

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



EU-Japan Centre  
for Industrial Cooperation  
日欧産業協力センター



### 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

### Table of Contents:

#### **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**