



# TradeMissions

## Mission to Japan Osaka, Aichi & Yokohama

### Briefing Kit

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### Hotels

#### Osaka

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## Location

Favored by a mild climate, the fertility of the Owari Plain, which lies nearly in the center of Japan, and the bounties from the warm Kuroshio Current flowing in the Pacific Ocean along the Japanese archipelago, a rich culture has flourished in the Aichi region since the 7th and 8th centuries. And still today, many genres of traditional crafts and folk entertainment continue to live on in the daily lives of the people of Aichi. Aichi prefecture is located in central Japan facing the Pacific Ocean, resulting in attractive natural features such as the Ise Bay and the Mikawa Gulf. The prefecture has four adjacent neighbours: Mie prefecture, Nagano prefecture, Shizuoka prefecture and Gifu prefecture. The measured dimensions are from the Eastern border to the Western border: 106km, from the Southern border to the Northern border: 94km. Coming at the 28th rank for its land surface, Aichi covers a total of 5,154 km<sup>2</sup>, thus having 1.4% of the country's total land mass.

In Aichi the visitor can feel the spirit of the successive periods of Japan's past and present-from the spirit of the many brilliant figures who shaped Japanese history and opened the way to an increasingly modern Japan out of the mystery-shrouded ancient and medieval Japan to the dynamism of leading industrial manufacturers that have helped build contemporary Japan.

The name of Aichi originated in the mind of a gifted poet named Takechi Kuroto, who composed the following poem written in Manyoshu Volume III. It says, "A caw of crane leaves an echo in the field of Ayuchigata; I wonder if the crane came to pick up fish in the tideland." In his poem, Kuroto sang about a place known as Ayuchi and afterwards the pronunciation became Aichi for practical reasons, which was adopted as the name of the county. At the execution of Haihanchiken policy, prefecture office was established at Nagoya castle, which was located at the centre of Aichi County, so the name of Aichi was officially adopted.

Osaka prefecture located in the centre of Kinki region in the Midwest Japan covers the smallest prefecture land area in Japan, but boasts the largest population and highest population density second only after the capital, Tokyo. Mountains surround three sides of the prefecture and the west faces the arc-shaped Osaka Bay. Since it is close to former capitals of Japan Kyoto and Nara, it prospered as an important point for land and water transportation as well as a commercial city. Osaka has flourished since long ago as a focal point of distribution between west and east Japan, and it is still continuing its development as the commercial center for the Kansai region. Osaka is broadly divided into north Osaka (Umeda area) and south Osaka (Nanba and Shinsaibashi areas), and day or night the business districts on both sides are bustling. At present, Osaka is developing the area along Osaka Bay, and amusement facilities and outlet malls have been built there. Osaka, called the "Kui-daore City," (literally meaning a city where a person can indulge extravagantly in food and drink until he is broke) also has a distinctive and varied food culture, and its many restaurants serving cheap and delicious foods are very popular with tourists.

Yokohama is situated on a peninsula facing the western coast of Tokyo Bay and lies a mere 30 kilometres (18.6 miles) from Tokyo, the capital of Japan. With a population of over three million people, Yokohama is Japan's second largest city. It is located less than 30 minutes south of Tokyo by train, and is the capital city of Kanagawa Prefecture. Towards the end of the Edo Period (1603-1867), during which Japan isolated herself from the rest of the world, Western nations forced the country to open its ports to foreign trade. The port of Yokohama was opened in 1859 and ever since has played a major role a window to the world. Japan's first Western style hotel and restaurant were opened in Yokohama, and is also the site of Japan's first coffee shop and bakery as well as its first modern waterworks and railroads. Yokohama, built on its rich heritage of enterprising endeavour, has become a truly international city and Japan's largest international trading port.

## Climate

Autumn is from September to November. The autumn season in Japan brings cool breezes, clear skies and beautiful autumn foliage. This would be an ideal time to travel to Japan.

