Assisting Japanese Companies With Their Overseas Businesses**
- 🌸 **Surveys and Research**



# Promoting and Attracting FDI into Japan



## Common issues that new businesses face

**What do I need to know to do business in Japan?**

**How do I set up business in Japan?!**

**I don't have any business connection in Japan!!**



**How to solve these issues?**

**Talk to  
JETRO First**

# JETRO Invest Japan Business Support Centers (IBSCs)

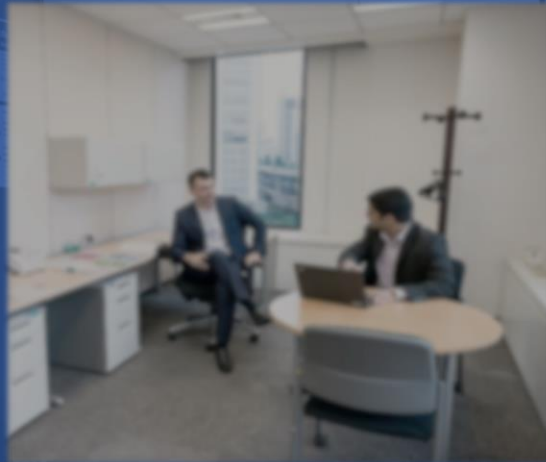


# JETRO Invest Japan Business Support Centers (IBSCs) offers wide range of to help your business grow in Japan

JETRO

INVEST JAPAN

Invest Japan Business Support Center



**Facilities**



**Information**



**Networking**

**\*Screening process required**

# JETRO Services

## Facilities

### Temporary Offices

You can use up to 50 business days.

### Hall & Conference rooms

(Tokyo only)

For New products launch events,  
Business meetings with clients,  
and more!



# JETRO Services

## Information



Invest Japan Business Support Center  
**Consultation** by in-house specialist  
(Incorporation, Visa, Tax, Labor, Legal etc...)



**Cost Estimation**  
for setting up business in japan



Tailored **Market and Industry**  
Information



Information on **incentives**  
by National and Local governments

# JETRO Services

## Networking

Invest Japan Business Support Center



**Business  
Matching**  
With potencial  
Business partner



Meeting with  
**Gov. & Local  
authorities**



Introduction to  
**Service  
providers**

# Success by the numbers

Approx.

**22K**

**Projects supported  
(FY 2003-2021)**

Over

**2.2K**

**Establishment completed  
(FY 2003-2021)**



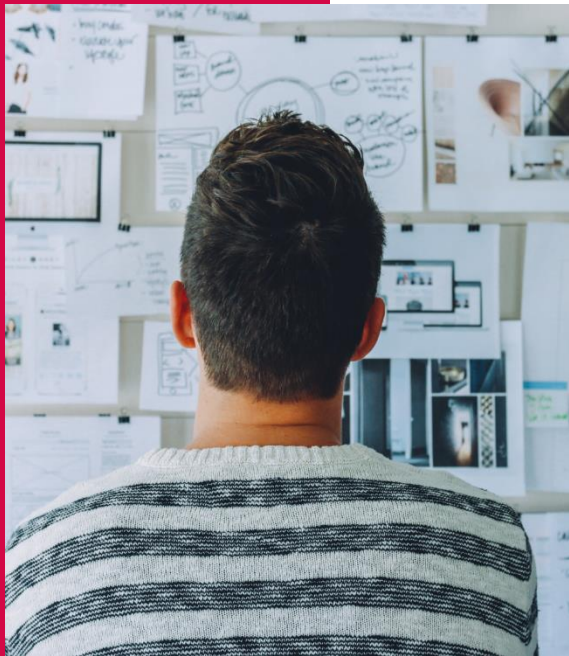


# **Facilitating Innovations**

**J-BR!DGE**

**Supporting collaborations between  
Japanese and overseas companies**

**Do you want to accelerate your business with Japanese companies?**



For the startups/companies who are interested in...

- 💡 Utilizing the capabilities of Japanese companies in product development, manufacturing, sales, marketing, etc.
- 💡 Considering investment from Japanese companies.
- 💡 Expanding business not only domestically but internationally with Japanese companies.

**J-Bridge** is a business platform to facilitate collaboration between Japanese and overseas companies. JETRO supports cross-border open innovation for accelerating digital and green transformation.

### Focus Countries/ Regions

- Southeast Asia
- India
- Israel
- Australia
- U.S.
- Europe
- Africa
- Japan



### Focus Fields

- Mobility
- Health Tech
- Life Sciences
- Agri-Tech
- Retail Tech
- Renewable Energy (offshore wind power, biomass, etc.)
- Energy conservation
- Storage batteries
- Hydrogen
- Smart infrastructure
- Greening and environmental conservation technologies
- Smart Cities
- FinTech
- Robotics
- Information security etc.
- etc.

### Objectives

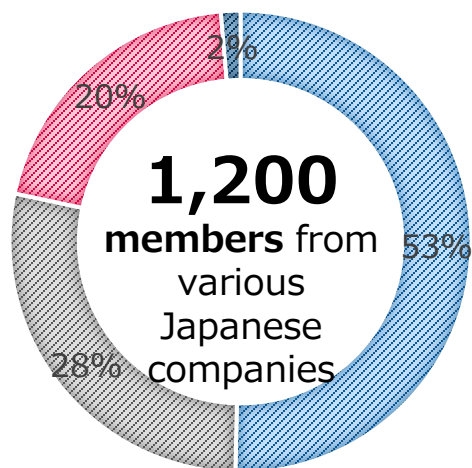
Cooperation between Japanese companies and overseas startups for the development of new businesses, thereby:

- **Business alliance** including technical cooperation, joint R&D, and M&A
- **Capital alliance** including investment, setting up JV (Joint Venture), etc.

# Who are J-Bridge Members/Partners?

J-Bridge Members are **Japanese companies who are interested in collaboration with overseas startups etc.** Over **1,200 people from more than 900 companies** are registered from various industries ranging from ICT to trading, chemicals, finance and manufacturing.

## J-Bridge Members



■ Large companies

■ SMEs

## Our Partners

Companies and organizations that share the same goals as J-Bridge and will help us by utilizing their knowledge and connections.



3  
6

# How does JETRO connect Japanese and overseas companies registered on J-Bridge?



# J-Bridge will open opportunities for foreign startups/companies to meet Japanese companies.

---

## ✓ 1. Company introduction

*JETRO will prepare a business summary of foreign startups/companies and disseminate it to registered “J-Bridge Members”*

## ✓ 3. One-on-one business meetings

*For startups with unique technologies/solutions, JETRO will arrange business meetings with J-Bridge Members.*

## ✓ 2. Invitation to events

*Foreign startups/companies can find information about various JETRO online events to promote digital transformation or open innovation, including opportunities to attend seminars/business pitches.*

## ✓ And more...

*Along with the J-Bridge scheme, JETRO, as your contact point to Japan, will provide various support for your business development, including the initial support for entering the Japanese market.*

# 1. Company introductions

✓ Business outlines of startups/companies, prepared by JETRO, will be uploaded to the potalsite for J-Bridge Members.

