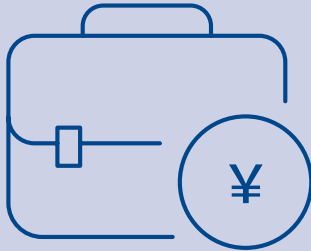


**ASIALINK  
BUSINESS  
ACADEMY**

DOING BUSINESS SERIES



**JAPAN**

FOUNDATION LEVEL

INTRODUCTION TO

# Doing Business in Japan



# Introduction to Doing Business in Japan

Japan is the world's third largest economy and has a credit rating and business climate on par with most developed countries. Japanese consumers are well-educated with high levels of disposable income, making Japan one of the world's largest consumer markets. Despite the emergence of neighbouring countries offering cheaper manufacturing, Japan remains an enormously powerful force in the world of trade and commerce, and a critical partner for Australia.

This program helps participants build the knowledge and skills to do business in Japan. It focuses on Japanese business styles and how to engage to ensure successful business outcomes.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 hours

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups. Please contact us for program price.

## Key takeaways



**Raise awareness of the key cultural drivers** that impact the way business is conducted in Japan.



**Build understanding of Japanese business styles** and how to respond.



**Introduce the skills needed** to effectively influence business outcomes and strengthen relationships when working in and with Japan.

## Topics covered

1.

Understanding Japanese business culture through exploring Japanese society, context, and culture.

2.

Japanese key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Japanese stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Japan.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

*This is a Credly certified Asialink Business Academy Program*

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

 [academy@asialinkbusiness.com.au](mailto:academy@asialinkbusiness.com.au)



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