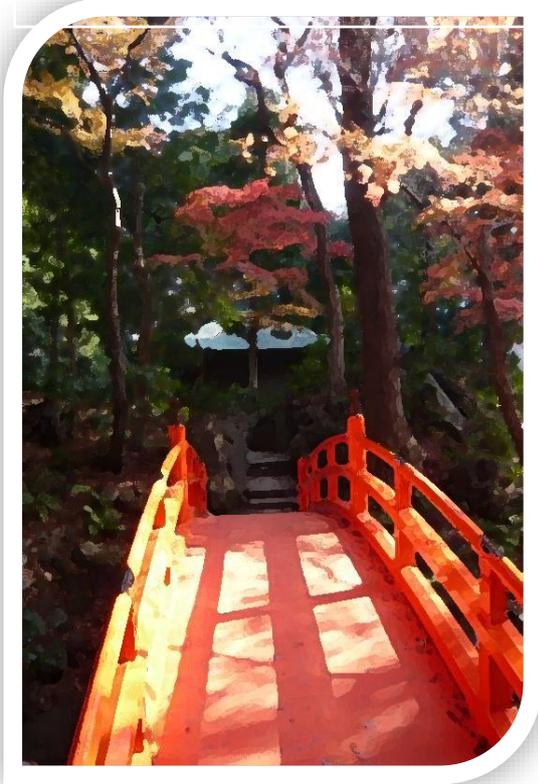


Proposal / Offer 2018 For EU-Japan Centre for Industrial Cooperation



Workshop on Japanese Business Culture

Working effectively with
Japanese business
people

For everyone who works with Japanese

This workshop

- Improves your communication with your Japanese counterparts
- Helps you understand the Japanese business culture
- Builds confidence for working with Japanese

Understanding Japan: Fröhlich Japanberatung
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Workshop on Japanese Business Culture:

Working effectively with Japanese business people

Training description:

The cultural differences between Europe and Japan couldn't be bigger, especially in the way we communicate: The Japanese tend to be more indirect while for example a typical German often doesn't even realize how direct he/she communicates. Besides this example, there are a lot of stumbling blocks and cultural issues when working with Japanese. To be successful, you need to have important background information and be well prepared. This is the goal of this workshop: necessary background information on how to work and cooperate with Japanese counterparts will be provided and the participants then develop ways to adjust and deal with these differences. In my workshops and seminars, I draw upon my experience living in Japan and working in Japanese companies and for Japanese governmental authorities.

Training method:

The focus of the workshop is on providing information on the Japanese communication and business culture, with presentations and group work. The group work will be in small groups of up to 5 people. After each information session the participant will get the chance to develop his/her own way of adjusting or dealing with certain situations, so that each participant develops his/her own strategies.

Other methods that could be used are role plays, quizzes, videos, etc.

Bonus:

- A summary in form of "Your Japanese Business Guide" will be distributed after the training (digital or print-out)
- The seminar can take place in English or German

After Service: If any questions come up after the seminar, participants can have a consultation via telephone/skype free of charge.



The trainer – Ulrike Froehlich M.A.



Since 2006 Ulrike Fröhlich has been giving seminars and has provided coaching on how to improve European-Japanese business relationships. Her clients come from a wide range of industry sectors, such as financial services, automobile, pharmaceuticals, electronics, and more. She has experience in coaching all levels of corporate hierarchy from normal employees to top leadership (CEO). Her trainings include everything from intercultural Japan seminars (i.e. improving working with Japanese), Japan preparations for expatriates, and one-to-one sessions for troubleshooting, cross-cultural teambuilding / leadership workshops to assessments and coaching for quality management.

Ulrike Fröhlich holds an M.A. in Japanese studies, economics and sociology from the Friedrich Alexander University Erlangen-Nuremberg. She has also completed further training for being a professional trainer/coach from the BWA in St. Gallen (Switzerland) and assesses German companies in quality management using the EFQM method. Since 2012, she has been teaching “International Business” at the Baden-Wuerttemberg Cooperative State University (DHBW) in Loerrach.

Ulrike's time in Japan has included a one-year language study in Kyoto and two years working in Nagano for the Prefectural Government as a Coordinator for International Relations. In Germany she has worked for JETRO (Japanese External Trade Organization) and Toshiba. This unique working experience gives Ulrike an insider's perspective into the inner workings of Japanese government agencies and corporate life both in and outside of Japan. German is her mother tongue and she speaks English and Japanese fluently. She is a member of the German-Japanese Business Circle (DJW: Deutsch-Japanischer Wirtschaftskreis), the Swiss-Japanese Society, the Japanese Club in Bad Säckingen and SIETAR Germany.



References

Novartis Pharma AG, Basel (CH)
Roche Ltd. Basel (CH)
Sandoz GmbH, Kundl (A)
Hexal GmbH
UCB Pharma S.A., Brussel (B)
BIOTRONIK SE & Co. KG
TEVA-Ratiopharm GmbH

Deutsche Bundesbank
ING-DiBa AG
Giesecke & Devrient 3S GmbH

Lufthansa Systems GmbH
Siemens AG
Evonik Degussa GmbH
Umicore AG
Robert Bosch AG, Hallein (A)

Vaillant Deutschland GmbH & Co. KG

Mitsubishi GmbH
Hitachi GmbH
Liebherr GmbH, Bischoffshofen (A)

itelligence AG
NTT Data
Konica Minolta GmbH
Texas Instruments GmbH
IHI Charging System International GmbH
TECOSIM Technische Simulation GmbH
Sumida AG
And many more...

What some customers have said:

“Very tailored to the participant, competent and friendly/personable.”

ING DiBa, Herr Bernius

“Understanding Japan presents information on Japan in a compact, fast and memorable way in a short amount of time. A good learning experience for managers who are very busy.”

itelligence AG, Frau Dicke

“The technical training for our new Japanese management team would not have been possible without her being there to interpret for us. It was very pleasant and enjoyable to work together with her.”

Evonik Rheinfelden, Dr. Schork

Find out more about Understanding Japan and Ulrike Fröhlich at www.understanding-japan.com and social media:



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Possible Content of the Cross-Cultural Japan Workshop (4h)

Japanese Business Etiquette

- Introduction
- Business cards
- General do & don'ts (e.g. dealing with a cold, sitting cross legged, some table manners, sitting order, etc.)

Communication with Japanese

- General differences in communication style (high context vs. low context)
- Common misunderstandings
 - Understanding agreement and disagreement
 - Gestures and body language
 - Other peculiarities (e.g. long silence, closing eyes in meetings, etc.)

Doing Business with Japanese

- Preparation for the first meeting
- Meetings & decision-making process
- Negotiating / project management
- Case studies

Training plan

<u>TIME</u>	<u>TOPIC</u>	<u>CONTENT</u>	<u>METHOD</u>
9:00-9:15	Intro	Getting to know each other	Grouping
9:15-10:00	Business etiquette	Introduction Business cards General do & don'ts	Short role play PowerPoint
10:00-10:45	Communication	High vs. low context	Flipchart Group work
10:45-11:00	Coffee break		
11:00-11:45	Communication	Common misunderstandings	PowerPoint Quiz
11:45-12:45	Doing business	Preparation for the first meeting Meetings & decision-making process Negotiating / project management Case study	Flipchart / PP Group work
12:45-13:00	Wrap up	Summary	

Language: English, German

Participants: up to 25