✓ J-Bridge Members who are interested in these companies can request business meetings.  
(JETRO will inform you when we get a meeting request)



**Database for promising overseas companies**  
(Only available for J-Bridge Members)





**JSSIP REVERSE PITCH 2022**  
**OPEN INNOVATION OPPORTUNITIES**  
 with Japanese Corporates

Online Event

31 August 2022  
 4:00pm - 6:00pm  
 (Singapore Time / UTC +8)

Presenters:

Co-hosts:

Community Partners:

paxel JETRO Fresh Factory

**COLD CHAIN LOGISTIC STARTUP IN INDONESIA**

Thursday, 30 March 2022 10:00 - 12:00

**J-BRIDGE** Open Innovation Pitch – Southeast Asia + India –  
 Chance to collaborate with Japanese companies!

September 8<sup>th</sup>, 2021, 16:00 - 17:00 (JST)

JETRO

Clean Tech Webinar.mp4

J-BRIDGE JETRO

**CLEAN-TECH WEBINAR**  
 Business Opportunities in the Philippine Environmental Field by Conglomerates and Startups

JANUARY 25, 2022 | 3:00 PM (SGT)

SPEAKERS

STARTUPS

Ag-Tech opportunities in Australia

**Nichi-Go Global x J-Bridge Webinar #3**

Thursday, 14 July 2022  
 4:00pm to 5:15pm AEST/3:00pm to 4:15pm JST

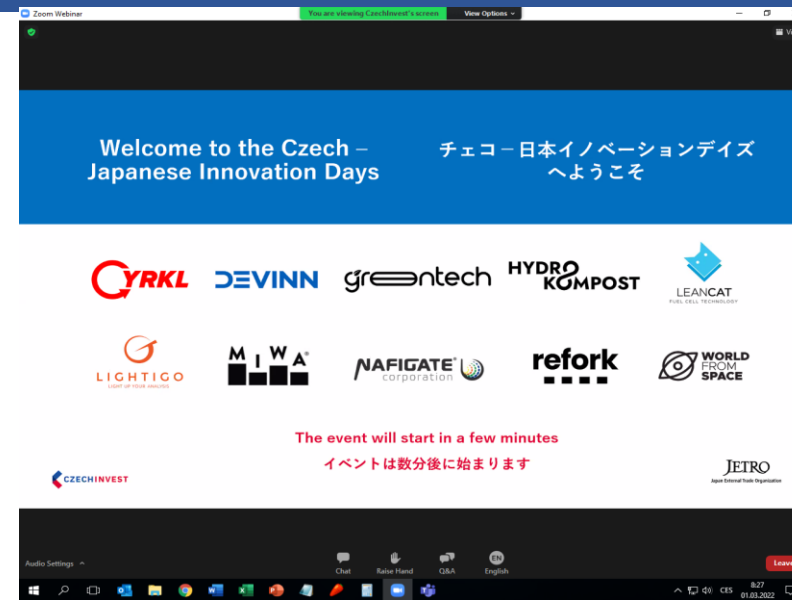
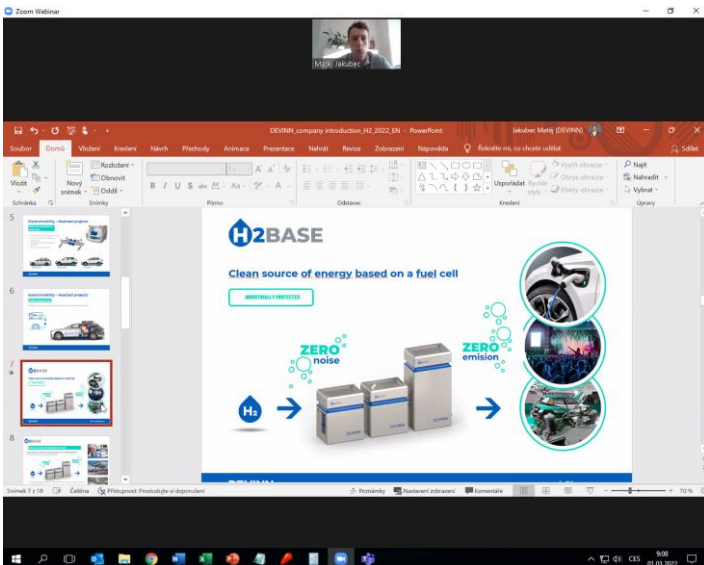
## 2. Invitations to events

- ✓ Twice a week  
 on average, we hold online events, seminars and pitch decks related to open innovation across the world.
- ✓ Around 15,000 participants joined appx. 100 events in FY 2021.
- ✓ **Offers** for presentations/pitches at our event.  
 (Only for the startups who are prominent in their business and match the concept of our events)



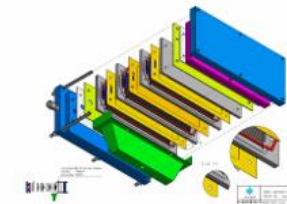
# Czech – Japanese INNOVATION DAYS vol. 2- ONLINE EVENT

## March 2022, Green Tech



### Fuel Cell Stack (PEM)

- Air-cooled cells with **open-cathode** architecture
- Robust technology with **low demands** for balance-of-plant components
- Suitable for power up to 5-10 kW



### 3. One-on-one business meetings



For especially outstanding startups, based on your requests, JETRO will arrange business meetings with J-Bridge Members (and other Japanese companies) who may be suitable as business partners.



# Thank you for your attention and Obrat'te se v první řadě na JETRO!

Podnikejte v Japonsku úspěšně!

JETRO Praha

Na Příkopě 1096/19, 110 00 Praha 1

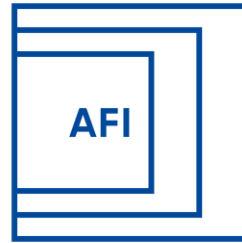
<https://www.jetro.go.jp/czech/>

[cpr@jetro.go.jp](mailto:cpr@jetro.go.jp)

+420 222 312 978 (日本語)

+420 224 814 972 (Čeština, English)

