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# From AGR's Research Desk

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## [The Time is Now: Opportunities galore for Japanese business in India](#)

*Author: Mayank Mathur, Country representative - Japan, AGR Knowledge Services*

Indian consumers are waking up to the wonders of Japan, and the demand for Japanese products is surging. Brands like Uniqlo, Miniso, Asics, and Onitsuka Tiger have captured the imagination of young urban Indians, rapidly becoming symbols of quality, style, and innovation. Interestingly, Miniso occupies a unique space – founded in China but heavily inspired by Japanese design aesthetics and minimalism, it reflects the cross-cultural appeal of the Japanese lifestyle philosophy that resonates deeply with Indian consumers.

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## [Turkey: Where heritage meets industrial ambition](#)

*Author: Akshay Shetty, Senior Business Analyst, AGR Knowledge Services*

Turkey is widely recognized for its historical landmarks and tourism appeal. From sites like Hagia Sophia to traditional bazaars and waterfront areas, it attracts millions of visitors each year for its architecture, coastline, food, and cultural depth. Yet beyond its tourism image, Turkey has built a strong economic foundation driven by manufacturing, trade, and industrial growth. My recent visit to Turkey offered a first-hand perspective on how heritage and heavy industry operate side by side.

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