



JAPAN



MAKING A GOOD IMPRESSION

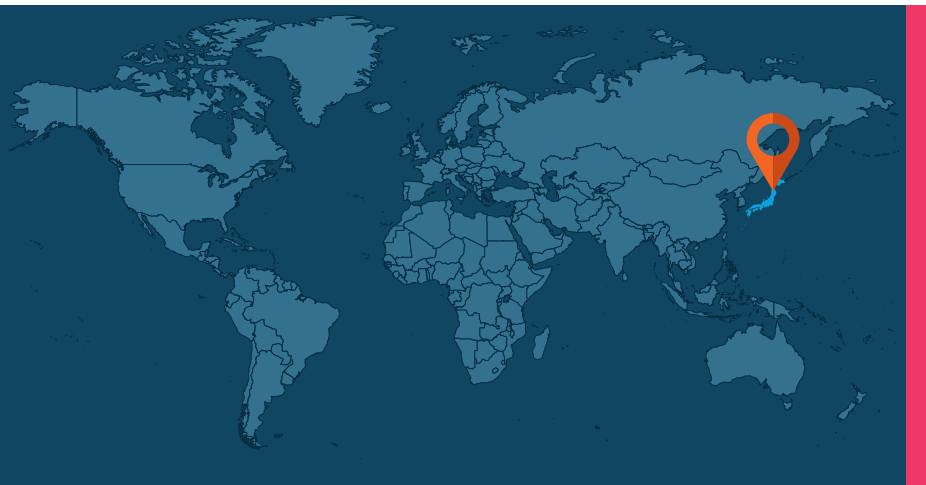
OVERVIEW OF MAKING A GOOD IMPRESSION

TOP TIPS

- Try to get a basic grasp of Japanese etiquette so that you understand what is expected of you.
- Understand the strict protocols regarding age and seniority.
- Be prepared. Arrive in Japan with gifts, a large supply of business cards and a carefully prepared presentation.
- Aim to impress. Stay at a good hotel and dress conservatively. Always act with modesty and humility.
- Do not be alarmed if the Japanese are silent for a time in meetings. Silence indicates thinking, listening, or formulating an answer. It is not considered rude.

INSIGHTS

Do your homework on Japanese etiquette, and the structure of the business world. It may take years to understand Japanese culture, but you should at least start with a basic understanding of what is expected of you. Society is governed by strict protocols and these must be respected, particularly understanding seniority, respecting age, enabling the Japanese to save face at all times and reading between the lines of what people say, which is not always what they mean.



Life Expectancy (2016 est.)



Total population:
85 years



Male:
81.7 years



Female:
88.5 years

MAKING CONTACTS & SCHEDULING APPOINTMENTS

TOP TIPS

- Use a third party, or shokai-sha, to make an introduction.
- Understand the complex network into which you are entering. Japanese companies exist in an intricate web of relationships with other companies and breaking into this can be very difficult.
- Provide as much information as possible about yourself and your company so that the middle manager you may initially meet can recommend you to their superiors.
- Work on building trust with middle management. These lower ranking managers are responsible for the day-to-day business of a company and are highly influential with their superiors.

INSIGHTS

Japanese business people tend to value and prefer long-term relationships in all matters of business, from advertising firms to delivery men. Colleagues must take time and care to earn the trust of a firm's top management and mid-level staff.

Starting a new relationship with a company that is relatively unknown and untested is a difficult decision to make. Japanese companies exist in a network of