<https://www.jetro.go.jp/en/>

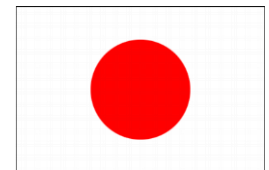


Association  
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Investment



# Jindřich Houžvička, CRYTUR

Business Workshop  
Japan



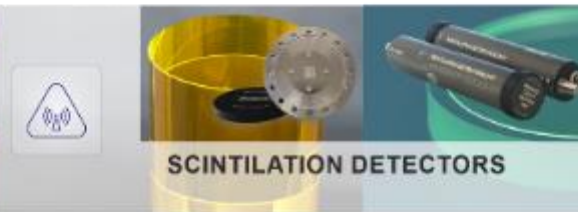
# CRYTUR and Business in/with Japan



**ELECTRON MICROSCOPY  
DETECTORS**



**LASER RODS  
AND COMPONENTS**



**SCINTILLATION DETECTORS**



**HIGH-POWER LIGHTING  
SOLUTIONS**



**THIN-FILM COATING**



**HIGH RESOLUTION IMAGING  
SOLUTIONS**



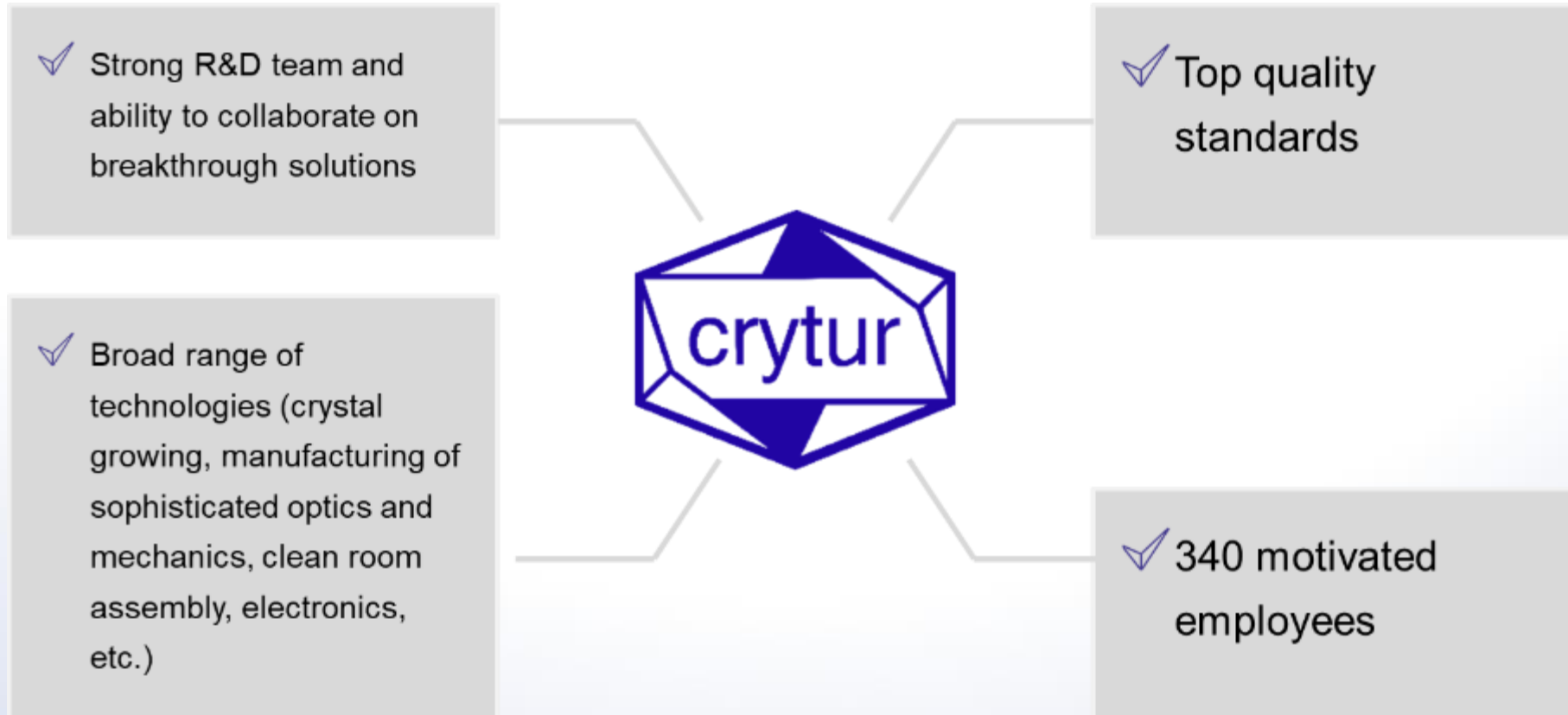
**PRECISION MECHANICS,  
OPTICS AND SAPPHIRE**

# PRODUCTION PORTFOLIO

- Global No. 1 supplier of detection units for electron microscopy
- The largest European manufacturer of laser rods
- Leader in single-crystal phosphors for high power LED/LD
- Very strong in radiation detectors



**Experienced supplier** of complex optoelectronic products  
for semiconductor industry



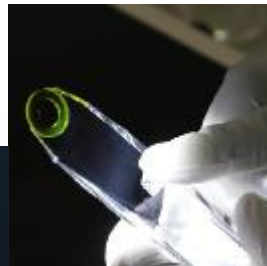
# OUR IDEAL PRODUCT



Our own high-precision **crystal**, metal, ceramic, optical components...



...assembled in clean rooms to complex optomechanics



=



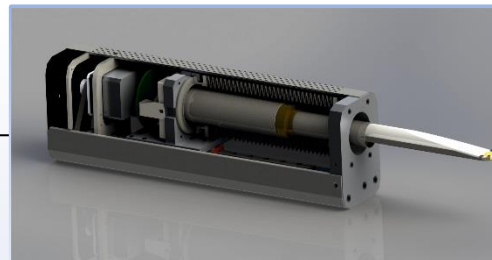
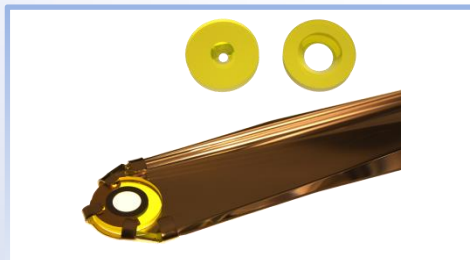
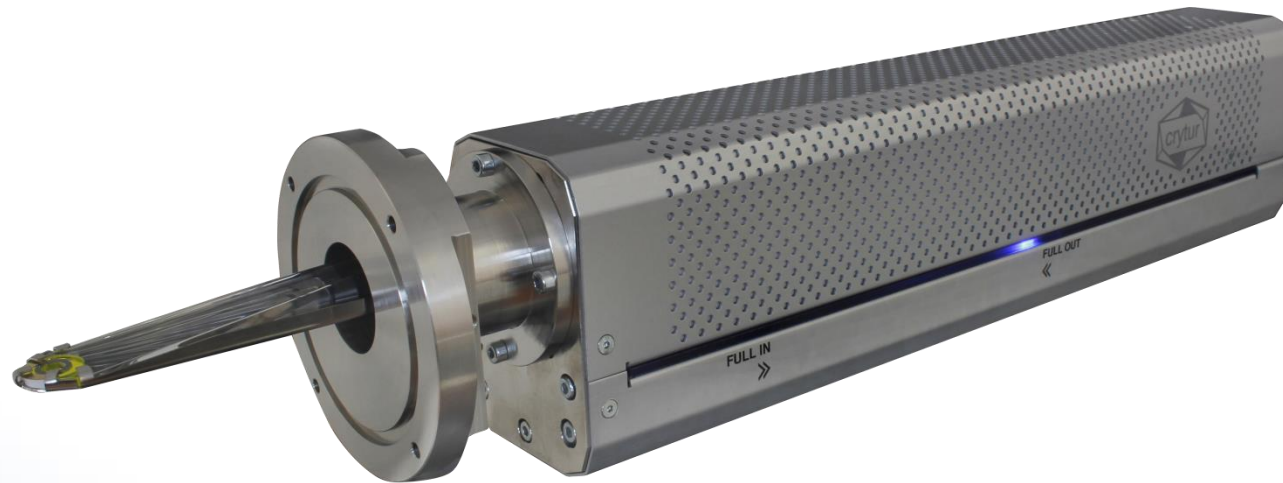


