**Agenda**

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|  | ½-day “About Japan” Cross-cultural workshop in Riga |

**Date**: 13/09/2016

**Time**: 09:00- 14.00 (Eastern European Summer Time, UTC + 3)

**Venue/Location**: Pērses iela 2, Rīga, LV-1442, Latvia

**Host organisation**: Investment and Development Agency of Latvia

**Co-organiser**: EU-Japan Centre for Industrial Cooperation

 **Event objectives**:

* Raise interest in Japan among EU SMEs
* Increase EU SMEs’ knowledge about cross-cultural issues when doing business in Japan
* Increase EU SMEs’ capacities in communicating with potential partners

**Workshop title**: ½-day “About Japan” Cross-cultural workshop in Riga

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| **Time**  | **Details**  |
| 9:00  | Registration and welcome coffee  |
| 9:30 | Introduction host organisation + presentation EU-Japan Centre’s activities |
| 9.50 | Workshop part 1 - Interactive expert presentations Olivier van Beneden |
| 11.30 | Coffee break |
| 11.45 | Workshop part 2 - interactive expert presentations Olivier van Beneden |
| 13.15 | End workshop + Start networking lunch |
| 14:00  | End of the event |

**Speaker:** Olivier van Beneden

Olivier Van Beneden has over twenty years of experience working with Japanese companies. His consulting company assists both Japanese and non-Japanese companies to increase their cultural and business environment understanding. He is specialised in working with non-Japanese companies doing business with Japan, entering the Japanese market and working with Japanese clients, suppliers or partners.

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