	September
Aichi	Average
Max °C	28
Min °C	20
Osaka	Average
Max °C	30
Min °C	21
Yokohama	Average
Max °C	29
Min °C	23

## Time Difference

Melbourne, Sydney	2	5	8	11	14	17	20	23
Aichi, Osaka, Yokohama	1	4	7	10	13	16	19	22

## Mobile Phones

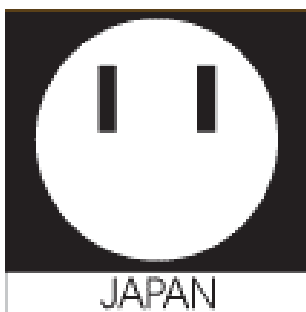
The majority of GSM handsets will not work in Japan. Japan has a unique network that is not compatible with other GSM and CDMA networks. We suggest you rent a mobile phone while in Japan. It would be best to arrange this before you go so you can obtain the number in advance and transfer all your calls.

Following are some links to rental companies:

[www.japanphone.com](http://www.japanphone.com), [www.rentafonejapan.com](http://www.rentafonejapan.com), [www.icrcorp.com](http://www.icrcorp.com), [www.vodafone-rental.jp](http://www.vodafone-rental.jp).

## Electricity

Japan uses a 100-volt current for electrical appliances. The frequency is 50Hz in eastern Japan (including Tokyo) and 60Hz in western Japan (including Nagoya, Kyoto and Osaka). Japan uses a US adaptor with two prongs.



## Trading Hours

- Offices and larger businesses are open from 9.00am to 5.00pm, Monday to Friday
- Many shops keep extended hours, opening from 9.30am to 7.00pm daily except for Sundays where most shopping areas remain closed.

## Currency

The unit of the Japanese currency is the Yen. There are four kinds of bills (10,000 yen, 5,000 yen, 2,000 yen 1,000 yen) and six kinds of coins (500 yen, 100 yen, 50 yen, 10 yen, 5 yen, 1 yen) used. Japanese currency is designed to facilitate easy use by people with sight impairments. All of the bills and coins are different sizes. For example, the bills descend in size from 10,000 Yen to 1000 Yen. Each bill also has raised bumps in the bottom, left corner (if looking at the bill from the front).

### Currency Exchange Rate

A dollar exchanges for about 83.1526 yen. Exchange rates may change at any time according to the market conditions.

### Currency

You can use cash (yen and dollar), credit card and traveller's cheques in Japan. When you need to exchange your foreign currency visit a bank, exchange service centre, or an authorised exchange dealer.

**Japanese banks are usually open Monday to Friday from 9.00am to 3.00pm.**

### Travellers Cheques

Traveller's checks are accepted only by leading banks and major hotels in principal cities, and the use of traveller's checks in Japan is not as popular as in some other countries.

### Credit Card

American Express, Diners Club, JCB, MasterCard, and VISA cards are widely accepted at hotels, department stores, shops, restaurants and nightclubs. Only Japanese yen is acceptable at regular stores and restaurants.

### ATM

Japanese banks offer automatic teller machines (ATM) and cash dispensers (CD). At ATMs one can withdraw, deposit and transfer money and pay bills, while at CDs it is usually only possible to withdraw money. Most ATMs and CDs are unavailable on weekends and during the night, but the number of 24h ATMs is increasing. The machines found in convenience stores, for example, are often available around the clock.

As a traveller in Japan, be aware that most Japanese ATMs do not accept foreign credit cards. Only the international ATMs found in post offices and in a few major department stores and airports accept foreign credit and debit cards. The ATMs found in over 20,000 post offices across the country are international. They allow you to withdraw cash by foreign Visa, Plus, MasterCard, Eurocard, Maestro, Cirrus, American Express, Diners and JCB cards and provide an English user menu. In addition to the ATMs at post offices, a small number of international ATMs are located in major department stores, airports and Citibank branches.

Note that most post offices do not offer a 24-hour ATM service. While ATMs at major post offices are typically available daily from 7.00am to 9.00pm with slightly shorter hours on weekends, ATMs at smaller branches may only operate from Monday to Friday between 9.00am and 4.00pm. Your best bet is from Monday to Saturday between 9.00am and 5.00pm.

## Transportation around Japan

### Train

Japan's main island Honshu is covered by a network of high speed train lines that connect Tokyo with most of the island's major cities and Fukuoka on the island of Kyushu. Japan's high-speed trains (bullet trains) are called **shinkansen** and are operated by JR (Japan Railways).

Travel from Tokyo to Nagoya is on the **Tokaido/Sanyo Shinkansen**. The Tokaido Shinkansen, connecting Tokyo, Nagoya, Kyoto and Osaka, was inaugurated in the year 1964 as the first shinkansen line and the world's first high speed train. In 1964 the trains already run with speeds of about 200 km/h. Nowadays they reach speeds of over 300 km/h.