# REBEKA™

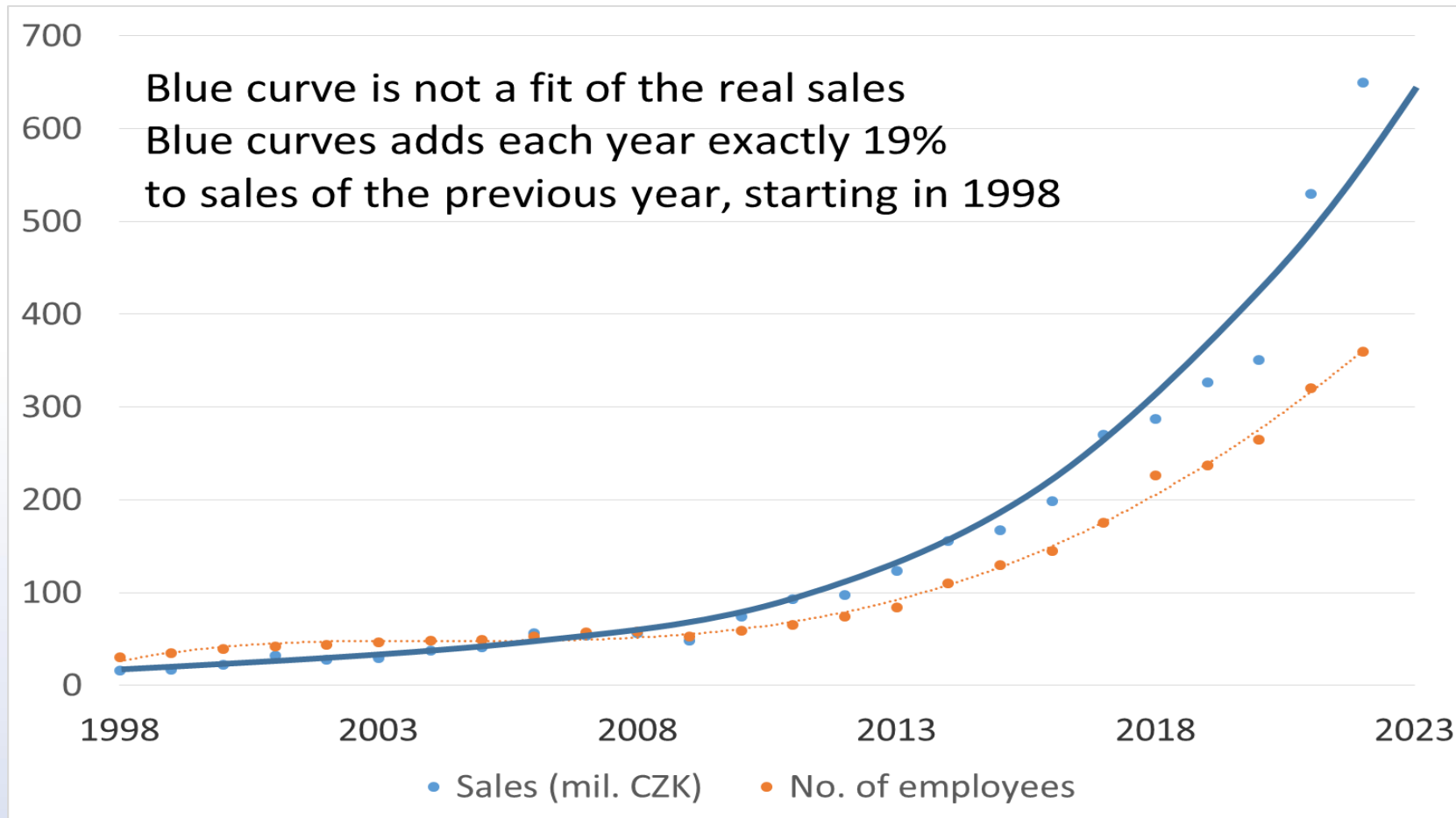
## Retractable BSE detector for SEM



- State-of-the-art combination of sensorics, mechanics and electronics.
- Put to market since January 2015



# CRYTUR, continuous growth...



# CRYTUR abroad



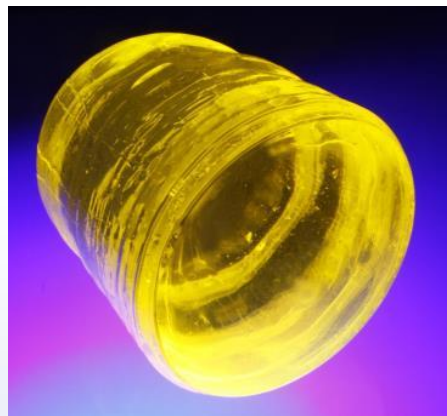
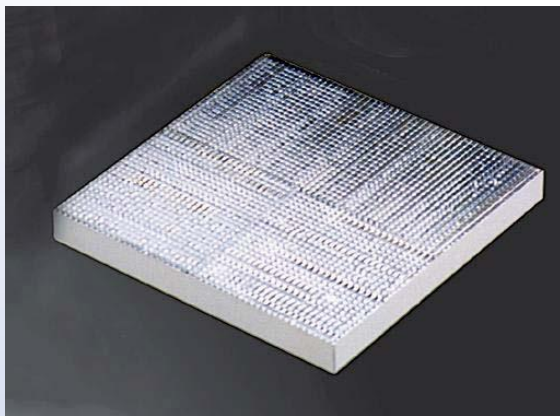
- Only one exclusive distributor (Israel), daughter company CRYTUR USA
- Ongoing growth requires direct presence on local markets in Japan, Korea, China.
- Portfolio technically difficult.
- Very fragmented industries (medicine, semicon, military, academia, electron microscopy, geology, instrument manufacturers, engineering, LED manufacturers, measurement and regulation, etc.).
- Products are expensive (comparing to the global competition) – competitive advantage in parameters, performance, quality and RaD support

# CRYTUR in Japan



Customers:

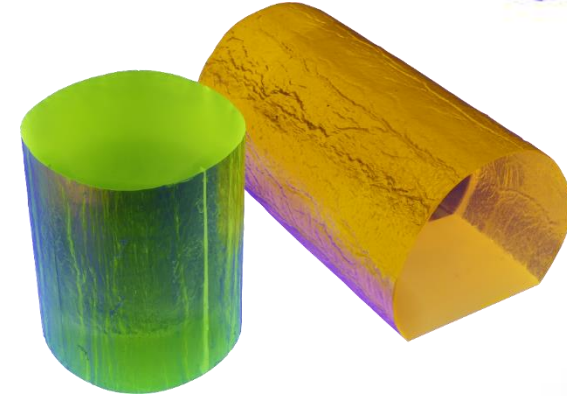
- Largest: all electron microscopy manufacturers
- Minor: other instrument manufacturers, academic groups, local re-sellers



# CRYTUR competitors



- Competitors: Furukawa, CaA, Oxide, G-Tech, Ohyo Koken
- Size of competitors: size of Crytur or smaller
- CRYTUR mode of sale in Japan:
  - 1) Our competitors lack some of our materials, so they complete its portfolio
  - 2) Small sales companies are in contact with just 1-2 local scientists - terribly fragmented sales with no technical knowledge transfer
  - 3) Small sales companies buy from us and re-sell to the final large company user – not able to co-ordinate even within one customer – one customer can be served by even 5 re-sellers



# HISTORY



CRYTUR (Monokrystaly at that time) patented use of single crystalline YAG:Ce as a scintillation detector in 1979:

CZ Patent No. 201569 by:

1) KVAPIL JOSEF, KVAPIL JIŘÍ - CRYTUR

2) **AUTRATA RUDOLF** and SCHAUER PETR

from Institute of Scientific Instruments Brno



# HISTORY



Deliveries since the start exclusively through Mr. Autrata

Direct business moreover excluded, as CRYTUR supplies globally all other manufacturers – „lack of loyalty“

In the meanwhile, almost 10 local re-sellers emerged, who „planted“ our products within the customers. Introduction of new products was difficult, as the technical feedback on the performance missing

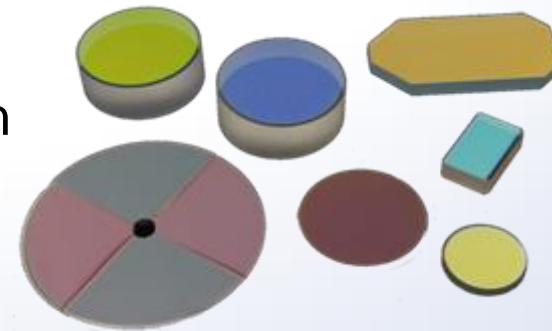
# CURRENT SITUATION



Direct deliveries started to be possible only with the new, technically much more advanced solution:

Still:

- 1) Local agent necessary, but it opened the direct technical communication
- 2) Progress in steps, with large intervals in between
- 3) Trust needs to be built with the partners





