

## „Workshop on Japanese Business Culture”

Date: **22 November 2018 (Thursday)**

**Venue:** training room „Galeria”, Lubelska Fundacja Rozwoju, Rynek 7, Lublin, III floor

The workshop will be held by **Reiko Yoneyama** - a Japanese consultant specialized in business between Japan and EU.

Her 10+ years of hands-on experience in how to make successful contacts/visits/negotiations to Japanese clients in various industries would be of interest of the participants. Reiko has visited and negotiated with more than 100 Japanese clients from the aspects of non-Japanese firms. The industries she covered are from Finance, Trading, manufacturing to IT. She can share her experience from creating a first contact, arranging a meeting, giving a presentation, and negotiation with clients. The company she worked for includes SMEs in Japan, USA, Germany, France, and the Netherlands.

### Agenda

08.15 – 08.30	Registration
08.30 – 08.45	Welcome and presentation of the EU-Japan Centre’s activities
08.45 – 10.00	<b>Session 1 – Business with Japanese &amp; Making a first contact</b> <ul style="list-style-type: none"> <li>➤ Cultural values &amp; Principles in Japan</li> <li>➤ First contact with Japanese (how to make a first contact, how to address people, useful communication words...)</li> </ul>
10.00 – 10.15	Coffee break
10.15 – 11.30	<b>Session 2 – visit in Japan Part 1</b> <ul style="list-style-type: none"> <li>➤ Preparation phase : business attire, meeting materials, gifts, interpreter...</li> <li>➤ Meeting phase: seating arrangement, greetings, business card exchange, personal habits...</li> <li>➤ Negotiation phase: presentation tips, negotiation tips, typical decision making steps in Japan</li> </ul>

11.30 – 11.45	Coffee break
11:45 – 13.00	<b>Session 3 –Visit in Japan Part 2, receiving guests from Japan</b> <ul style="list-style-type: none"><li>➤ Socializing phase: lunch/dinner, etiquette, manner</li><li>➤ After meeting phase: close communication with Japanese</li><li>➤ Guests from Japan: agenda, welcome signs...</li></ul>