### How To Use The Trains

The following is a guide on how to use trains and subways in Japan.

#### Train categories

From local trains to shinkansen (bullet trains), Japanese trains are typically classified into the following categories:

普通	<b>Local</b> (kakueki-teisha or futsu-densha) Local trains stop at every station.
快速	<b>Rapid</b> (kaisoku) Rapid trains skip some stations. There is no difference in the ticket price between local and rapid trains.
急行	<b>Express</b> (kyuko) Express trains (kyuko) stop at even fewer stations than rapid trains (kaisoku). In case of JR (Japan Railways), an express fee has to be paid in addition to the base fare.
特急	<b>Limited Express</b> (tokkyu) Limited express trains stop only at major stations. A limited express fee has to be paid in addition to the base fare. It is typically between 500 and 4,000 Yen. In case of some non-JR railway companies, no "limited express fee" has to be paid.
新幹線	<b>Super Express</b> (shinkansen) Shinkansen (bullet trains) are only operated by JR (Japan Railways). Shinkansen use separate tracks and platforms. A limited express fee has to be paid in addition to the base fare. It is typically between 800 and 8000 Yen.

#### Seat categories

JR offers the choice between two classes, ordinary and green (first class), on all shinkansen and limited express trains and a small number of slower trains. Most local trains carry only ordinary cars. Green cars are less crowded and offer more spacious seats, but are typically 30% to 50% more expensive than ordinary cars.

Most shinkansen and limited express trains carry non-reserved (jiryu-seki) and reserved (shitei-seki) seats, while a few carry reserved seats only. Seats in green cars are often all reserved. On most local, rapid and express trains, all seats are non-reserved. Seat reservations cost roughly 300 to 500 Yen, but are free with the Japan Rail Pass.

#### Buying a Ticket

Tickets for short distance trips are best purchased at vending machines, while tickets and seat reservations for long distance trips can be purchased at ticket counters in train stations.

### **Purchase a ticket at a vending machine**

- Find your destination and the corresponding fare on the map above the vending machine. The map shows the train lines and stations of the region. Ticket prices are shown beside each station.
- Insert the money into the vending machine. Most machines accept coins of 10, 50, 100 and 500 Yen and bills of 1000 Yen. Many machines also accept larger bills.
- Select the number of tickets that you wish to buy. The default is one, so if you are travelling alone, you can skip this step.
- Press the button that shows the amount for your ticket.
- Collect the ticket(s) and eventual change.

Sometimes, the station names on the maps are written only in Japanese. If you are unable to find your destination and the corresponding fare, you can purchase a ticket for the lowest possible price, and pay the difference at the destination station.

### **Purchase a ticket at a ticket counter**

In order to purchase a ticket, you need to provide the following information:

- Number of travellers
- Date of travel
- Departure Station
- Destination Station
- Ordinary or green car
- Preference of reserved or non-reserved seat

### **Entering the paid fare zone**

After buying the ticket, you can proceed through the ticket gate. Automatic ticket gates can be found in busy stations: Insert the ticket into the slot, walk through the gate and pick up the ticket on the other side. If you insert an invalid ticket, the gate will close and an alarm will sound.

If you have a Japan Rail Pass, you cannot use automatic gates, but must pass through a manned gate, showing your pass to the station staff. In order to access shinkansen platforms, you need to pass through a second or separate set of ticket gates. They are usually well marked.

### **Station platforms**

Find your platform by looking for your train line and direction. Most important signs are written in Japanese and English, and increasingly also in Chinese and Korean. On many platforms, marks on the floor indicate where the doors of the arriving train will be located. Waiting passengers will line up behind those marks. Train drivers are trained to stop within centimetres.

### **At the destination station**

The station names on platforms are written in kanji, hiragana, and romaji (Roman letters). Furthermore, station signs always show the previous and next station. At your destination, leave the paid fare zone through the ticket gates in the same way as you entered. However, in case of single tickets, you won't get your ticket back this time. If you did not pay the correct fare for your destination station, you have to pay the difference at a "Fare Adjustment" machine before leaving through the gates. If there are no such machines, you can pay the difference at the manned gate.