# Purchasing in Japan



50% of the CRYTUR's material for production comes from Japan

Why? – quality + technical performance

Serious issues with deliveries need to be solved in Japan, not with the supplier's EU office



**LGD –  $\gamma$ -ray detector  
for very harsh conditions**

# Purchasing in Japan



- CRYTUR has been a loyal customer of the Japanese manufacturer of the **rare-earth oxides** for 40 years – it was purchasing through the large Japanese trading company still back to the communist time.
- 98% of the **raw material** comes from China, 2015 China raised very strong export barriers – our long term suppliers contract was suddenly broken.
- Direct business impossible – help of one sales partner
- A new common practice – several our re-sellers or even competitors sell Japanese goods to us – can even be cheaper than directly

# Summary



Japan is a beautiful country with an exciting culture and great people

Business is relationship-based, and penetration of the local market can be slow and expensive

Local agent can greatly help to accelerate the business in both directions

Japanese goods is still a symbol of quality, and size of the business is worth of the effort

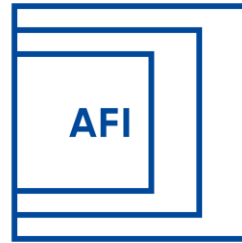
# CRYTUR



YOUR PARTNER IN SOPHISTICATED **DETECTORS**,  
**CRYSTAL** OPTICS AND HI-END **LED PHOSPHORS**

Three large, faceted, green crystals are shown against a black background. One is a large, round, brilliant-cut stone on the left. To its right are two smaller, angular, faceted stones, one above the other. The crystals exhibit a vibrant green color with some yellowish-green highlights due to their facets.

Apart from their high technical qualities and performance the crystals grown in Crytur are truly beautiful in their appearance and represent a remarkable jewel material

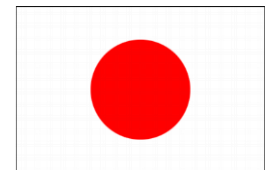


Association  
for Foreign  
Investment



**Billy Day,  
Gen**

**Business Workshop  
Japan**



# Gen™

## Gen & the Association of Foreign Investment: Japan workshop

Case study of Gen brands in Japan

---

24.11.2022

Billy Day



# Agenda

- Introducing Gen
- What is Avast?
- Experience in the Japanese market
- Recommendations
- Q&A



**Gen™**

**Powering  
Digital Freedom**





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# Introducing Gen

*parent company to many brands including Avast*

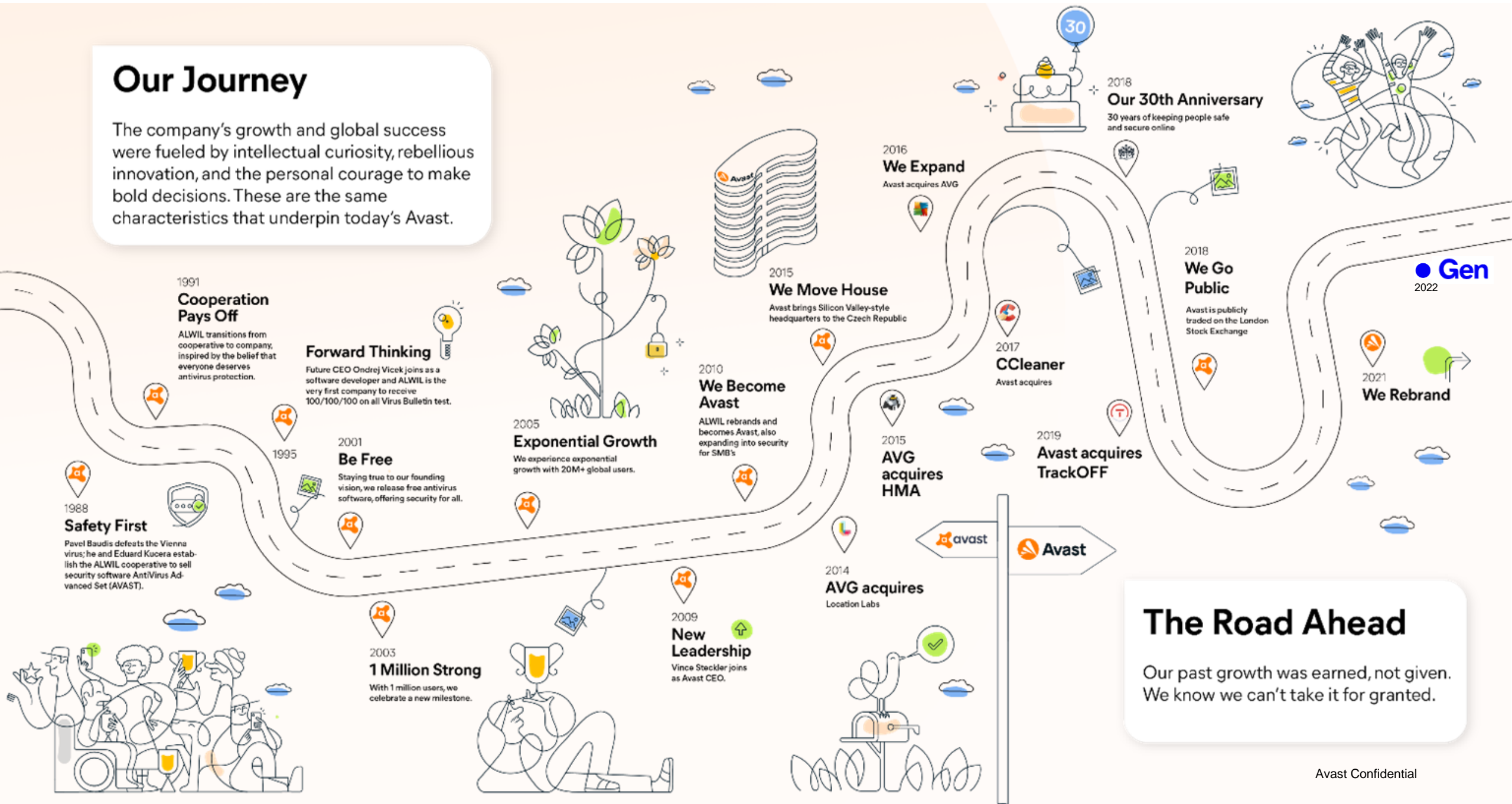
*Gen (NASDAQ: GEN) is a global company dedicated to powering Digital Freedom through its trusted Cyber Safety brands, Norton, Avast, LifeLock, Avira, AVG, ReputationDefender and CCleaner. There's a new generation, and it's not Gen X, Y, or Z. It's Gen D: Generation Digital. Our family of consumer brands is rooted in providing safety for the first digital generations. Now, Gen empowers people to live their digital lives safely, privately, and confidently today and for generations to come. We bring award-winning products and services in cybersecurity, online privacy and identity protection to more than 500 million users in more than 150 countries. Gen has dual headquarters in Tempe, Arizona (USA) and Prague, Czechia*

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# What is Avast?

# Our Journey

The company's growth and global success were fueled by intellectual curiosity, rebellious innovation, and the personal courage to make bold decisions. These are the same characteristics that underpin today's Avast.



1988  
**Safety First**

Pavel Baudis defeats the Vienna virus; he and Eduard Kucera establish the ALWIL cooperative to sell security software AntiVirus Advanced Set (AVAST).

1991  
**Cooperation Pays Off**

ALWIL transitions from cooperative to company, inspired by the belief that everyone deserves antivirus protection.

1995  
**Be Free**

Staying true to our founding vision, we release free antivirus software, offering security for all.

2003  
**1 Million Strong**

With 1 million users, we celebrate a new milestone.

