

Workshop on Japanese Business Culture in Sofia, Bulgaria (27 September)

1. Features of Presentation

The proposed workshop introduces Japanese generic culture in comparison with European cultures; translates it to Japanese business culture and practices; and provides useful tips for business negotiations in Japan. The workshop targets at both male and female business persons from European SMEs who are interested in making successful business deals through building human relationships with Japanese counterparts. The workshop is participatory: the presenter invites audience's experiences and questions to be incorporated in the presentation. The presenter provides power point slides as well as a description of presentation to audience. Glossary of frequently used Japanese business terms and expressions supplement the presentation.

2. Brief Content for Workshop on Japanese Business Culture

➤ Introduction – Some Puzzling Business Situations in Japan

Presentation Content: Interactively with audience, the presenter talks some actual business situations which typically puzzle foreigners. Answers to those situations are given in the following sections.

Learning Outcomes: The presenter involves audience at this get-to-know session to create participatory environments and set a discussion forum on the issue of 'Japanese Business Culture'

➤ Knowing Japanese National Culture – Comparison of Japanese National Culture with European National Cultures

Presentation Content: The presenter explains Japanese national culture in comparison with 14 major European cultures based on the studies by Hofstede on 5 cultural dimensions¹.

Optional Content: The presenter can make a particular reference to a comparison between Japanese national culture and the culture of presentation location(s), e.g., Japanese culture and French culture when the presentation takes place in France.

Learning Outcomes: Audience learn the major characteristics of Japanese culture and enjoy a good understanding of Japanese culture by relating Japanese culture to their own and neighbouring European cultures.

➤ Japanese Business Culture

Presentation Content: The presenter explains major Japanese business culture which exists in Japanese company values, attitudes, standards, codes, and behaviors of Japanese companies' management and employees.

¹ Cultures and Organizations: Software of the Mind, Geert Hofstede (1991)

Learning Outcomes: Audience learn Japanese business culture, and become prepared to deal with Japanese ways of doing business.

➤ **Japanese Business Practices**

Presentation Content: The presenter explains major business practices in Japan using Japanese expressions.

Learning Outcomes: Audience learn and become familiar with major business practices in Japan, and acquire insights from Japanese expressions as to why such Japanese business practices continue to exist.

➤ **Tips for Business Negotiation in Japan**

Presentation Content: The presenter provides useful tips for European SMEs when doing business negotiation in Japan.

Learning Outcomes: Audience learn practical tips to be applied in business negotiation in Japan.