## Useful Phrases

### English

Hello  
Goodbye  
Bye  
Good morning  
Good afternoon  
Good evening  
Good night  
How are you?  
Fine thanks  
What is your name?  
My name is .....

Thank you  
Excuse me  
When receiving  
When offering  
To refuse  
I'd like ..... please  
Before eating a meal  
After eating a meal  
Who  
Where  
When  
What  
Yes  
No  
I do not understand  
I  
We  
Where is the bathroom?  
Where is the toilet?

### Japanese

Kon-ni-chi-wa  
Sa-yo-na-ra  
Ja ma-ta  
o-ha-yo-go-zai-mas  
Kon-ni-chi-wa  
Kon-ban-wa  
O-ya-su-mi-na-sai  
O-gen-ki des ka  
Hai, gen-ki des  
O-na-ma-e wa nan des ka  
Wa-ta-shi no na-ma-e wa ..... des  
A-ri-ga-to  
Su-mi-ma-sen  
Do-mo  
Do-zo  
Chot-to hai, de-mo  
O-ne-gai shi-mas  
i-ta-da-ki-mas  
Go-chi-so-sa-ma  
Do-na-ta  
Do-ko  
I-tsu  
Na-ni  
Hai  
Ii-e  
Wa-ka-ri-ma-sen  
Wa-ta-shi  
Wa-ta-shi tachi  
Toi-re wa do-ko des ka?

## Business Etiquette

### Making Appointments

- If you want to make an appointment, but don't have a connection, a personal call will be more effective than sending a letter. Moreover, a letter requesting an appointment might go unanswered.
- Punctuality is necessary when doing business here; the Japanese believe it is rude to be late.

### Business Dress

- You may be expected to take your shoes off in temples and homes, as well as in some ryokan (inn) style restaurants. Consequently, it's a good idea to wear slip-on shoes, since they can be taken off easily. Since your socks will be seen more than usual, ensure that you pack a supply of clean, conservative socks.
- Businesswomen should dress conservatively and use jewellery, perfume, and makeup only sparingly.
- It is now common for many Japanese women to wear slacks, pant suits and high heels at work, depending on the kind of work they do. In factories, they generally wear uniforms. Office workers in many companies dress much like female employees in Western countries. Some old-line companies continue to dictate a conservative style.
- Business meetings are sometimes held in inns "ryokans", where you may be expected to wear a yukata robe to dinner. The inn provides the yukata. Wrap a yukata or kimono left over right. Only corpses wear a kimono wrapped right over left.

### Greeting

- The Japanese greet each other by bowing. Bowing techniques range from a small nod of the head to a long, 90-degree bow. If the greeting takes place on tatami floor, people kneel down in order to bow. Basically you are supposed to bow deeper and longer than your opposite, if he or she is of higher social status than yourself. However, for foreigners it is usually sufficient to nod with the head, as most Japanese do not expect foreigners to know proper bowing rules, and a simple nod is usually preferable to an awkward bowing attempt.
- Bowing has also the functions of thanking and apologising.
- Shaking hands is uncommon among the Japanese themselves, but foreigners are sometimes greeted with a handshake.

### Business Cards

If you are visiting Japan on business, double-sided business cards in Japanese and English are a must. Why? They show potential partners that you are serious, and that you understand and respect their culture. This small effort on your part establishes trust, and maximises your opportunity for excellent results.

- Cards are exchanged at the beginning of a meeting; make sure you have enough available for everyone.
- It is best to stand up when exchanging cards with those of higher rank.
- Facing your counterpart, bow slightly and hand your card with the Japanese side pointing up, either with your right hand or both hands. The same rule applies when receiving a card from someone else.
- Make time to review your counterpart's card carefully. You might want to say his/her name and position to be sure of correct pronunciation. If the meaning of his/her job position were in any way unclear, it would not hurt to ask for an explanation. Basically, you want to show interest in and respect to the other party.
- DO NOT put the card into your back trouser pocket!!

- If you are meeting in passing, then you may just carefully place the card in a shirt pocket or in a wallet or notebook.
- If you are seated at a meeting, place the card gently on the table in front of you. Look at it often during the meeting in order to refer correctly to your counterpart's name and position. If you are meeting more than one person and have received multiple cards, arrange them neatly in front of you.
- The Japanese hand out their business card at the drop of a hat. Don't be left out! Give your card to anyone that you want to hear from again. You'll likely go through a lot more cards during your trip to Japan than you would back home.
- If you are presented with business cards, accept the card with both hands. Study it for a few moments before carefully placing it away. Look up at the person who offered it to you to acknowledge the connection between the person and the information on the card. Do not hastily stuff a business card into your back pocket or write on someone's business card, as this is regarded as highly disrespectful.

