

Leading the way in the Healthcare industry

# Japan Market Entry



# Who is this brochure for?

This guide is intended for Healthcare and Life Science clients who have minimal hiring experience in Japan or no direct employees but are looking to hire their first employees.

# Who is Titan Consulting?

Titan Consulting is the leading Healthcare and Life Sciences Recruitment Firm located in Tokyo, Japan. Our core areas of competency include;





# What Services are offered?

## Recruitment Services

Titan Consulting's core business is recruitment. Titan offers both retained and contingent services depending on the individual clients needs.

## Market Mapping Services

For clients who have talent mapping needs but do not need to hire. This is a project based service tailored to specific client requirements.

## Market Entry Consulting

Titan has supported dozens of companies to establish themselves in Japan. Titan can directly support in all aspects of talent consulting. Titan can also provide free introductions to our partner companies who focus on; legal and compliance support; legal entity establishment guidance; outsourced payroll and finance.

# Benefits of the Japanese market

## Market Size

Japan is the third largest economy globally.

## Return on Investment

Japan provides businesses with long term return on investments.

## Brand Presence & Trust

Established is best, Japanese consumers (even B2B) are more likely to invest in what they know.

## Super Aging Society

Increased life expectancy and declining birth rates have resulted in a super aging society. Solutions that benefits the elderly and reduce the impact of shortage of care workers are in high demand.

## Quality & Costs

Solutions that achieve high-quality outcomes and reduce cost will resonate well due to efforts to curb the growing costs of healthcare.

## R&D Budgets

Japanese organizations and companies involved in R&D are increasing engagement with overseas partners to jointly develop new solutions.



# Japan is a candidate market

For many companies, the return on investment, long-term benefits and increased oversight and control of the Japanese market make direct employment the right choice but many struggle with the human resource aspect. Japan is the most difficult market to recruit in globally.





# Breaking into the Japan Market

It is true that Japan presents many natural barriers to entry due to the candidate market. Of course clients don't want to settle for just anyone, especially if you are entrusting some or all of your Japan operations to them. How do clients overcome this?

## Demand

Japan is a candidate driven market, there are 2.6 jobs for every candidate in Japan driving competition for limited human resources.

## Demographic

Japan has one of the lowest percentages of English speakers. Its also famous for having an aging population with over 26% of the population over 65.

## Approach

Overseas clients often try to replicate their usual recruitment strategy in Japan which leads to very long searches, damaged brand image and canceling of market entry plans. Japan is a unique market which needs a unique approach.

## Visibility

There is a massive under-utilization of platforms that provide visibility for candidates in Japan, for example, less than 2% of professionals have a LinkedIn profile.

## Culture

Japan is famous for its 'lifetime employment' mindset which although is shifting over time, its recently had a resurgence due to economic crises and lower stability

## Professionalism

As outsourced recruitment in Japan is such a critical service, there are a multitude of different agencies providing this service. Finding a partner that is established, respected and professional is a key step for all companies.



# Our Expertise

## Demand

Although competition is fierce for strong candidates, Titan has the skills and experience to generate genuine interest in our clients. We constantly keep in touch with our candidates and are able to match the right candidate and the right client at the right time.

## Demographic

Working in a bilingual environment, we screen not only in Japanese but English too. We prioritize candidate generation as a major pillar of our business so we are constantly screening and meeting the best on the market.

## Approach

Titan has a time-tested method that has supported many new businesses breaking into Japan. We take the time to understand the needs and mission, we share our Japan market expertise and agree an action plan and time-frame together. With a 100% fill rate on all our retained searches, Titan ensures that your business can successfully break into Japan.

## Visibility

With our niche, specialized consultants and over 120 years combined experience Titan has the strongest database and biggest networks for healthcare and life sciences. We do not need to rely on job boards or social media platforms to reach our candidates.

## Culture

Everyone at Titan is well-versed in the cultural intricacies of changing jobs in Japan, we understand how to approach and sell new challenges to candidates and always support our clients in doing the same.

## Professionalism

As an established, specialized agency Titan is the go-to agency for healthcare and life science clients. We prioritize excellent customer service and candidate experience to ensure all of our stakeholders are satisfied with all aspects of the recruitment experience.



# Our Strengths

## Network

Titan has the largest Healthcare and Life Sciences network in Tokyo with over 120 years of combined experience.

## Trust

100% of our start-up clients that have hired subsequent employees have teamed up with Titan again, 84% have done so exclusively.

## Consulting

Clarity and support to navigate the Japanese market and understanding of the unique intricacies.

## Speed

Titan will deliver on searches an average of 34% quicker than competitors.

## Branding

Titan acts as an ambassador to generate interest and leave a positive impression with all stakeholders.

## Support

We believe the best relationships are build on great support and customer service.





