



東京都

The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service for the various procedures necessary to establish a company. It is jointly operated by Japan's national government and the Tokyo Metropolitan Government, and has satellite centers in Akasaka, Shibuya and Marunouchi. This Newsletter features an interview with Mr. Hiroshi Makino, who moved to St. Petersburg alone to establish a consulting business related to the expansion of Russian startup companies into Japan, open innovation with Japanese companies, as well as software development using Russian engineers. He later established a Japanese subsidiary as a contact point.

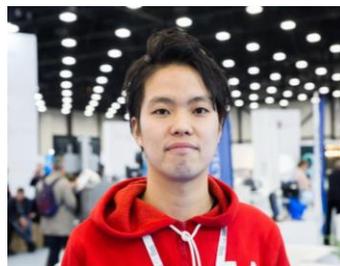
User Relay interview

While studying in Russia, I was moved by the strong backing that I received to my Great East Japan Earthquake reconstruction support fund. After graduating, I wanted to show my gratitude through my business.

When I was studying at Lomonosov Moscow State University, the Great East Japan Earthquake occurred. At that time, students from all over the world were working to support the recovery, and I also set up a support group in Moscow and started providing information about the disaster-affected areas and fundraising. Many Russians, including those who were not wealthy, proactively donated to the cause. The strong feelings of compassion that I felt at that time led me to decide to start a business in Russia as "I wanted to show my gratitude through my business". At the time, Russia was preparing to hold large global events such as the 2014 Sochi Olympics and FIFA World 2018. The social impact of these events was to be enormous, so it was easy to imagine that huge amounts of money would be involved. Therefore, I had the idea that I would like to commence business or be ready to start a business in 2018. I was looking for the right time to do so at the company I was working for, which was also investing in the Russian e-commerce business, but they started to abandon overseas projects around 2015. So, after acknowledging that there was no possibility of me being involved in business in Russia, I left the company in 2016 to move to St. Petersburg.

I wanted to set up a Japanese corporation as soon as possible, so I decided to ask for support from TOSBEC.

Initially, I was considering entering the country on a student visa, but by chance, I was invited to work at a consulting company in St. Petersburg run by a Japanese. My main job was to support marketing strategies for Japanese small and medium-sized companies in the Russian market. Based on this experience, I established SAMI LLC in 2017 and started to support Russian startups entering the Japanese market. While working on such a business, I learned about TOSBEC.



SAMI Japan LLC.
CEO **Mr. Hiroshi Makino**

Profile/
Hiroshi Makino studied at Lomonosov Moscow State University for a year when he was a third-year student at Tokyo University of Foreign Studies. After graduation, he started working for a Japanese internet services company with the idea of starting a business in Russia in the future.

He worked as a consultant on opening new online stores in the e-commerce division. In 2016, he left the company and moved to St. Petersburg. He worked for a local consulting company supporting Japanese small and medium-sized companies with their marketing strategies in the Russian market. In 2017, he established SAMI LLC in St. Petersburg, and in 2020, he established a Japanese subsidiary, SAMI Japan LLC.

Most of the Japanese companies that are the target of our business do not have any business experience in Russia, and for them, even executing contracts with Russian corporations is difficult. Therefore, we decided to establish a Japanese corporation as soon as possible to remedy this, and decided to ask for support from TOSBEC.

With professional advice, TOSBEC can help you take the first step.

For my future business prospects, I thought that I too should experience the process of establishing a corporation in Japan. Therefore, I visited TOSBEC and asked about the registration procedures in detail. There is a lot of information on the Internet about establishing a Japanese corporation, but I didn't know how trustworthy it was. On the other hand, it would be too difficult to go to a specialist such as an administrative scrivener. I was grateful for TOSBEC's help in taking the first step. They explained the procedure in a very easy-to-understand manner. For future reference, I also asked about Immigration procedures, for example, when a Japanese corporation hires Russians, and the expert consultant was able to provide me with detailed information. TOSBEC is very helpful for people who have clear questions they want to ask. Moreover, this kind of consultation is free of charge and you can get it as many times as you want. I don't think there is any reason not to use this service.


My Advice

As they are public consultation services, some people may be hesitant, thinking that they will be dealt with in a bureaucratic manner. However, at TOSBEC, you can talk to anyone in an open and friendly manner. They will provide you with polite and easy-to-understand explanations. I recommend contacting them for a consultation without hesitation.

Join "Tokyo Business Startup Seminar"! **Participation FREE!**

[Tokyo One-Stop Business Establishment Center]

Address : ARK Mori Building, JETRO 7F, 1-12-32, Akasaka, Minato-ku, Tokyo

Telephone : 03-3582-8352 FAX : 03-5561-4123

URL: <https://www.startup-support.metro.tokyo.lg.jp/onestop/en/>