**Forward Thinking**

Future CEO Ondrej Vitek joins as a software developer and ALWIL is the very first company to receive 100/100/100 on all Virus Bulletin test.

2005  
**Exponential Growth**

We experience exponential growth with 20M+ global users.

2009  
**New Leadership**

Vince Steckler joins as Avast CEO.

2010  
**We Become Avast**

ALWIL rebrands and becomes Avast, also expanding into security for SMB's

2015  
**We Move House**

Avast brings Silicon Valley-style headquarters to the Czech Republic

2016  
**We Expand**

Avast acquires AVG

2014  
**AVG acquires Location Labs**

2015  
**AVG acquires HMA**

2017  
**CCleaner**

Avast acquires

2019  
**Avast acquires TrackOFF**

2018  
**Our 30th Anniversary**

30 years of keeping people safe and secure online

2018  
**We Go Public**

Avast is publicly traded on the London Stock Exchange

2021  
**We Rebrand**

2022  
**Gen**

## The Road Ahead

Our past growth was earned, not given. We know we can't take it for granted.

# Avast at a glance



**x4** Consumer brands



**Avastians**  
Located in 18 countries



**340+**  
Patents



**2000+**  
Employees



**435M+**  
Active Users



**Freemium**  
Business Model



**Prague**  
Headquarters



**>\$900M**  
2021 Revenues



**1988**  
Founded



**Consumer**  
Focus



**~50%**  
Employee in R&D



**HMA!**



**#1 Download For PC**



**Perfect Score Antivirus**



**Highly Downloaded 100-500M Category**



**Best Free Antivirus**



About us

# A world leader in consumer cybersecurity, privacy and trust-based services

**435m+**

users<sup>1</sup> worldwide

**1.77bn+**

attacks and more than  
89m new files blocked each  
month on average in 2021

**42m+**

phishing attacks and nearly  
4m unique phishing URLs blocked  
each month on average in 2021

**1.5m+**

ransomware attacks blocked  
each month on average in 2021

**~100,000**

organic installs of  
Avast Antivirus every day

Our brands



evernym

1. User defined as a unique device that has one or

# Consumer Product Portfolio

## Avast One



Essential protection for your life today

## Security



Award-winning free antivirus protection



Award-winning antivirus plus layers of extra security



Our best security, privacy, and performance apps in one package

## Performance



Boost your computer's speed and performance



Automatically update drivers with a single click



Maximize your battery life

## Privacy



Encrypt your connection to stay safe on public networks



Disguise your digital fingerprint to avoid personalized ads



Protect your personal info from being exposed and sold



Enjoy safe browsing that's up to 4x faster

Three key product pillars today:  
**Security, Performance & Privacy.**

- **Antivirus, Cleanup & VPN** are the largest overall products in the portfolio.
- **Ultimate** is a bundle of all of our product offerings.
- **Avast One** is our new hero integrated service that delivers comprehensive protection against today's online threats
- **Free Antivirus** drives majority of product adoption across all portfolio and enables cross & upsell model.
- Latest products launches:
  - **Avast One**
  - **Avast Online Security & Privacy** (browser extension)
- All-new **Digital Trust Service** offering will be launched in the future

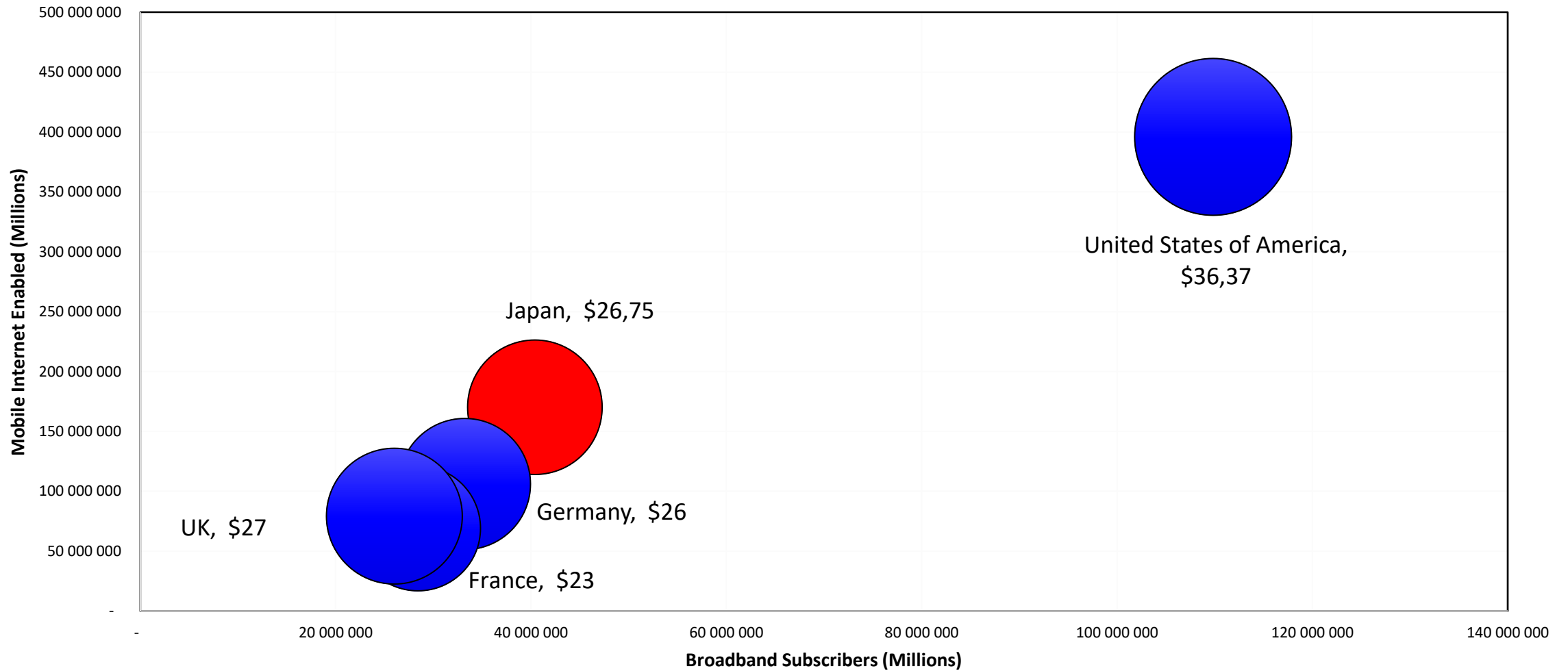
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# Experience in the Japanese market






