

## Workshop on Japanese Business Culture

CEC/CCIC – Conselho Empresarial do Centro/Câmara de Comércio e Indústria do Centro

20 June 2018



With the aim to foster new partnerships with the Japanese market, CEC/CCIC invites all interested companies to attend the Workshop on Japanese Business Culture, that is going to take place on the 20<sup>th</sup> June in Coimbra.

The main goals of the workshop are the following:

- Introducing the basics of Japanese business culture to European business people;
- Explaining Japanese behaviours and attitudes on the basis of their cultural background;
- Giving best practice tips;
- Helping participants to avoid major blunders in Japanese business;
- Improving intercultural sensitivity, scope of action and security

### Agenda

- 8:45 Registration
- 9:00 Welcome and presentation of EU-Japan Centre's activities
- 9:15 Workshop part 1 - Interactive expert presentation
- 11:15 Coffee Break
- 11:30 Workshop part 2 - Interactive expert presentation
- 12:45 Q&A
- 13:00 Conclusions

Participation in the event is free of charge, but subject to prior registration.

Please register [here](#) until 15<sup>th</sup> June!

For further information, please contact: [EEN-Portugal@cec.org.pt](mailto:EEN-Portugal@cec.org.pt) or 239 497 161



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### **3. Indirect Communication**

3.1. Why the Japanese communicate in an indirect way: Cultural background and values

3.2. Understanding and reading Japanese reactions:

3.2.1 Body language, yes and no, pauses, frequently used phrases

3.2.2 Getting feedback from Japanese business partners

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### **4. Meetings and negotiations**

4.1. Preparation of meetings: The importance and nemawashi for meetings and decision making

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### **5. Summary and wrap-up**