



INTRODUCTION TO
eCommerce
in Japan



Introduction to eCommerce in Japan

Japan is one of the world's largest eCommerce markets, characterised by a focus on business-to-consumer (B2C) sales and an emerging consumer-to-consumer (C2C) market.

Propelled by COVID-19, the number of households using eCommerce services has steadily grown in recent years. Ecommerce platforms in Japan are becoming more sophisticated which in turn is predicted to further increase consumer uptake. An "eCommerce first" expansion strategy is an appealing option for Australian exporters looking to enter Japan.

This program is for businesses interested in understanding the eCommerce ecosystem in Japan and what it takes to establish an eCommerce presence there.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



Programs are designed for groups. Please contact us for program price.

Key takeaways



Raise your level of understanding of the rapidly evolving eCommerce ecosystem and platforms in Japan.



Understand what it means to navigate and stand out in this fast-paced digital landscape.



Gain practical insights and tips to inform your eCommerce strategy for Japan.

Topics covered

1. Navigate the Japanese eCommerce ecosystem.
2. Understand the state of play of eCommerce in Japan.
3. Compare and contrast the major eCommerce platforms in Japan.
4. Understand the digital landscape and mobile consumers in Japan.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Japan.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

This is a Credly certified Asialink Business Academy Program

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us



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