

## CROSS-CULTURAL WORKSHOPS



# DOING BUSINESS IN JAPAN

## *Learn the ropes of the Japanese Business Culture*

Athens, March 9, 2017

### Short description

PRAXI Network, coordinator of the Enterprise Europe Network - Hellas, and the EU-Japan Centre for Industrial Cooperation, coorganise a workshop on Japanese Business Culture, which will be held in Athens, Greece, on 9<sup>th</sup> March 2018.

The aim of the workshop is to introduce Greek companies to the basic principles of Japanese business culture and prepare them for doing business with Japan. As such, it addresses SMEs with some proven experience in export activities in general as well as an interest to explore the Japanese market.



### Registration

**The registration deadline is Wednesday, February 28th.** The number of participants is strictly limited to 25 persons, all representatives of Greek SMEs with an interest to explore business opportunities in Japan. Registration is based on first come, first served basis. To register, please, fill in the registration form by clicking [here](#). You will receive a confirmation e-mail as soon as your registration form is processed. All participants will receive a certificate of participation upon completion of the workshop.

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### Preliminary Agenda

09:30 – 09:50	<b>Registration</b>
09:50 – 10:00	<b>Welcome – Introduction to the seminar</b> <i>PRAXI Network</i>
10:00 – 10:15	<b>EU-Japan Centre for Industrial Cooperation: Role, Mission, Programmes, Actions, Initiatives and Opportunities for European SMEs in Japan</b> <i>Eivilte Kandrataviciute, EU-Japan Centre for Industrial Cooperation</i>
10:15 – 12:00	<b>Doing Business in Japan: Japanese Business Culture</b> <i>Kiyoko Naish, expert in Japanese business culture</i>
12:00 – 12:30	<b>Light lunch</b>
12:30 – 14:00	<b>Doing Business in Japan: Japanese Business Culture (continued)</b> <i>Kiyoko Naish, expert in Japanese business culture</i>
14:00 – 14:30	<b>Success Story of a Greek SME launching in the Japanese market</b> <i>TBA</i>
14:30 – 15:00	<b>Final remarks and discussion</b> <i>PRAXI Network</i>