



# Japan Business Online Training

-for companies and  
organizations -

## Topics:

- 101 of the Japanese business world
- Japan business etiquette
- Your successful communication
- Doing business
- Working virtually with Japanese
- Virtual European-Japanese team-development

### For everyone who works with Japanese

#### This workshop

- Helps to understand the Japanese business culture
- Improves the communication with Japanese counterparts
- Builds confidence for working with Japanese
- Improves your ability to deal with Japan-specific situations
- Helps you to work successfully with Japanese



## Japan Business Online Training

### **Seminar Description:**

The cultural differences between Japan and Europe couldn't be greater. Europeans face challenges navigating the first meetings before market entry, communicating with business partners and understanding how decisions are reached.

If you work together with Japanese business partners and want the venture to be successful, you need to be well prepared. This open online seminar gives you the knowledge and tools you need to build a strong foundation for your Japan business needs.

### *An interactive online training*

In short 2x90-minute sessions, participants will learn all they need to know about Japanese management and communication style. The webinar is conducted in a practical and reality-based manner by a Japanese-speaking trainer with several years of professional experience in Japan. The online training is open to participants from different organizations. The sessions are all online, but still very interactive with polls, quizzes, group work, even role plays are possible.

### **Participants:**

- Max. 12 participants

### **Language:**

English or German

### **The Sessions**

90 min. each

Maximum 2 sessions a day

### **Seminar Schedule**

### **Japan 101**

- Economic overview
- Working life in Japan
- Important Japanese values seen in business

### **Business Communication with Japanese**

- General differences in communication styles
- Common misunderstandings (How do I recognize agreement and disagreement?)

### **Doing Business with Japanese**

- Customer care
- Negotiating
- Meetings
- Decision-making processes
- Project management

### **Japanese Business Etiquette**

- Introductions and business cards
- Business trips to Japan
- Socializing in the evening

### **Your Path to Successful Business with Japanese**

#### **Virtual cooperation**

- with Japanese - overcoming challenges
- Communicating critical messages without risking loss of face

#### **Coaching for individuals – extra booking**

Dealing with differences in management style, strategy and conflicts

Is your topic not listed? Send me a quick email and I will see how I can help you



**Your Trainer:**  
Ulrike Froehlich M.A.



Since 2006 Ulrike Froehlich has been giving seminars and has provided coaching on how to improve European-Japanese business relationships. Her clients come from a wide range of industry sectors, such as financial services, automobile,

pharmaceuticals, electronics, and more. She has experience in coaching all levels of corporate hierarchy from normal employees to top leadership (CEO). Her trainings include everything from intercultural Japan seminars (i.e. improving working with Japanese), Japan preparations for expatriates, and one-to-one sessions for troubleshooting, cross-cultural teambuilding / leadership workshops to assessments and coaching for quality management.

Ulrike Froehlich holds an **M.A. in Japanese studies, economics and sociology** from the Friedrich Alexander University Erlangen-Nuremberg. She has also completed further training for being a professional trainer/coach from the BWA in St. Gallen (Switzerland) and assesses German companies in quality management using the EFQM method. Since 2012, she has been **teaching “International Business”** at the **Baden-Wuerttemberg Cooperative State University (DHBW)** in Loerrach.

Ulrike's time in Japan has included a one-year language study in Kyoto and **two years working in Nagano for the Prefectural Government** as a Coordinator for International Relations.

In Germany she has worked for **JETRO (Japanese External Trade Organization)** and **Toshiba**. This **unique working experience** gives Ulrike an **insider's perspective** into the **inner workings of Japanese government agencies** and **corporate life** both in and outside of Japan.

German is her mother tongue and she speaks English and Japanese fluently. She is a member of the German-Japanese Business Circle (DJW: Deutsch-Japanischer Wirtschaftskreis), the Swiss-Japanese Society, the Japanese Club in Bad Säckingen and SIETAR Germany.





## References

IOC – International Olympic Committee  
European Commission

Roche Ltd., Sandoz GmbH, UCB Pharma S.A., BIOTRONIK SE & Co.KG, TEVA- Ratiopharm GmbH, Merz Pharma GmbH

Deutsche Bundesbank, ING-DiBa AG, Giesecke & Devrient 3S GmbH

Airbus GmbH, Lufthansa Systems GmbH, Siemens AG, Evonik Degussa GmbH, Umicore AG, Continental AG, Robert Bosch AG, Toshiba TEC GmbH, Vaillant Deutschland GmbH & Co. KG, Hitachi GmbH, Mitsubishi GmbH, Liebherr GmbH  
itelligence AG, Konica Minolta GmbH, Texas Instruments GmbH, IHI Charging Systems International GmbH, NEC Europe, Magna Car, and many more

### What some customers have said:

*„I was a participant in your recent Japanese Cultural Training course in Lausanne, organised with the IOC - the International Olympic Committee. It was a **brilliant course - the best session I have experienced**, thanks to your expertise, style, humour and personalisation of the content.“*  
Lisa Hindson, IOC workshop to prepare the Tokyo 2020 Olympics.

*“Understanding Japan presents information on Japan in a compact, fast and memorable way in a short amount of time. A good learning experience for managers who are very busy.”*

itelligence AG, Frau Dicke

*“The technical training for our new Japanese management team would not have been possible without her being there to interpret for us. It was very pleasant and enjoyable to work together with her.”*

Evonik Rheinfelden, Dr. Schork

Feedback of some of the most recent trainings: According to the German grading system (1- excellent and 6- not good)

1,3 Konica Minolta Hannover, Dec 2019; 12 participants

1,25 Merz Pharma, Frankfurt, June 2018, 12 participants

1,1 IHI Heidelberg, June, 2018, 9 participants

1,1 Airbus, March 2018, 7 participants

1,0 Ratiopharm, Ulm, November 2017, 1 participant

9,8 International Olympic Committee, Dec. 2019, Lausanne, 13 participants (10= excellent and 1=poor)

### Discover Your Options!

If several of your colleagues are interested in learning about Japan, a company seminar can be an attractive alternative. Just get in touch with us for further information.





**Online Training Price:**

**Japan Online Training**

4 Sessions a 90 minuten (on two days) + 45 minutes coaching after the training  
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1495,- € plus VAT (in Germany)

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Training

**Virtual Japanisch-Europäische Team- Development (4x90 min)**

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1995,-€ plus VAT (in Germany)

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Coaching

**One Coaching Session (90 min)**

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450,-€ plus VAT (in Germany)

