

Dear Member,

BRITISH CHAMBER OF COMMERCE JAPAN (BCCJ) - MEMBER GETS MEMBER INITIATIVE

We are delighted to announce the launch of the BCCJ **Member Gets Member (MGM)** initiative. Whilst the Chamber is in fine health with an active and growing membership, we believe that the more we grow our membership network, the stronger we will become.

The BCCJ exists to actively encourage more British business in the Japan market and increase Japanese investment into the UK. Accordingly, the new MGM scheme targets members of any nationality that fit with this mission.



As the majority of our corporate members are currently British, we are particularly interested in welcoming more Japanese members to the BCCJ. Having a good balance of British and Japanese members will lead to a more stimulating network, a greater reciprocal understanding of business cultures, and the creation of more productive business and personal relationships for everyone involved.

The MGM scheme is very simple. For each new member introduced to the BCCJ, in any membership category, the introducing member will receive credit to their BCCJ account equivalent to 50% of the new member's first annual membership fee.

You may already know many potential new recruits for membership. They will be the people and businesses that your firm already interacts with day-to-day here in Japan and the UK – your customers, your suppliers, your business partners, and others in your own network.

The benefits for new members are that they gain access to the same unique network – including key organisations and influential people – high-value events, promotional opportunities, useful information, great social experiences, that you already enjoy as an existing member.

To assist in your recruitment efforts, we enclose a new BCCJ brochure in English and Japanese, summarising the benefits of BCCJ membership, and an MGM application form, also in English and Japanese. There is no limit to the number of new members you can introduce and more copies of both documents are available from the BCCJ office, on request.

The application process is also very simple. Once you have identified an individual or company who wishes to join the BCCJ:

- 1. Enter your name in the box at the bottom of the MGM form;***
- 2. New member completes the MGM form and returns it to the BCCJ office;***
- 3. BCCJ office contacts the applicant to complete the joining process; and***
- 4. Upon receipt of the new membership fee, the BCCJ office informs the introducing member and credits their account accordingly.***

We encourage you to support your Chamber – and help yourself – by actively participating in the new MGM scheme. Further information on the scheme can also be obtained from the BCCJ office and from the BCCJ website: www.bccjapan.com/join-section/join/

Thank you in advance for your support. We look forward to creating an even stronger and more influential Chamber together.

Iain Ferguson, on behalf of
The BCCJ Membership Task Force