### First Name or Title?

In Japan, like in China and Korea, the first name follows the family name. A person with the first name "Ichiro" and the family name "Suzuki" is, therefore, called "Suzuki Ichiro" rather than "Ichiro Suzuki". The gender of a person can be guessed by the ending of his/her first name. First names ending with -ro, -shi, -ya, or -o are typically male first names, while names ending in -ko, -mi, -e and -yo are typically female first names.

The Japanese commonly address each other by last name. Only close friends and children are usually addressed by first name. In addition, people rarely address each other just by name, but usually attach an appropriate title to the name. There are a large number of such titles depending on the gender and social position of the person you are addressing. Some of the most frequently used titles are:

- **san**: (for example Sato-san)  
This is the most neutral and famous title, and can be used in most situations. Only in formal situations, san may not be polite enough.
- **sama**: (for example Sato-sama)  
This is a more polite form of san, commonly used in formal situations and letters, but too polite in a casual context.
- **kun**: (for example Yusuke-kun)  
This is an informal title used for boys and men that are younger than yourself.
- **chan**: (for example Megumi-chan)  
This is an informal title used for young children and very close friends or family members.
- **sensei**: (for example Sato-sensei)  
This is a title used for teachers, doctors and other people with a higher education and from whom you receive a service or instructions.

### Conversation

- You may be asked extremely personal questions regarding your salary, education, and family life. If you don't want to answer, remain polite but try to gracefully side step the question.
- Sometimes, you'll find it necessary to pretend that your Japanese colleague understood you. In Japanese business protocol, these "face-saving" measures are essential for maintaining cordial relations.
- It's a good policy to refrain from discussing business until the first few minutes of any conversation, unless your Japanese companion says "Jitsu wa ne..." ("the fact of the matter is...")

- It is considered polite to frequently say, “I’m sorry.” For example, the Japanese will apologize for not being punctual enough, having a cold, taking you to see a disappointing movie, providing substandard hospitality [even if it was perfectly good], displaying rudeness at a previous meeting [even if they were not rude], and practically any other personal flaw. Visitors are encouraged to incorporate these kinds of remarks into their conversation.
- Exercise caution when asking the Japanese certain questions. For example, English speakers would give a negative answer to the question “Isn’t the document available?” by responding “no.” The intended meaning is “No, the document is not available.” The Japanese interpretation is different. The answer would be “yes” meaning, “Yes, the document is not available.”
- If the response to your question is “maybe”, “probably”, or “I’m thinking about it”, the answer is likely to be “yes.” “I’ll consider it”, however, is often indicative of a “no.”
- Don’t make accusations or direct refusals. In your dealings with Japanese business culture, remain indirect.
- In the course of a conversation, use as many Japanese sentences as you can.
- You may have to ask a question several times, in different ways, to receive a definite response or commitment.
- When beginning a dialogue with a group, it is polite to direct all of your first remarks to the most senior member (if you know who he or she is), and then to appropriate individuals.

### **Topics of Conversation**

- Inquiring about a person’s family [a good conversation starter]
- Praising the hospitality you’re receiving
- Japanese history
- Japanese artistic achievements
- Positive comments about the Japanese economy
- Sports, such as golf and ski jumping

### **Topics of Avoid**

- World War II
- Making jokes (unless they are very easy to understand, self-deprecating, and made in a social—rather than business—setting).

### **Deal-Making**

- During negotiations and presentations, it is essential that one maintain a quiet, low-key, and polite manner at all times.
- The highest-ranking individual may appear to be the most quiet of everyone present.
- For a persuasive presentation, you must describe how your product can enhance the prosperity and reputation of the Japanese side. Making these claims effectively requires a thorough knowledge of Japanese economy, business, and product lines.
- It is also a good strategy to emphasise the size and wealth of your company. If your organisation is an older, venerable institution, this fact should be frequently mentioned, too.
- Do not show anger, a bad mood or other negative emotions to your business counterparts. Follow the Japanese example, and mask these feelings with a smile.
- Practically anything you say will be taken literally. Refrain from making remarks such as “This is killing me!” or, “You’re kidding!”
- Sometimes, you’ll find it necessary to pretend that your Japanese colleague understood you. In Japanese business protocol, these face-saving measures are essential for maintaining cordial relations.
- If it is necessary to discuss bad news, use an intermediary, such as the one who introduced you to the company.
- Outbursts of laughter are not always indicative of mirth in this culture. Laughter is also used to mask feelings such as nervousness, shock, embarrassment, confusion, and disapproval.

