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Key Success Factors in the Globalization of Investment Banking
—Why did Japanese Investment Banks Lose in the Foreign Market?

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<Abstract>

Investment banking consists of fund raising, capital and business restructuring. Key success factors for investment banking are whether investment banks can gain the ability to advise on financial schemes, compose financial products and sell for the investors in the domestic market and transfer to the foreign markets. However, they may be prevented by “Three Walls”: language, regulation by the government, and basic currency. The failure of the globalization of Japanese investment banks owed to the miscommunication between Japanese and foreign bankers, the severe regulation concerning securities by the Japanese Government and the power of US dollars.

<keywords>

investment bank, investment banking, globalization, euro bond, underwriting