

## TRAINING

### „Workshop on Japanese Business Culture”

14 February 2018

Centre for Implementation and Promotion of Innovation  
Olsztyn, Jagiellońska 91A

09:30 – 10:00	Registration and welcome coffee
10:00 – 10:30	Introduction of the host organisation and presentation of EU-Japan Centre
10:30 – 11:45	<b>Introduction of Japanese business culture</b> <ul style="list-style-type: none"> <li>• Getting in touch with Japanese business partners: keeping and building a relationship.</li> <li>• What makes the Japanese tick: group orientation and hierarchy today.</li> <li>• From greetings to socializing: essential business manners.</li> </ul>
11:45 – 12:00	Coffee break
12:00 – 14:00	<b>Indirect Communication</b> <ul style="list-style-type: none"> <li>• Why the Japanese communicate in an indirect way: cultural background and values.</li> <li>• Understanding and reading Japanese reactions: body language, yes and no, pauses, frequently used phrases.</li> <li>• Getting feedback from Japanese business partners.</li> <li>• Getting difficult messages across: criticism, denial and conflict situations.</li> <li>• E-mail communication.</li> </ul> <b>Meetings and negotiations</b> <ul style="list-style-type: none"> <li>• Preparation of meetings: the importance and nemawashi for meetings and decision making.</li> <li>• Japanese meetings strategies and how to deal with them.</li> </ul>
14:00 – 14:30	Questions and answers
14:30	Networking lunch

**Coach: Angela Kessel** has a master's degree in Japanese and Chinese studies and in psychology. She has lived and worked in Japan, Taiwan and the Netherlands. She has long-time experience as a project manager for Japanese companies in both Germany and Japan. Ms Kessel is the editor of the „Business-Handbuch Südostasien“ (Business Compendium for South-East Asia) and has also published several articles on Japanese culture. She is a certified coach for The International Profiler and the Team Trust Indicator. She has also been trained as a professional business coach and a project manager (both certified by the German chamber of commerce and industry).