CROSS-BORDER B2B

Challenges, Key Steps & Opportunities

Japan USA Precision Tools

Yamanashi Exchange Forum

MD&M West Feb 4, 2026

Japan USA Precision Tools

OVERVIEW

CROSS-BORDER B2B

- Recognize US <---> Japan Differences
- Tailored Strategies, Key Steps & KPI Tracking
- Opportunities for Yamanashi Collaboration

BACKGROUND - GREG WIBLE



- Global Expert w/ 28+ years Experience
- Producer & Operator in Start-ups and F100
- 100+ business trips to Japan / Asia
- BBA Marketing University of Cincinnati
- Basketball, Bodysurfing & Blues Band

BACKGROUND - JUPT

Japan USA Precision Tools

- USA Sales Agency
- B2B Channel Marketing
- Customer Business Development
- Corporate M&A Advisory

FEATURED CLIENTS-JUPT

Japan USA Precision Tools

mitsuya

Precious Metals Plating

TAKEZAWA-SEIKI

Single Pass Diamond Honing Tools

T|TECH

5 Axis QuickMILL Prototype CNC

US <-> JP DIFFERENCES

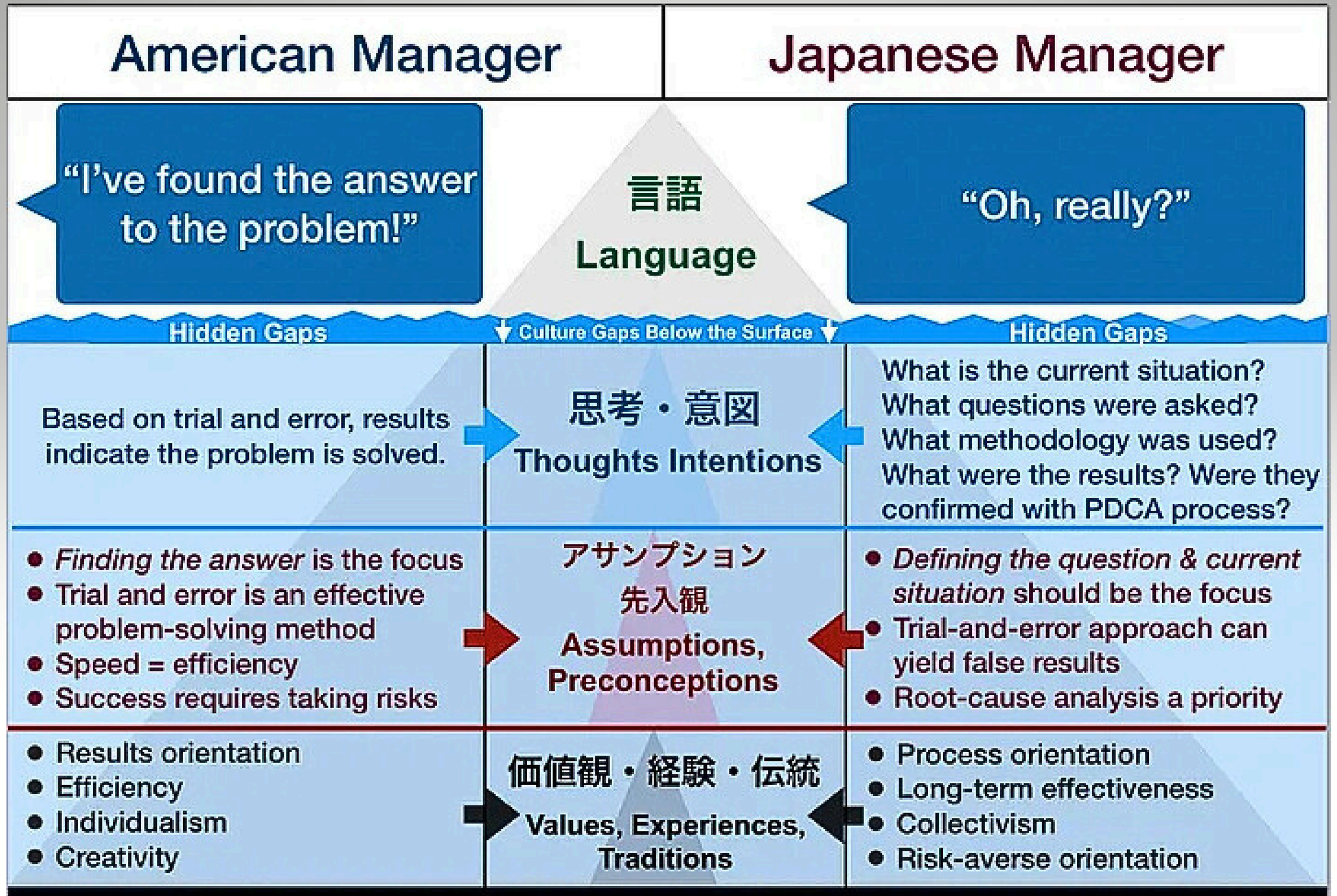
Japan USA Precision Tools

USA

- Individual
- Short-term
- High-risk
- Fast decision-making

Japan

- Group-oriented
- Long-term
- Risk-averse
- Consensus-based


American Manager
Japanese Manager
“I’ve found the answer to the problem!”
言語
Language
“Oh, really?”
Hidden Gaps
Culture Gaps Below the Surface
Hidden Gaps
Based on trial and error, results indicate the problem is solved.
思考・意図
Thoughts Intentions
What is the current situation? What questions were asked? What methodology was used? What were the results? Were they confirmed with PDCA process?
• *Finding the answer* is the focus
• Trial and error is an effective problem-solving method
• Speed = efficiency
• Success requires taking risks
アサンプション
先入観
Assumptions, Preconceptions
• *Defining the question & current situation* should be the focus
