

BLUETHIRST

MARKETEERS EXPORT GUIDE: JAPAN



Performance Digital Marketing
Make **EXPORT** Ads Work

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About Blue Thirst

Blue Thirst are a Facebook & Google Ads Premier Partner certified Agency. Specialists in Search, Mobile, Display, Shopping, Social & YouTube campaigns.

We are experts in generating relevant traffic and conversions in competitive or new markets.

Our Qualifications



Google Premier Partner

The Google Partner badge shows that specific Partners have passed Google Ads product certification exams and are up-to-date with the latest product knowledge. In other words, they earned it, and are highly qualified.



Bing Partner

The Bing Partner Program gives partners opportunities to nurture and grow their intelligent search and digital business, provides access to the Microsoft community and technical experts. The Bing Partnership is recognition of their level of expertise running Bing Ads campaigns.



Facebook Blueprint Certification

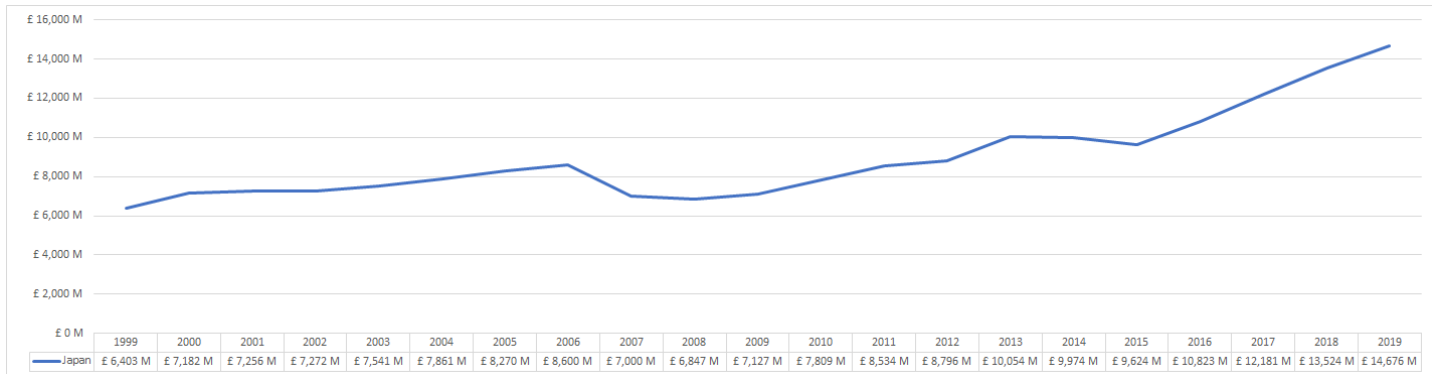
Blueprint Certification lets you validate your proficiency through proctored exams in specific advanced level competencies. It measures professional competency and earns you a verifiable credential that people can see on social media. Acquiring Facebook Blueprint certified status endorses your ability the digital marketing industry.

This Document

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“Japan is currently the third largest economy in the world with a GDP of \$5.18 trillion (IMF, 2019). In the 4 quarters to the end of Q1 2019, UK exports to Japan amounted to £14.6 billion, an increase of 8.5% from the same period the previous year (ONS, 2019). UK brands with a presence in Japan include Lush, Ted Baker, Burberry and Fortnum & Mason. Multinationals like Barclays, GlaxoSmithKline and Rolls-Royce also have a presence. - great.gov.uk

Ease of doing business

29th

out of 190 countries
(World Bank, 2019)

Currency

Japanese yen

Business languages

**English is
widely spoken
in business**

GDP per capita

\$41,020

UK is \$42,560 (IMF,
2018)

Economic growth

0.8%

Time zone

GMT + 9

*great.gov.uk/markets

What Do We Currently Export?

Categories where the UK is an important import partner

rank	category	Japan's imports from United Kingdom	United Kingdom's exports to world	Japan's imports from world	
		Value in 2019	Value in 2019 % of Uks Exports	Value in 2019	% from UK
1	Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	\$1,703,298 k	\$73,129,406 k 2.33%	\$70,541,412 k	2.41%
2	Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	\$1,478,609 k	\$50,491,930 k 2.93%	\$23,761,560 k	6.22%
3	Pharmaceutical products	\$1,447,720 k	\$27,124,153 k 5.34%	\$27,227,564 k	5.32%
4	Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	\$670,619 k	\$19,856,311 k 3.38%	\$28,231,407 k	2.38%
5	Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ..	\$430,413 k	\$28,381,003 k 1.52%	\$98,779,207 k	0.44%
6	Beverages, spirits and vinegar	\$346,126 k	\$10,252,308 k 3.38%	\$3,661,705 k	9.45%
7	Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	\$217,577 k	\$42,543,967 k 0.51%	\$12,772,660 k	1.70%
8	Miscellaneous chemical products	\$188,645 k	\$6,984,979 k 2.70%	\$5,905,342 k	3.19%
9	Organic chemicals	\$147,838 k	\$12,663,760 k 1.17%	\$16,107,280 k	0.92%
10	Commodities not elsewhere specified	\$128,846 k	\$11,264,865 k 1.14%	\$11,873,794 k	1.09%

Where are Potential Opportunities?

