



“...helped us overcome the large cultural divide...”

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Fluidyn France is a leading software development company for the engineering sector. It provides research & development, as well as consulting services, to its clients around the world using state-of-the-art technology and numerical tools. We first heard of Gateway to Japan seven years ago, and began our venture into the Japanese market through participation in a trade mission in 2000. This proved to be highly successful, as we were able to establish contacts with Ark Information Systems, which is now our Japanese agent. We also gained some important clients like CRC Research Centre and NUPEC.

Due to the positive experience of our first participation, we decided to apply for another trade mission during EU Gateway to Japan 3. In the end, we visited Japan on two further occasions,

once in 2003 and again in 2007. These additional trade missions led to us gaining new clients in both our fields of expertise [computational fluid dynamics and environment pollution & risk analysis]. Nihon University, Sumitomo Chemicals, Mitsubishi Chemicals and Nippon Steel Corporation are all currently using our software.

EU Gateway to Japan helped us overcome the large cultural divide between the EU and Japan. Participation in the programme was the best way for us to venture into the Japanese market and to identify potential clients. It would have been difficult for us to find business opportunities on our own in Japan.