# Why Japan?

Japan has an enormous TAM











# Marketing acquisition channels











## Freemium

- Download Portals (DL) 
- Pay Per Install (PPI) 
- Co-marketing Partnerships 

## Direct to Consumer (DTC) Premium & Freemium

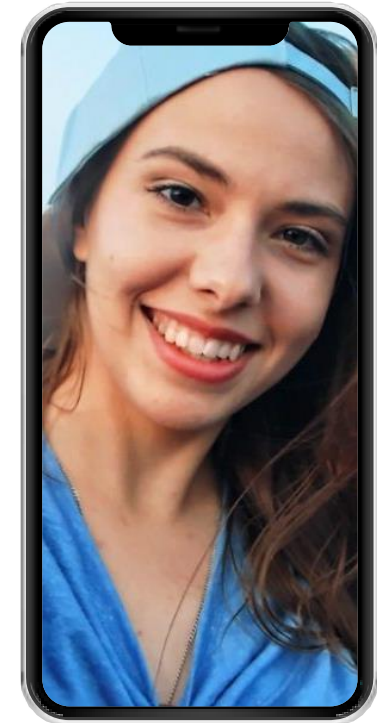
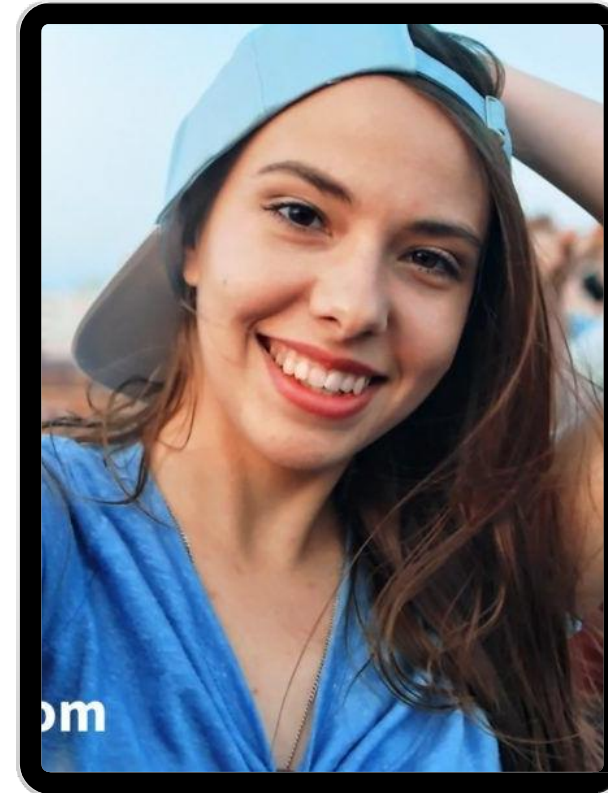
- Search Engine Marketing (SEM) 
- Organic Search (SEO) 
- Affiliates 
- App Stores 
- Social Media 
- Display Advertising 
- Other Performance Marketing 
- Offline Advertising 

## Security & Identity Partners

- Device Manufacturers 
- Retail & Distribution 
- Service Providers (XSP) 
- 3<sup>rd</sup> party bundles 
- Insurance Providers 
- Law Firms & Consultants 
- Employee Benefits (EB) 
- Breach Response 
- Financial Institutes 
- Credit Bureaus 

# Avast in Japan

Focus for this discussion is on the Online channel (web direct, free to paid, upsells) for the Consumer portfolio. The Gen family of brands includes Retail across >6,000 stores in Japan



# Learnings and experiences

*Offering freemium AV as far back as 2006 (Avast & AVG)*



## Timezone

- GTM +9
- Considerate scheduling
- Public holidays
- Response times



## Language & Customs

- Business language JP vs EN
- Contracting, Data packs, correspondence in JP
- Formally addressing staff



## Market

- Freemium v Premium
- Local support
- Cx vs Px
- Brand loyalty, long term offers

# Recommendations

- Move early relative to competition, build trust, think long term
- Utilize talent at both locations (in Japan and in Czechia)
- Consider a local Japanese entity to make contracting and hiring easier
- It is expected from Customers that support is offered in Japanese language
- Consider hiring with English language proficiency in mind
- Be prepared for just a few hours worked concurrently each day, or adjust working days around timezone
- Consider legal support with Japanese/English proficiency, experienced with Japanese customs and processes
- Consider banking arrangements that optimize for Fx

