



Doing Business in Japan

5 Cultural Tips That Build Trust



EU-Japan Centre
for Industrial Cooperation

一般財団法人
日欧産業協力センター



Tip 1

Punctuality Shows Reliability



EU-Japan Centre
for Industrial Cooperation

一般財団法人
日欧産業協力センター



Tip 2 Business Cards Are Serious Business



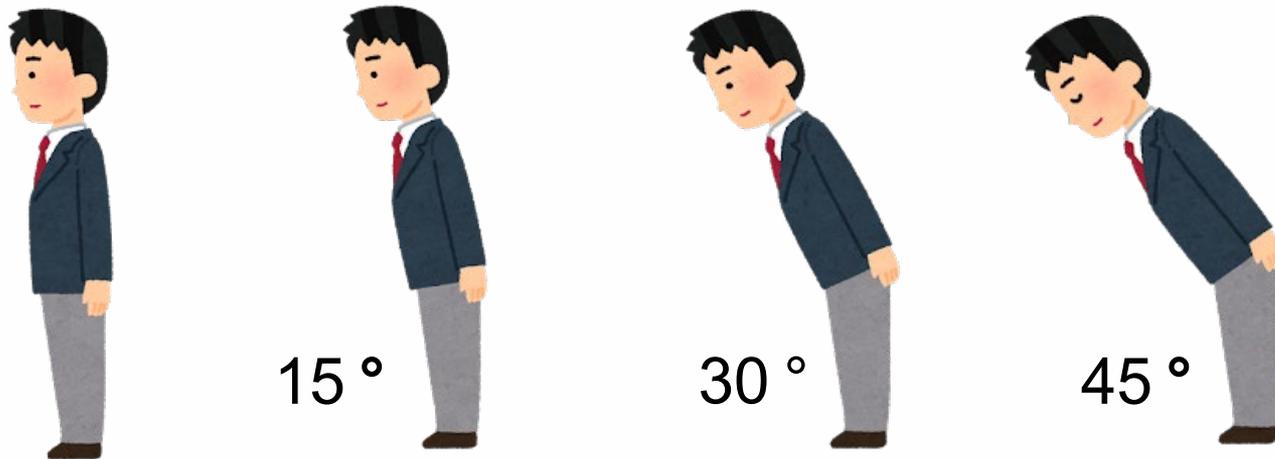
EU-Japan Centre
for Industrial Cooperation

一般財団法人
日欧産業協力センター



Tip 3

Show Respect in Greetings and Language



EU-Japan Centre
for Industrial Cooperation

一般財団法人
日欧産業協力センター



Tip 4

Respect Hierarchy and Group Decision-Making



EU-Japan Centre
for Industrial Cooperation

一般財団法人
日欧産業協力センター



Tip 5

Take Collective Responsibility — Not “It’s Not My Fault”



EU-Japan Centre
for Industrial Cooperation

一般財団法人
日欧産業協力センター

Context	Japan	Western countries (general)
Saying "I'm sorry"	Shows empathy & group representation	Often seen as personal/organizational fault
Goal	Restore harmony, show care	Clarify responsibility, admit or avoid fault
Legal meaning	Rarely viewed as admission of liability	Can be seen as legal acknowledgment

Key Takeaways for Doing Business in Japan

- Be respectful, even in small details.
- Be early and prepared — it shows trustworthiness.
- Show humility and care in how you greet and speak.
- Understand the hierarchy and how decisions are made.
- Think as a representative, not just an individual.



EU-Japan Centre
for Industrial Cooperation

一般財団法人
日欧産業協力センター

Effort is more important than perfection...

Any questions or thoughts?



EU-Japan Centre
for Industrial Cooperation

一般財団法人
日欧産業協力センター