



EU-Japan Centre
for Industrial Cooperation



Doing Business with Japan

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Olivier van Beneden

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Agenda

1. Introduction
2. Four key concepts of Japanese culture
3. Doing business in Japan
 - Your first visit
 - Follow-up
 - Receiving a Japanese delegation
 - Your first order
4. Communicating effectively with Japanese
5. Q & A

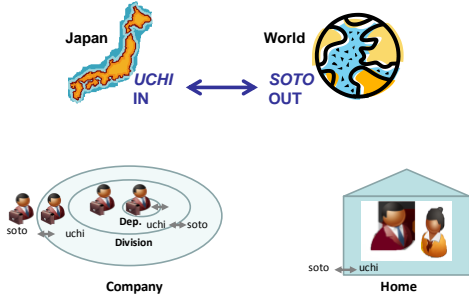
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2. Four key Concepts of Japanese Culture



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Group Orientation



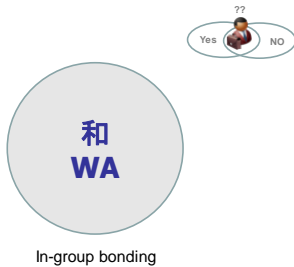
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Hierarchical Society



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Harmony



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Form and Formality (Process-oriented)

Europe

- Less formal
- Results are more important than appearance
- Speed and efficiency are more important than mastering by repetition



Japan

- Way of doing things (process/form) is very important
- Importance of appearance, format, formality
- Want final product, not rough draft

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3. Doing business in Japan

- Your first visit
- Follow-up
- Receiving a Japanese delegation
- Your first order

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4. Communicating effectively with Japanese

- High context
 - Information in context
 - "Hear one, understand 10"
 - Responsibility of the listener
- Indirect
 - Vague, non-confrontational
 - "Good communication skills" in Japan vs. in the West



Example of conversation



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5. Q & A



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