• Trial-and-error approach can yield false results
• Root-cause analysis a priority
• Results orientation
• Efficiency
• Individualism
• Creativity
価値観・経験・伝統
Values, Experiences, Traditions
• Process orientation
• Long-term effectiveness
• Collectivism
• Risk-averse orientation

Japan USA Precision Tools

STRATEGIES

- Evolve and Adapt to the Local Market
- Define ICP & Learn How They Buy
- Build the Channel - Direct & Reseller
- Streamline Supply Chain
- Reduce Friction for Inquiries + Orders

Japan USA Precision Tools

KEY STEPS

1. Identify Top ICP
2. Define Go-to-Market Campaign
3. Develop Attention
4. Generate Interest
5. Convert Demand

Customers buy from who they ***Know, Like & Trust***

ICP DRILL DOWN

Target Audience: Pain Points

Potential Customers: Pain Points + Fit

ICP = Pain Points + Fit + Readiness



CAMPAIGN ELEMENTS

Japan USA Precision Tools

- Targeted Press Releases
- Dedicated Landing Pages
- Tailored E-Newsletters
- Optimized RFQ Forms
- Telemarketing



HYBRID E-NEWSLETTER

Japan USA Precision Tools



DRIVE CONVERSIONS

Japan USA Precision Tools

KPIs / Key Performance Indicators

- Views -->
- RFQs -->
- Purchase Orders -->
- **Revenues**

Japan USA Precision Tools

OPPORTUNTIES

Precious Metals Plating





With a team of over 300 dedicated employees and a network of 4 plants across Japan including the **Kofu Yamanashi Factory**, MItsuya specializes in various advanced plating processes particularly suited for automotive, medical, aerospace and semiconductor industries including gold, silver, rhodium, indium, palladium and more.

Japan USA Precision Tools

OPPORTUNTIES

YAMANASHI



- Microfabrication
- Precision Machining
- Electronic Controls
- Resin Molding
- Assembly
- Protoype to Production