

PRESS RELEASE

To media representatives:

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TrainTracks Inc.

TrainTracks Takes Further Action into Facilitating Marketing Support Globally

Refocusing network to four countries including India and Brazil

[TrainTracks Inc.](#), a marketing and communications agency, (Tomigaya, Shibuya-ku, Tokyo; Managing Director: Yukiko Harada; hereinafter TrainTracks) will take further action into facilitating overseas marketing support to the following four countries: India, Vietnam, Indonesia, and Brazil. Throughout their 20 years of business, TrainTracks has continued to meet the diverse needs of their local and overseas clients with their expertise, bilingual support and global overseas network. In addition to their continued support of current clients, TrainTracks will also develop optimal marketing strategies and activities for Japanese clients who have already expanded into or are planning to expand into these four countries.

TrainTracks is a one-stop agency with a menu of services that meet each of their clients' specific needs. The agency's main clientele consists of IT and Technology companies. TrainTracks' core competencies of strategy, marketing, PR and content creation mixed with a wealth of experience and knowledge to handle multiple languages, time differences, and different business practices allows them to execute integrated marketing and communications programs to better sell their clients' brand, products and services in Japan. For overseas marketing activities, TrainTracks partners with local marketing and communications agencies from countries around the world, mainly in Europe and the United States, and carry out these activities with awareness of the local customs and media.

While continuing their support of overseas marketing activities in regions like Europe and the United States, TrainTracks has positioned four more regions, India, Brazil, Indonesia and Vietnam, as focus markets due to their notable market growth rates. These markets, particularly India, are very attractive to Japanese companies, specifically in the IT and software development field. Especially considering India has strengthened its economic ties with the Asia-Pacific region through the Comprehensive Economic Partnership Agreement (CEPA) with ASEAN countries such as Japan and South Korea, allowing India to easily expand into other Asian markets.

After a series of consultations, TrainTracks learned that many companies have concerns with overseas PR and marketing activities. Many of these companies are interested in expanding overseas but have no local PR connections and are worried about the language barriers as well as the differences in business practices, culture and religion. To these concerns,



TrainTracks is prepared to utilize and refocus their partnerships with local agencies in the four countries to bring strategic and quality marketing activities to their clients. These marketing activities include but are not limited to corporate PR, product and service PR, local events, and the arranging of media tours by inviting media reporters to Japan. Managing Director Yukiko Harada affirms that, “we value consistency in the story that we tell when a brand expands overseas. Our goal is to navigate any cultural differences so overseas markets can relate to and empathize with our client’s mission statement”.

TrainTracks will continue to meet the diverse needs of their local and overseas clients. The agency looks forward to delving into the four markets of India, Vietnam, Indonesia and Brazil, and harmonizing them with Japanese companies.

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About TrainTracks

TrainTracks is a Tokyo-based marketing communications agency founded in 2003. With over 20 years of experience and expertise, as well as a network of domestic and international partners, we provide one-stop support for our clients' marketing communications and PR activities, from strategy planning to implementation. For more information, please visit www.traintracks.jp.

<Contact for media inquiries regarding this matter>

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