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# Q&A

*Any questions?*

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# Thank you

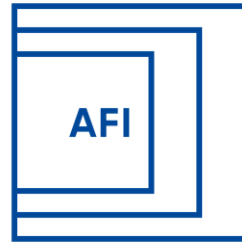
**Billy Day**

Vice President – Marketing Direct to Consumer

Billy.Day@GenDigital.com

**GenDigital.com**

**Gen**<sup>™</sup>

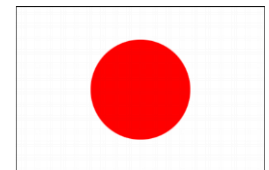


Association  
for Foreign  
Investment

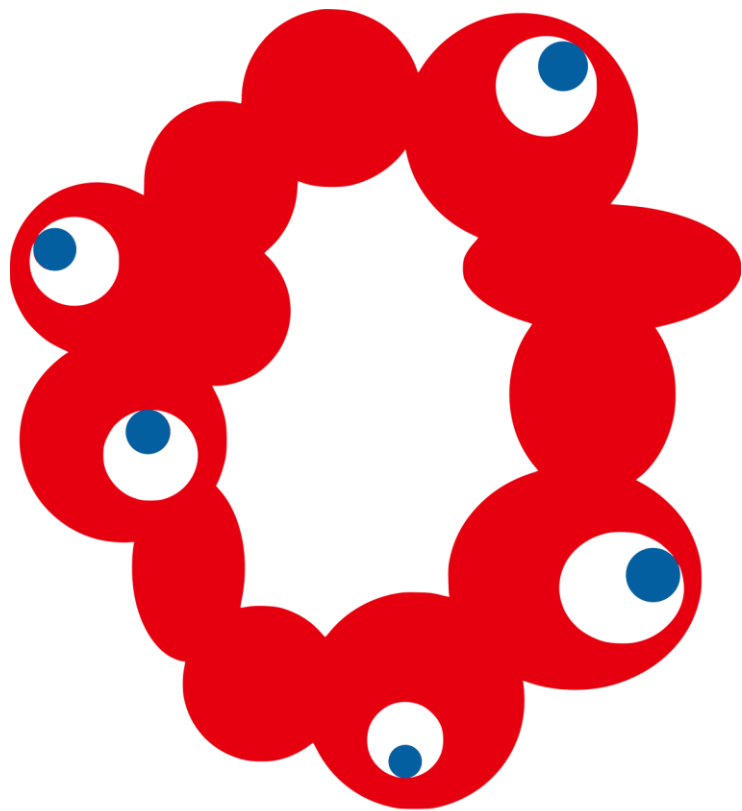


# Ondřej Soška, Expo 2025 Osaka

Business Workshop  
Japan







OSAKA, KANSAI, JAPAN

**EXPO**  
**2025**

**DESIGNING  
FUTURE  
SOCIETY  
FOR OUR  
LIVES**

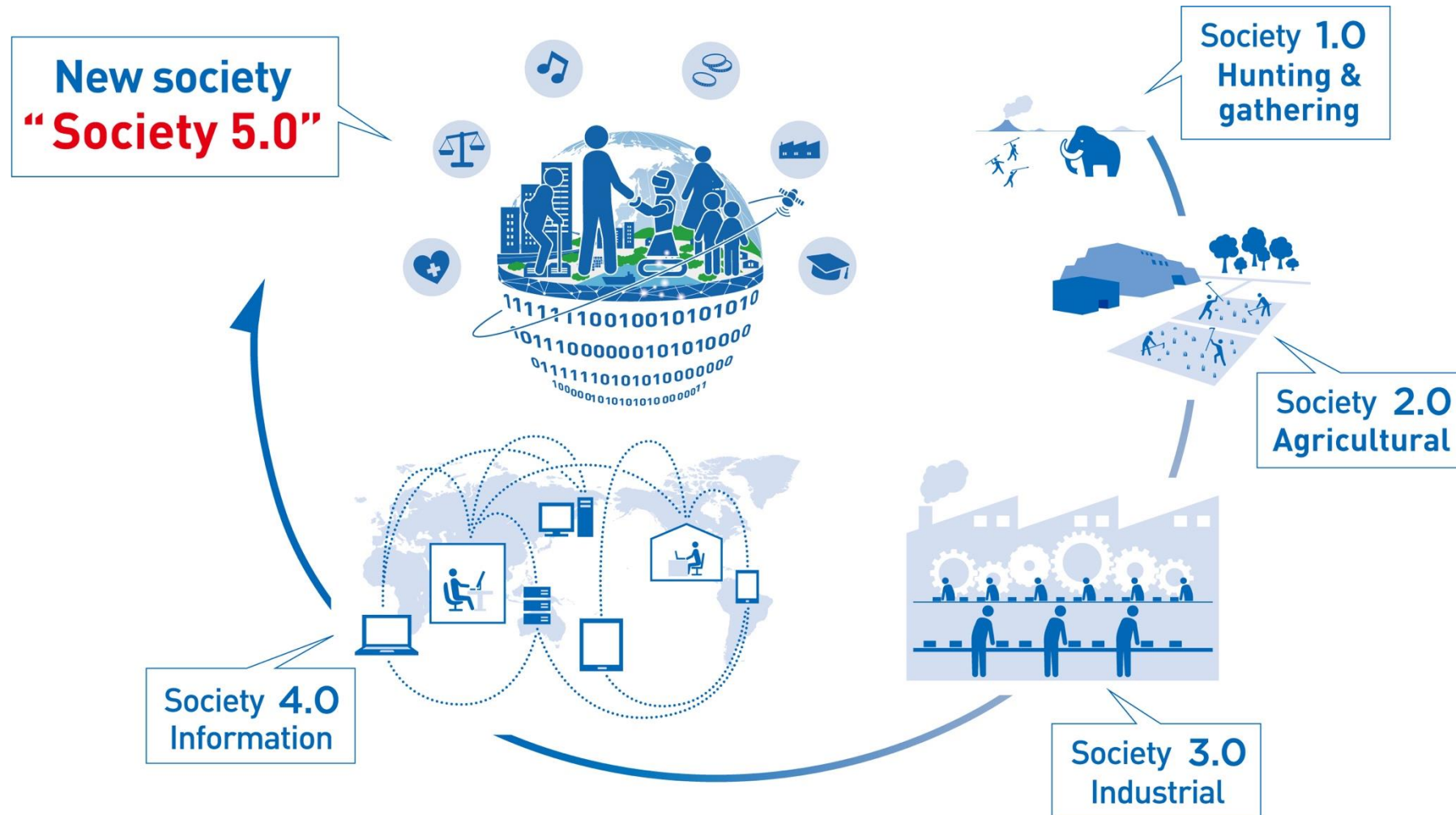
13. 04. – 13. 10.  
2025



# DESIGNING FUTURE SOCIETY FOR OUR LIVES

Saving lives | Empowering lives | Connecting lives

13. 04. 2025 – 13. 10. 2025

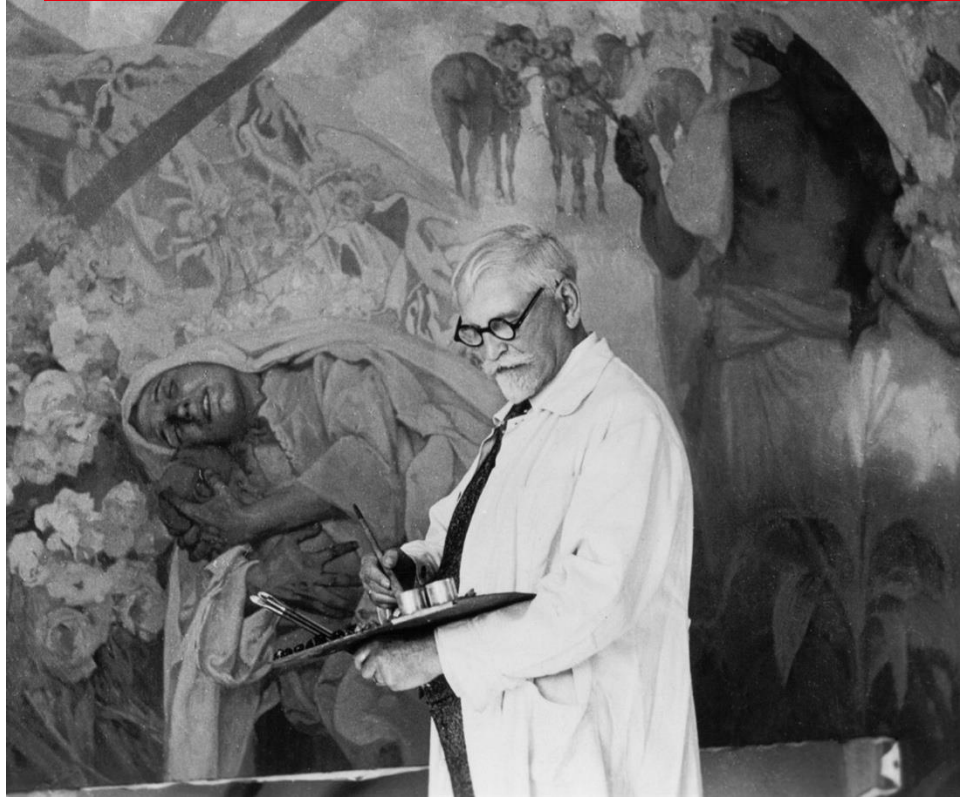




# Successful participation at Expo 1970



# ਜਿਹਲਵਾਰ ਵਫ਼ਾਦਾਰਾ ਫ਼ਕੀਰ ਸ਼ਹਿਦਾਜ਼ਾ ਚਲ੍ਹਾ



# विज्ञान, उद्योग, कला, पर्यावरण

Celebration of talent in areas

Creativity as the key competence for life

Education for the future

Long-term sustainability and circular economy

Amazing destination for tourists

Modern gastronomy

# Business platform





# Wooden structure



# Fully renewable and environment friendly

## Building with wood, reducing CO<sub>2</sub>



By 2050, the level of urbanisation in Europe is expected to be **83.7%**.



Urbanisation creates a growing need for housing.



Timber is a sustainable and low-carbon construction material.

Producing 1 tonne of:



**Concrete** releases 159 kilos of CO<sub>2</sub> into the atmosphere



**Steel** releases 1,240 kilos of CO<sub>2</sub> into the atmosphere



**Wood** absorbs a net 1,700 kilos of CO<sub>2</sub> from the atmosphere.

The EU wants to reduce emissions from construction by **90%** by 2050.

CO<sub>2</sub>  
↓ ↓ ↓



But, construction accounts for 36% of all **CO<sub>2</sub> emissions** in the EU



Thanks to demand for housing and emissions targets, Timber consumption is expected to rise **170%** over the next 30 years.

Data from the European Commission, Gresham House and the New Zealand Forestry Owners Association

# Participation contract signed



# Get in touch

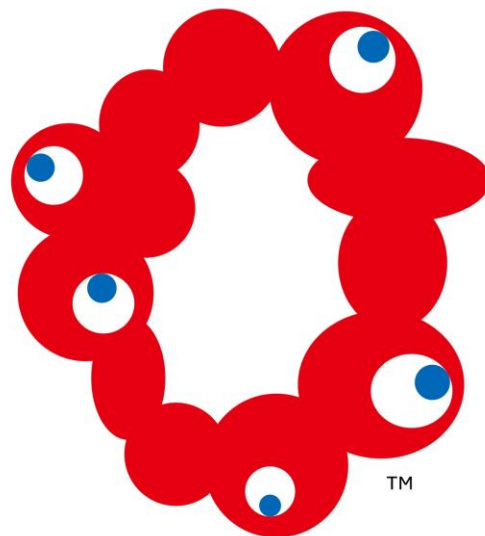
**Ondřej Soška**

**Czech Commissioner-General to Expo 2025**

ondrej.soska@expo2025czechia.com

+420 608 500 954

@OndrejSoska



OSAKA, KANSAI, JAPAN

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