



EL MUNDO CONSULTING

ABOUT

Corporate Philosophy

すべては人からはじまります

It all starts with people

Message from the CEO



The global market offers excellent development opportunities for companies wishing to explore new horizons. Our purpose is to become a bridge for our customer, making international expansion accessible to all. Not only do we aim to provide the very best and most suitable service to our customers, but also to protect the logic of a global individual so that we can be a firm that is supported by everyone.

Chigusa Shimada
President and Chief Executive Officer
ELMUNDO CONSULTING Co., Ltd.

Our Vision

日本と世界をつなぎ、
新たな出会いと価値を共創する

Connecting the world, creating new experiences together

Our Missions

私たちはお客様の期待を超える価値を、つねに提供し続けます。

We strive to provide long-term value to our clients, beyond their expectations

私たちはお客様の視点で、課題をともに解決していきます。

We collaborate with our clients to fulfill their unique needs



SERVICES

Overseas Expansion Strategy Services

Different countries have different languages, cultures, and business practices. For large companies, SMB and startups looking for overseas expansion and globalization, understanding the local market is crucial. Knowing the local culture, understanding the local customers' needs, and analyzing the advantages and disadvantages of the product are necessary to succeed. For over 25 years, we have been working in the field of business strategy and market entry across the globe, and take great pride in knowing local cultures, customs and business practices for different markets. We provide full support to establish our clients' business in each local market, while customizing our work to each client's unique corporate culture.



Supporting corporate overseas expansions

- Feasibility and benchmark studies, collection of product samples
- Participation in fairs and trade events
- Product/service localization, brand strategies
- Getting in touch with local professionals, finding potential partners
- Cultural diversity seminars

Consulting services to facilitate exchange between foreign companies

- Reliability studies
- Negotiations and signature of a contract
- Conflict management
- Introducing lawyer, specialists in accountancy and taxes
- Assistance import/export

Virtual Office services

- Local business address in Tokyo, Paris, Istanbul, and Dubai
- Call answering
- Mail handling

For more information, visit <http://www.elmundo-bc.com/en/>

Research and mediation services for corporate partnerships, mergers and acquisitions



PROFILE



Chigusa Shimada

President and Chief Executive Officer

Chigusa is the President and CEO of EL MUNDO CONSULTING, a Member of the Shukatsu Meister Committee, and the President of the most active Entrepreneur's Organization in Japan. She has over 25 years of experience in overseas expansion, brand development and international negotiations. From 1992 to 2005 she lived in Paris where she was the President and Owner of SACI EURL, offering consulting services for overseas expansion. In 2005, she moved back to Tokyo and established SACI Conseil Japon, the predecessor of EL MUNDO. Since 2007, she also specializes in international branding strategies. Chigusa holds a Bachelor of Law degree from Chuo University in Tokyo. In addition to her responsibilities at EL MUNDO, she holds seminars on intercultural management at the Paris Chamber of Commerce.



Dorottya Marki

Project leader

Dorottya was born and raised in Budapest before she moved to France to specialize in Japanese culture and business at Aix-Marseille University. She also studied at Limerick University and Sophia University in Japan for an extended period of time. She holds degrees in translation and international business, and speaks fluently four languages. Her international experience enables her to be in charge of global projects.



Rahul D'Silva

Global Market Advisor

Rahul was born in NYC, and has also lived and worked in India, Ireland, England, France and Japan. He most recently worked in executive talent search in Japan, working with top global firms including Amazon, Apple and Twitter, and many startups. Prior to that, he worked in a quantitative hedge fund in NYC. He holds a Master's Degree from Trinity College, Dublin, where he studied as a Fulbright Scholar. He also studied at Oxford University and Stendhal University in Grenoble, France.



Kanako Suzuki

Manager

Born in Tokyo, Kanako joined EL MUNDO as an office manager in 2013. She is in charge of the administrative management of the company. Having studied for several years in England and Canada, Kanako also worked as a professional interpreter.



Ikko Matsushita

Branding Expert

Ikko was born in Sapporo and has been holding a variety of leadership positions over his career. Prior to EL MUNDO, Ikko has worked in brand strategy development as well as in design management.



COMPANY

Company Overview

Company Name	EL MUNDO CONSULTING Co., Ltd.
Established	May 17, 2005
Capital	5.7 million Japanese YEN
Address	Pleiade Ichibancho 6F, 4-22 Ichibancho, Chiyoda-ku, Tokyo JAPAN
Paris Office	78 Avenue des Champs-Élysées 75008 Paris FRANCE
Business Outline	<p>Overseas Expansion Strategy Services</p> <ul style="list-style-type: none">• Consultation offered for overseas expansion and international businesses• Consultation services for transactions with foreign companies• Solutions for M&A and business alliances <p>Strategic Branding Services</p> <ul style="list-style-type: none">• Corporate Brand Strategy• Name Development (Creating Slogans & Taglines)• Logo Designs• Overseas Linguistic Research• Overseas full-scale Trademark Research
Bank Information	Bank of Tokyo-Mitsubishi UFJ Mizuho Bank

Company History

August 1996	SACI EURL is established in Paris, France The company starts to offer services to Japanese and French companies to support their overseas expansion.
May 2005	SACI Conseil Japon Ltd. is established in Tokyo
August 2007	The company changed its name to Nomen Japan
May 2012	The office moved to Ichibancho in Chiyoda ward (Central Tokyo)
July 2014	The company changed its name to EL MUNDO CONSULTING Co., Ltd. Liaison office launched in Paris, France