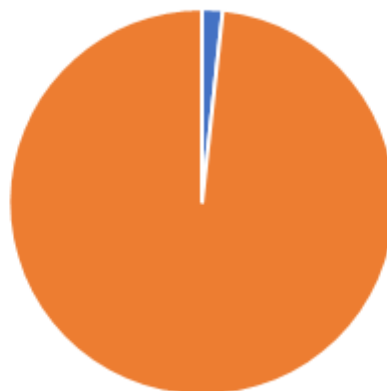
Categories where the UK could potentially increase exports

	Japan's imports from United Kingdom	United Kingdom's exports to world		Japan's imports from world	
category	Value in 2019	Value in 2019	% of Uks Exports	Value in 2019	% from UK
Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	\$8,585 k	\$40,885,436 k	0.02%	\$155,708,846 k	0.01%
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	\$430,413 k	\$28,381,003 k	1.52%	\$98,779,207 k	0.44%
Ores, slag and ash	\$2 k	\$201,236 k	0.00%	\$22,215,880 k	0.00%
Plastics and articles thereof	\$115,168 k	\$11,876,204 k	0.97%	\$16,174,956 k	0.71%
Organic chemicals	\$147,838 k	\$12,663,760 k	1.17%	\$16,107,280 k	0.92%
Articles of apparel and clothing accessories, not knitted or crocheted	\$60,144 k	\$4,512,473 k	1.33%	\$14,301,882 k	0.42%
Articles of apparel and clothing accessories, knitted or crocheted	\$27,352 k	\$3,941,022 k	0.69%	\$13,663,490 k	0.20%
Fish and crustaceans, molluscs and other aquatic invertebrates	\$35,213 k	\$2,353,341 k	1.50%	\$11,540,850 k	0.31%
Meat and edible meat offal	\$8,720 k	\$2,353,837 k	0.37%	\$10,843,065 k	0.08%
Wood and articles of wood; wood charcoal	\$4,058 k	\$589,197 k	0.69%	\$10,682,160 k	0.04%

These are the top 10 categories where the UK exports high but a low amount of these products are imported by Japan

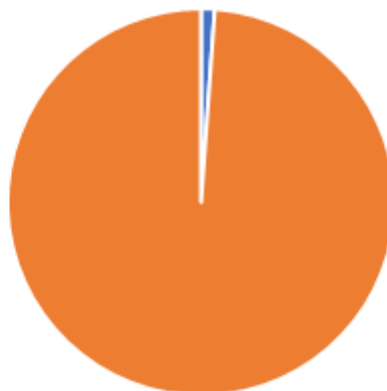
[Click to View Live Export Opportunities in Japan](#)

