



Do's & Don'ts in Japan

- ▶ Be prepared to provide lots of detailed information about your business and yourself; Japanese need to know in order to prepare for the meetings
- ▶ Don't show your emotions in business negotiations; it will be seen as lack of self-control
- ▶ Ensure that the delegation leader is the most senior person; younger delegation members should generally remain quiet unless asked by their seniors
- ▶ Listen carefully to your business partner's answers; there are many answers that sound like yes but mean no! If your partner says he'll consider it, he probably means "no".
- ▶ Focus on the positive aspects of your proposal and refrain from criticizing someone else's opinions or presented facts
- ▶ A contract is not a final agreement and can be renegotiated, also by you!
- ▶ Business cards should also be in Japanese; offer yours with two hands and during meetings lay your partner's cards in front of you in the table
- ▶ Doing business in Japan means eating and drinking (and singing) together after work; allow your host to order and be enthusiastic. After some time, insist on offering a return dinner, even if your hosts try to stop you
- ▶ Despite snorting and spitting in public, nose blowing is not acceptable. If you do, use a disposable tissue and then throw it out
- ▶ Ensure you always wear clean and whole socks, since you may be asked to take off your shoes at several occasions

***These do's and don'ts assist you in making a good first impression when meeting business partners.
However for a successful business outcome, a tailored cross-cultural approach is key.
We gladly provide you with more country and industry specific advice and workshops.***

