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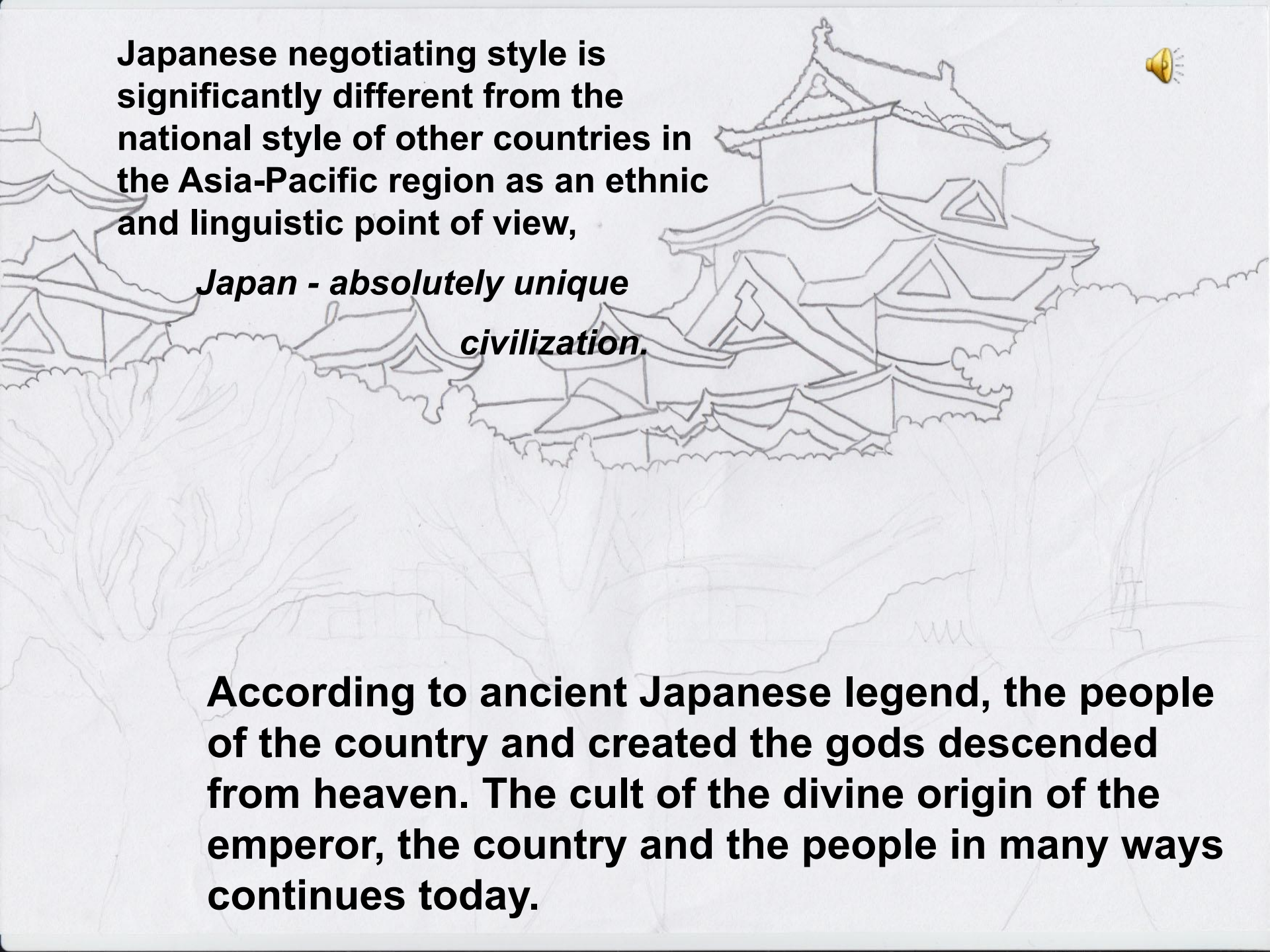
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**DOING BUSINESS
WITH THE JAPANESE**

Japanese negotiating style is significantly different from the national style of other countries in the Asia-Pacific region as an ethnic and linguistic point of view,

Japan - absolutely unique civilization.

According to ancient Japanese legend, the people of the country and created the gods descended from heaven. The cult of the divine origin of the emperor, the country and the people in many ways continues today.





**Threats
are
not
effective
!!!**

**Japanese style of
business negotiation is
characterized by the
fact that If you make a
concession to the
Japanese, they will
respond in kind.**



Japanese businessmen are paying much attention to the development of relationships with partners.



The Japanese give maximum advantage of rigor in the study of the situation and seek to familiarize themselves with all the necessary information as much as possible of its employees.



It is interesting to note that in presenting themselves and their organizations Japanese, primarily call their company, then the position, and only name.

"The accuracy in all"



- **Business card - an important part of Japanese business and the key to establishing trust.**
- **Keep in mind that the Japanese business card - is the embodiment of his own "Me".**
- **It is desirable to transmit and receive the card with both hands, so you show your respect for your partner.**

**During the talks,
the important role
played by the
conservative style
of clothing for both
men and women.**



**businessmen
usually wear suits blue or
gray with a white shirt and dark
tie.**

**Dress is modern and
conservative.**

GIVE A GIFT AND RECEIVE A GIFT WITH BOTH HANDS AND A SLIGHT BOW. THE JAPANESE MAY REFUSE A GIFT ONCE OR TWICE BEFORE ACCEPTING IT.



Not giving a proper gift could ruin a business relationship.

Be prepared to give and receive a gift at a first business meeting.

THE RITUAL OF GIFT GIVING IS MORE IMPORTANT THAN THE VALUE OF THE GIFT. ALLOW YOUR JAPANESE COUNTERPART TO INITIATE THE GIFT GIVING.

Correct wrapping is very important !

- **JAPANESE CLOSE THEIR EYES TO SHOW THAT THEY ARE LISTENING CAREFULLY TO YOU.**
- **JAPANESE HAVE NEVER TAKEN HASTY DECISIONS, SO DO NOT BE SURPRISED IF YOUR PARTNER WILL ASK YOU AGAIN A FEW TIMES.**



- **Japanese "yes" means not only agree with the words of the interlocutor, but the fact that the transmitted information is received properly, and shows the willingness to listen and understand the partner.**
- **In accordance with the Japanese mentality categorical refusal could humiliate partner.**

Japanese capricious in his habits and outlook on life.

Imitate them or adapt to their pace, manners and behavior, as far as possible, and meet, if you can, all their requirements and wishes.



Go to first make concessions, and not inferior to them in manners, but remained true to himself, as they are likely to respect the history of your country and the way of your life.



Always remember three
main things in your
partnership with
Japanese:



Responsibility

Mutual respect



Trust

*Thank you
for your attention !*