UK Exports



■ Japan's imports from United Kingdom ■ United Kingdom's exports to world

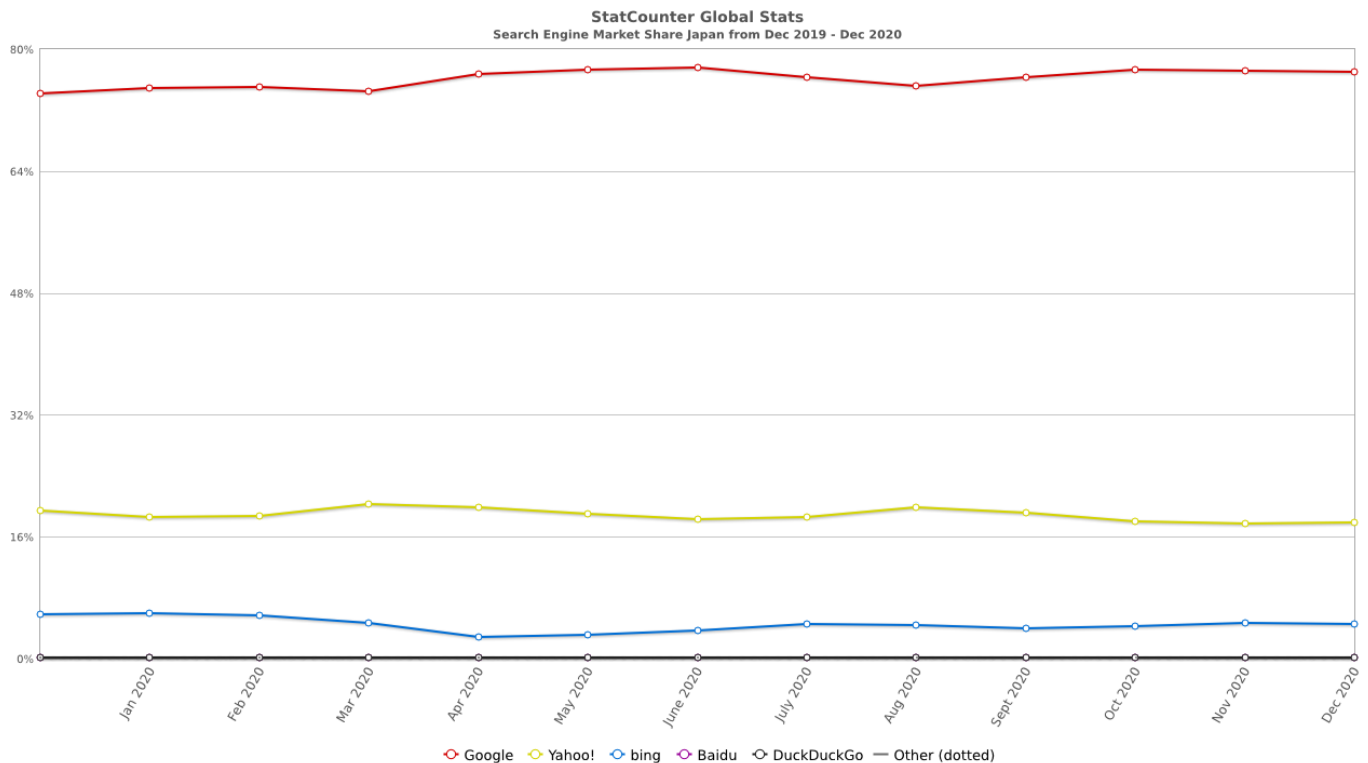
Japan Imports



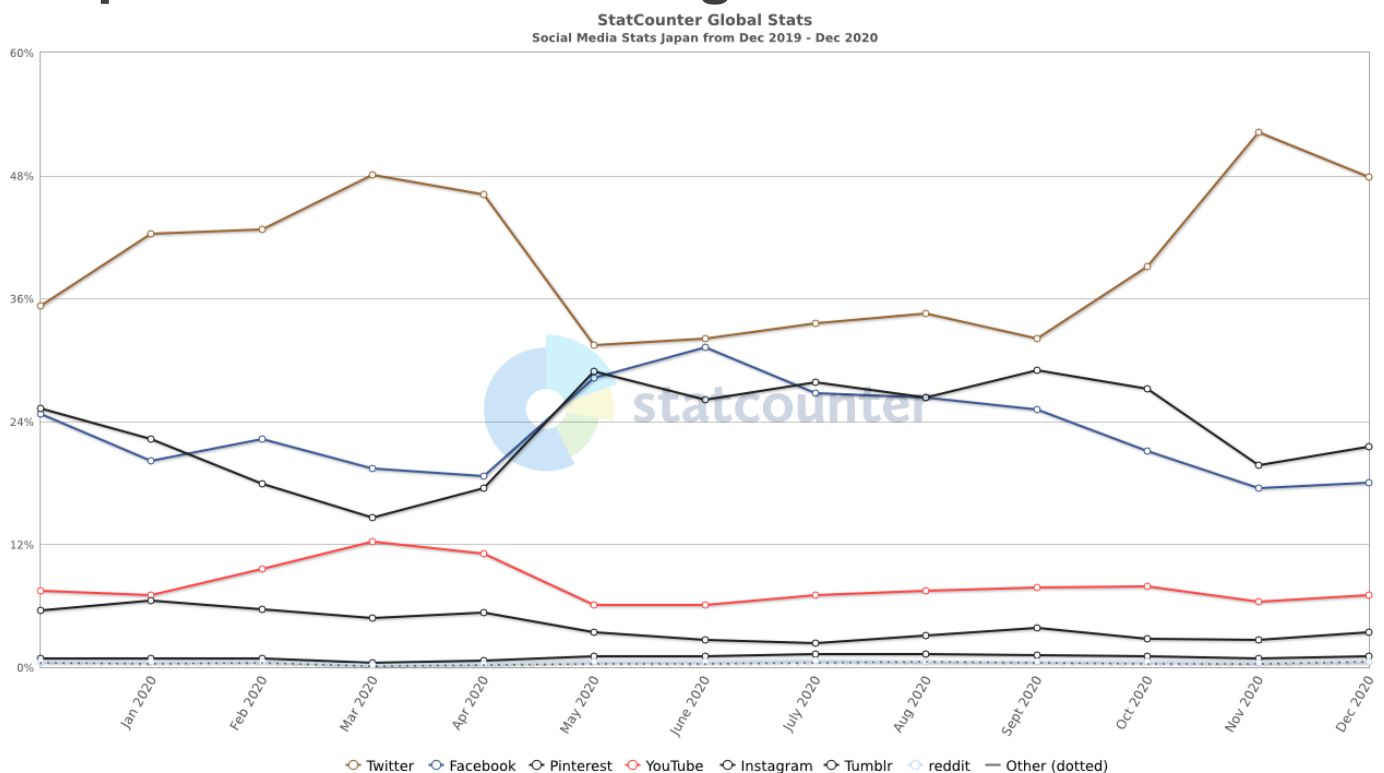
■ Japan's imports from United Kingdom ■ Japan's imports from world

JAPAN DIGITAL MARKETING

Japan Search Engine Usage



Japan Social Media Usage



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