

Agenda

½-day “About Japan” Cross-cultural workshop in London

Date: 26/10/2016

Time: 10.00- 15.00 (Greenwich Mean Time, UTC + 0)

Venue/Location: The Hilton Waldorf Hotel, Aldwych,
London WC2B 4DD

Host organisation: London Chamber of Commerce and Industry

Co-organiser: EU-Japan Centre for Industrial Cooperation

Event objectives:

- Raise interest in Japan among EU SMEs
- Increase EU SMEs’ knowledge about cross-cultural issues when doing business in Japan
- Increase EU SMEs’ capacities in communicating with potential partners

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Hours	Details
10.00	Intro EEN host organisation & presentation EU-Japan’s activities
10.15	Presentation JETRO
11.30	Coffee break
11.45	Workshop part 1
13.15	lunch
13.45	Workshop part 2
15.00	End of workshop, Q&A-session and networking
16.00	end of event

Speaker: Bill Reed

Bill Reed is an intercultural consultant, researcher, writer and management trainer, specializing in helping Western and East Asian managers work together more effectively. He holds an M.A. from the University of Cambridge and Diploma in Intercultural Management, Cambridge. He joined a UK-based international training company focusing on management communication across cultures, where he worked, among other assignments, as program director at INSEAD and general manager of the company's Italian subsidiary.

He went on to set up the company's Asian subsidiary based in Japan and served as president for five years. In 2001, Bill resigned to found East Asia Business and joined Japan Consulting Office in 2006.

Contact details:

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