

WHO WE ARE

JapanCrossCultural was founded in 2012 by two training professionals, one Japanese and one German, to specifically focus on the intercultural communication issues that exist between Western and Japanese business environments. We are located in the greater Düsseldorf area, which is home to over 500 Japanese companies and where over 8,500 Japanese nationals live and work.

Dr. Nina Theile is a specialist in Japanese studies, and lived and worked in Japan for five years. She has been giving intercultural communication training since 2001, and is teaching at German universities.

Kaoru Yoshioka, M.A., has over 25 years of experience in teaching languages and intercultural communication at universities and companies in Japan, the USA, the Netherlands and Germany. She has lived and worked in Germany since 2000.



JAPAN CROSS CULTURAL

Training & Coaching

FOR EFFECTIVE COMMUNICATION

We offer intercultural training and seminars to help you develop your communication skills for improved interaction and successful negotiations with Japanese business partners and colleagues.

For further information, please visit our website:

<http://www.japancrosscultural.com>

Or contact us:

info@japancrosscultural.com

TARGET PARTICIPANTS

- Managers, employees and partners of European companies that have regular contact with Japanese business partners.
- European managers and employees at European branches of Japanese companies.
- Japanese managers and employees in Germany.

WHAT JAPANCROSSCULTURAL OFFERS

Interactive communication training for better understanding between European and Japanese company managers, employees, and/or partners.

- In-company seminars, open seminars and individual coaching. Seminars range from half a day to the standard 2-day seminar.
- Content based on actual business scenarios which are designed to provide participants with hands-on knowledge about and practical solutions to recurring communication issues.
- A number of different training modules that allow a targeted approach to the actual needs of the participants
- Seminars by Japanese and German trainers with over 10 years of experience in the development and execution of inter-



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- cultural seminars with exclusive focus on working with Japanese companies.
- Seminars and training in English, German or Japanese languages.

PARTICIPANT BENEFITS

Participants gain practical insight into the fundamentals of Japanese/European business communication as to common decision-making processes, communication

strategies and work ethic. They receive answers to the many “whys” and “why nots” regarding priorities, value judgment, and behavioral patterns of Japanese/European business people. Participants learn to adapt and improve their own communication skills, will learn to better manage their expectations and better judge current and future business situations – and to communicate more effectively with Japanese/European business people.