# What Service is right for me?

## Market Mapping

If you are looking to understand how many CEOs are in Japan with people management experience of 100 or more people or how many RAQA Directors with more than 10 years experience etc. but are not necessarily looking to hire just yet then this is for you.

## Retained Search

If you are looking to hire on a headcount that is approved and you wish to do so in a timely fashion whilst also protecting your brand image then a retained search is the way to go. Titan also provides market insight so you can understand how your company is perceived on the market and any immediate or long-term challenges you may face.

## Container Search

If you have multiple roles that you need to fill then this is the service for you. Titan is experienced in supporting clients who need to hire not only leadership roles but also supporting functions across regulatory, technical and legal areas.

# What Our Clients Say

“We had just finished a global acquisition and inherited a Japan office, as expected we had high-turnover at the initial stages. As Japan was a historically profitable office we started looking to backfill these roles. This proved very challenging and we were concerned about not only operational stability but also even more turnover. We used Titan to fill several key roles and we will certainly be using them again.”

**US Biotech Holding  
Company (APAC Director)**

“When we decided to move away from the distributor model and into direct sales in Japan our internal team went to work as usual but after 7 months and a handful of off-spec profiles we took a closer look at what was going on. We connected with Titan and after our initial chat we realized we needed a very different approach. We retained Titan and after 6 weeks we were in Japan and interviewing our finalists. Luckily our transition was not time sensitive and we could afford the early mistakes!”

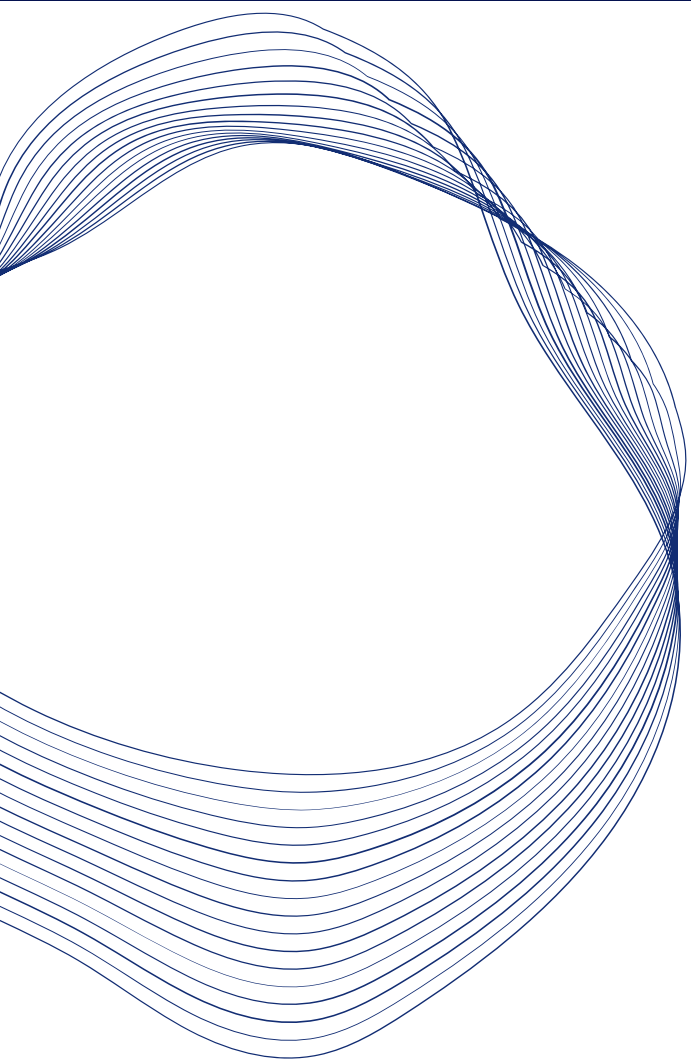
**UK Medical Device  
Manufacturer (Global Sales  
Director)**

“I contacted Titan and went through the interview process smoothly. Nothing stood out except there were less profiles than we usually screen and the time frame was a bit longer. I put this down to the international aspect which always presents challenges but I only realized afterward through talking to my colleagues that we dodged a bullet. Great customer service and excellent results.”

**US Biopharma Company  
(HR Director)**

“Breaking into Japan was a very stressful experience for us, my predecessor had unsuccessfully tried to hire a year earlier and we had someone from Germany stationed in Japan as a stop-gap. We realized quite soon that local knowledge, network and language were key components missing from our set-up. I engaged with Titan and hired our Japan GM along with application and engineering within 6 months of contacting them.”

**German analytical research  
instrument manufacturer  
(ROW Manager)**



# Contact Us

If you are looking to hire in Japan, need more information to understand the Japanese market or have any questions about Titan consulting please contact us:

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