

ABOUT JAPAN! CROSS CULTURAL WORKSHOP 2018 - Edifício AIP, Lisboa – 21.06.2018



Agenda

8:45 - Registration and welcome coffee
9:00 - Introduction host organisation 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

Objectives:

- Introducing the basics of Japanese business culture to European business people
- Explaining Japanese behaviors 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

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1. Introduction

- 1.1. Welcome and agenda

2. Japanese business culture

- 2.1. Introduction of Japanese business culture
- 2.2. Getting in touch with Japanese business partners: Keeping and building a relationship
- 2.3. What makes the Japanese tick: Group orientation and hierarchy today
- 2.4. From greetings to socializing: Essential business manners

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
- 3.3. Getting difficult messages across: Criticism, denial and conflict situations
- 3.4. E-Mail communication

4. Meetings and negotiations

- 4.1. Preparation of meetings: The importance and *nemawashi* for meetings and decision making
- 4.2. Japanese meetings strategies and how to deal with them

5. Summary and wrap-up