

Path from first Asia shop to No.1 sales store

- The first speech to be made by Danish store chain "Tiger" Representative Director Falsig -

Since its establishment 12 years ago, Osaka Business Investment Center (O-BIC) has been engaged in supporting and promoting foreign companies looking to start business in Osaka. In July last year, with the support of O-BIC and JETRO Osaka HQ, a Danish famous daily goods retail chain, "Tiger Copenhagen" opened their first store in Asia in America-mura, Osaka. This time, we have invited Mr. Claus Falsig, Representative Director of Zebra Japan KK, who made the Osaka store the No. 1 sales store among Tiger shops in the world, to tell us about their business strategy, partnership policy, and store operations in Osaka. We look forward to your active participation in this occasion.

[Tiger Copenhagen] More than 400 people lined up in front of the new Tiger shop on the opening day!

Danish variety retailer chain with 220 stores in 19 countries (mainly in Europe). Its parent company ZEBRA A/S established a Japanese subsidiary "Zebra Japan KK" and opened its first Asia store in America-mura in Osaka's Shinsaibashi area. Some restrictions for store-entry were in place due to the overwhelming response to the store. The store clocked its 3-month sales target in just 3 weeks since its opening, and its popularity continues unabated. As of May this year, ZEBRA A/S is in talks with SAZABY LEAGUE, Ltd. for an exclusive partnership for business expansion in Japan



[Introduction of the Speaker]

Mr. Claus Falsig, Representative Director of Zebra Japan KK

Born in Denmark. After serving as a manager in the Logistics System Development Dept. at Carlsberg Denmark during 1999 and 2008, he joined Zebra A/S as Logistics Head. From April 2011 up to now, he has been responsible for establishing the company in Japan and managing it, opening its first shop and for business expansion in Japan. He will resign from Zebra Japan on June 28 and transfer to Toy's "R"Us-Japan Ltd., as Deputy Director Logistics from July 17, 2013.

*** Osaka Business Networking Club**

Established in October 2008, jointly by Osaka Prefecture, Osaka City, OCCI, and JETRO Osaka HQ.

This club mainly supports foreign companies looking to set up business in Osaka by promoting mutual exchange sessions and offering opportunities for business expansion.

Date: Tue, July 16, 2013
 13 : 00~13 : 10 Greetings by organizers
 13 : 10~14 : 10 Speech
 14 : 10~15 : 00 Q & A
 15 : 00~16 : 00 Networking

Place: International Conference Room at Osaka Chamber of Commerce and Industry (OCCI) (Address: 2-8, Honmachibashi Chuo-ku, Osaka)

Organizers: Osaka Prefecture, Osaka City, OCCI, JETRO Osaka HQ

Languages: Japanese - English [Simultaneous interpretation] (planned)

Capacity: 200 people
 (First-come-first-served. If more than this number applies, we may not accept your participation.)

Fee: Free

Application: Please fill out the blow application form and send it to us by FAX or email as follows, by Tue, July 9.
 <Contact >
 Okamoto, Minoshima / Osaka Business & Investment Center (O-BIC)
 TEL: 06-6944-6298 FAX: 06-6944-6293 E-MAIL: o-bic@osaka.cci.or.jp

To Osaka Business & Investment Center (FAX : 06-6944-6293)

< The 11th Osaka Business Networking Club > Application Form

Company name			
Title / Department			
Name			
Address	(〒)		
TEL		FAX	
URL			
E-mail			
Industry	<input type="checkbox"/> Manufacturing <input type="checkbox"/> Construction, Real Estate <input type="checkbox"/> Finance <input type="checkbox"/> Export/import trade <input type="checkbox"/> Wholesale and retail <input type="checkbox"/> Service <input type="checkbox"/> Public organization <input type="checkbox"/> Others <small>* Please check that apply.</small>		

- For applicants: There will be no confirmation emails for this event.
- If the number of applicants exceeds intake capacity, we may ask you to limit the number of participants per company.