

Before using our STEP IN JAPAN services, **please well prepare your business trip!**

Please visit our <http://www.eubusinessinjapan.eu/> website (request the password online) and **get access to free lectures on Japanese business culture** (contents listed below) ... **AND MUCH MORE** (sector specific reports)

TITLE OF "PRESENTATION" SECTION	CONTENT	TITLES OF PRESENTATIONS
Business Negotiations in Japan	<i>The objective of this presentation is to provide EU Businesses with concrete tools to conduct negotiations with Japanese business partners. Negotiation in itself is rarely an instinctive matter. It therefore requires training and thorough preparation. Negotiation in a different cultural context is all the more complex and therefore requires a specific focus. This presentation aims to provide EU Businesses with keys to prepare for the challenges they might face in their negotiations with Japanese counterparts.</i>	Business Negotiations in Japan <ul style="list-style-type: none"> • Introduction Cross-Cultural Negotiation: The Impact of Culture on Negotiation <ul style="list-style-type: none"> • The Three Dimensions of Negotiation • The Impact of Culture on Negotiations • High Context/Low Context Cultures Business Negotiations in Japan <ul style="list-style-type: none"> • Phases of a Typical Negotiation in Japan • Ambiguity Japanese Language • The Decision Making Process in Japan • Importance of Humility in Japan • Importance of Informal Meetings in Negotiations in Japan • Business Cards, Gift Giving and Contracts Comparing European and Japanese Negotiating Styles <ul style="list-style-type: none"> • Business Relations, Leadership and Decision-Making & Team Composition • Communication, Time-Perception, Relation to Risk & Agreements
Effective Collaboration with the Japanese	<i>This presentation will introduce you to the various cultural and behavioural differences between Japanese and European cultures and how they may impact on your business dealings with Japan. You will gain an insight into Japanese management practices, decision making processes, and how to best collaborate with Japanese leadership and organisational structures.</i>	<ul style="list-style-type: none"> • Chapter I: Introduction • Chapter II: Japanese Human Resource Management • Chapter III: Japanese Organizational Principles • Chapter IV: Japanese Communication Style • Chapter V: Japanese Leadership Style • Chapter VI: Japanese Meetings & Decision Making • Chapter VII: Japanese Business Etiquette • Chapter VIII: Perspectives of Foreigners in Japan
Challenges of the Japanese Market	<i>This presentation addresses the various barriers to the Japanese Market from a cross-cultural perspective. Its objectives are threefold: to outline and explain the challenges and potential opportunities of the Japanese market, to address the practical issues involved in breaking into this market, and finally to give you some idea of what is expected of you by Japanese customers and business partners.</i>	<ul style="list-style-type: none"> • Challenges of the Japanese Market
Changes in Japanese Business Culture	<i>This presentation provides an overview of recent trends and changes in Japan's business culture. It will address among other things: 1) The concept of Keiretsu and its role in Japanese business culture, 2) The current state of gender equality in Japan and how this may affect your relations with potential Japanese business partners, 3) The Japanese lifetime employment system and how this practice is increasingly being replaced by temporary contracts, and finally 4) Present and future challenges for Japan's business culture.</i>	<ul style="list-style-type: none"> • Changes in Japanese Business Culture
Customer Service in Japan	<i>This presentation will cover Japan's famously high-quality customer service, and what will be expected of you by Japanese consumers and business partners. By the end of this presentation you should have gained an insight into the background of Japanese customer service as well as how to respond to the expectations of Japanese clients in the most efficient way.</i>	<ul style="list-style-type: none"> • Customer Service in Japan

Japanese Culture	<p><i>This presentation provides a brief introduction to the major elements that have shaped Japanese culture over the course of its long and rich history. In particular, this presentation shall examine: 1) The importance of understanding and respecting Japanese culture during business dealings with the Japanese, 2) Key facts about Japan and how they impact upon Japanese culture, and 3) Important tips about the Japanese mentality and Japanese perceptions of the rest of the world.</i></p>	<ul style="list-style-type: none"> • Japanese Culture
Managing Quality Claims in Japan	<p><i>This presentation will explain how to understand and meet the quality expectations of Japanese clients and business partners. By the end of this seminar you will have learned 1) the basics of Japanese quality requirements and how this will impact upon your business venture with or in Japan, and 2) how to respond adequately to claims by Japanese clients.</i></p>	<ul style="list-style-type: none"> • Managing Quality Claims in Japan
My three Recommendations	<p><i>In this presentation, you will watch and listen to six video presentations from companies which are successfully doing business with Japan. They will each share their individual insights about how to maximise the chances of success of your prospective business venture with the Japanese</i></p>	<ul style="list-style-type: none"> • My three Recommendations
The Realities of Business with Japan	<p><i>This presentation will outline and explain the various distribution channels which are available to you for your business venture in or with Japan. By the end of this presentation you will be familiar with the existing distribution channels in Japan. You will also be able to assess the differences which companies and their staff might face in exporting to or doing business with Japan. Finally, you will also be familiar with the latest changes Japan's distribution channels.</i></p>	<ul style="list-style-type: none"> • The Realities of Business with Japan