

## Introduction to the Japan Chamber of Commerce and Industry in the UK (Slide 1)

- History
- Purpose
- Organization
- Management

## Introduction to the Japan Chamber of Commerce and Industry in the UK (Slide 2): Activities of the Chamber of Commerce

1. Member Social and Networking Activities
2. Lectures (Luncheons)
3. Seminars
4. Receptions and Other Events
5. Advocacy to UK Authorities

(in collaboration with the Embassy)

## Introduction to the Japan Chamber of Commerce and Industry in the UK (Slide 3): About the Committees of the Chamber of Commerce

1. Member Social and Networking Activities
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(in collaboration with the Embassy)

## Introduction of Rie Crowley, Director of the Entrepreneurs Committee (Slide 4)

### Biography

After working as a graphic designer for a local company in Ehime Prefecture, Rie Crowley co-founded the design office "Ad Decorabo" with a friend. In 2004, she moved to the UK and got married. She dedicated some time to raising her children and later resumed her work as a freelance graphic designer. She gained experience working with global brands in the UK and served as Manager of the Creative Division at a Japanese consulting firm.

At the end of 2015, Rie founded her own company, Pointblank Promotions Ltd, with the aim of promoting Japanese culture abroad. Her strength lies in leveraging her graphic design knowledge and experience into marketing, offering a fresh approach to branding. In 2016, she launched the brand Guilty Noodle, creating a pop-up featuring over 50 varieties of instant noodles. The following year, she successfully produced West End and New York performances for rakugo performer Katsura Sunshine, establishing a solid foundation for her company.

Currently, Rie handles marketing for global brands and promotes Japanese talents and artists internationally. She also supports Japanese companies as a platform coordinator at JETRO (2020~ March 2024), assisting small and medium-sized enterprises and local governments with both inbound and outbound business support.

## From Housewife to Entrepreneur - Introduction of the Guilty Noodle Project (Slides 5-6)

### Guilty Noodle Project Overview and Objectives

#### 1. Project Overview

To appeal to young people in the UK, a pop-up vending machine was created featuring 50-60 different types of Japanese instant noodles.

#### 2. Project Objectives

Promotion of my company and myself: To raise the profile of a company founded by an unknown housewife, turning it into a company known for interesting and talked-about projects, thereby increasing both the company's and my own recognition.

Gaining practical experience: As I had never handled all aspects of a project from start to finish on my own, I wanted to go through the entire process myself first, so that I could confidently provide services to my clients.

## From Housewife to Entrepreneur - Introduction of the Guilty Noodle Project (Slides 5-6)

### Guilty Noodle Project Overview and Objectives (continued)

#### 1. Project Details

Marketing Strategy: Implementing marketing knowledge learned through self-study. A promotion that fused Japanese and local sensibilities.

Pop-up Event: A month-long instant noodle bar where customers could freely choose products and eat instant noodles on the spot.

Video Production and Performance Promotion: Collaborated with Katsura Sunshine and Katsumi Sakakura to create impactful visuals and promotional images. Additionally, produced a 3-minute video and developed a collaborative performance at the Edinburgh Fringe, culminating in a one-time show at the West End.

#### 2. Achievements

Media Exposure: Featured in media outlets such as Hong Kong's U Magazine and London Business Magazine, contributing to increased company recognition.

Raising Awareness: The pop-up event attracted significant attention, successfully promoting the company.

Gaining Marketing Confidence: Through practical experience, honed marketing skills and gained confidence in providing services to clients.

Practical Learning: Acquired practical business skills, including outsourcing management and part-time staff supervision, that are not taught in university.

## Business Experience in the UK (Slide 7)

### Expansion of Business Connections in the UK

- \* Collaborate with fellow startups to broaden connections and support networks.
- \* Recognise the importance of meeting trustworthy business partners.

### Importance of the Project's Impact

- \* Attract significant interest by discussing the project.
- \* Gain confidence from independently conceived and attempted approaches.

### Broad Business Interaction

- \* Engage with young businessmen and creators to absorb new methods and market sensibilities.
- \* Actively pursue interactions with people from various fields.

## Sharing Information about the UK – Webinars (Slide 8)

### Purpose and Content of the Webinar

- \* To increase interest among Japanese companies in expanding into the UK market.
- \* To provide the latest information to those interested in doing business in the UK.
- \* To share real experiences of Japanese people doing business in the UK.

### Next Webinar

- \* Date and Time: Scheduled for 11 am UK time on 30th July
- \* Guest Speaker: Kiyomi Hashimoto from Dojima Sake Brewery
- \* She is a female entrepreneur who established the first sake brewery in the UK and promotes Japanese culture internationally at Fordham Abbey.

### Webinar Information

- \* September: We will welcome Hiroko Mitomi, the head of 3CS Law Office, who will talk about her own experience of establishing a company and doing business in the UK.
- \* Plan for Next Year: We plan to hold an in-person networking event in London, providing an opportunity to meet people who are starting businesses in the UK.

### How to Participate

- \* Register and join via the Point Blank Promotions website at [pointblankpromo.com](http://pointblankpromo.com).
- \* If you have any questions or need further information, please feel free to contact us.