**Agenda**

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

**Date**: 29/09/2016

**Time**: 09:00- 15.00 (Central European Summer Time, UTC + 2)

**Venue/Location**: Confindustria Trapani, Via Mafalda di Savoia 26,

91100 - Trapani

**Host organisation**: Confindustria Sicilia

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

**Expected No of participants:** max. 25

**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**: Doing business in Japan: Conoscere le opportunità e comprendere la cultura per avere successo nella terra del sole nascente   
(*Discovering opportunities and Understanding the culture to succeed in the land of the rising sun)*

Agenda

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| **Time** | **Details** |
| 9:00 | Registration and welcome coffee |
| 9:30 | Introduction host organisation + presentation EU-Japan Centre’s activities |
| 10:00 | Presentation Guest Organisation (SACE) |
| 10:45 | Workshop part 1 - Interactive expert presentations  Olivier van Beneden |
| 12:15 | Coffee break |
| 12:30 | Workshop part 2 - interactive expert presentations  Olivier van Beneden |
| 14:00 | Q&A |
| 14.15 | Conclusions, Networking lunch + final networking |

**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.

**Contact details:**Jeroen van der Donck

Business Support Officer | EU-JAPAN CENTRE for Industrial Cooperation | EU-based office

Rue Marie de Bourgogne 52 | B-1000 Brussels | Belgium | [j.vanderdonck@eu-japan.eu](mailto:j.vanderdonck@eu-japan.eu) |

tel +32 2 282 3716 | fax +32 2 282 0045