- Periods of silence lasting between 10-15 seconds during meetings and conversations are considered useful rather than uncomfortable.
- You may find that your Japanese counterparts will not be specific about what they expect from you.
- Never single out a Japanese colleague, even for praise or encouragement; the group identity always prevails.
- Convening among themselves, the Japanese will go over your proposal in painstaking detail. Often, they will review every sentence you uttered in the course of the discussion until they are satisfied they have understood your exact meaning.
- Don't feel discouraged if you're not receiving compliments on your work. Again, it is the group that receives accolades, not the individual.
- Because age equals rank, show the greatest respect to the oldest members on the Japanese side.
- When the Japanese are trying to listen carefully to what is being said, they sometimes appear to be sleeping with their eyes closed.
- Decisions are made only within the group. Outsiders must gain acceptance from the group before they can have influence of any kind in the decision-making process.
- Because the decision-making process is so deeply entrenched in the group, don't push for an answer. Instead, wait patiently until everyone reaches a consensus.
- The decision-making process can be very slow, sometimes taking as long as one to three years.
- Generally, the Japanese prefer oral agreements to written ones, and should not be pressured into signing documents. The Japanese will commit themselves to an oral agreement, which may be acknowledged by a nod or slight bow, rather than by shaking hands. Contracts can be renegotiated; in Japanese business protocol, they are not final agreements.
- You may find that some Japanese men who have not been abroad are not used to dealing with women as equals in a business setting. If you are a woman, reacting with indignation to the traditional attitudes you may encounter is not productive. Instead, the best way to overcome these obstacles is to make a concentrated effort to demonstrate your skills and professional competence; these qualities are respected whether you are male or female. Moreover, learning as much as you can about every relevant issue, as well as Japanese language and culture, can also help you in gaining acceptance.
- If you are a female business traveller, ensure that your Japanese colleagues are informed of your status as early as possible; otherwise, they may assume that you are playing only a supportive role. Try to have a male colleague introduce you with your qualifications. Moreover, whenever you are introduced, repeat your name and title.
- Even after Japanese colleagues become accustomed to a female business travellers professional contribution, interacting with her in social situations may present another challenge. Keep in mind that Japanese men are sometimes unaccustomed to socialising with women on an equal business level. Moreover, if a woman appears overly confident, aggressive or extroverted, she may find herself in even more of a difficult position. For a woman, the best policy is to maintain a restrained, dignified manner.

## Gift-Giving

- Gift giving is an important part of Japanese business protocol. Gifts are always appreciated.
- It is a good policy to bring an assortment of gifts for your trip. This way, if you are unexpectedly presented with a gift, you will be able to reciprocate.
- The emphasis in Japanese business culture is on the ritual of gift giving, rather than the gift itself. For this reason, you may receive a gift that seems too modest, or conversely, extravagant. An expensive gift will not be perceived as a bribe.
- A wrapped gift is often carried inside a shopping bag to avoid ostentation and minimize any hint that a gift is about to be presented.
- The best time to present a gift is toward the end of your visit. You can discreetly approach the recipient, indicating that you have a small gift. Avoid giving a gift early in a relationship or at any conspicuous moment.
- A gift for an individual should be given in private. If you are presenting a gift to a group of people, have all of the intended recipients assembled.
- Present gifts with both hands.
- It is customary to comment that the gift you are presenting, even if it is extravagant, is “tsumaranai mon” (“an uninteresting or dull thing”). This statement is meant to convey, “Our relationship is more important than this trivial item.”
- It is a mistake to give the same gift to two or more Japanese of unequal rank. People will also take offence if you are in the presence of a group of people and give a gift to one person, but fail to give one to the others who are present.
- Gifts are opened in private, because if the gift turns out to be a poor choice, “loss of face” will result. Also, if several gifts are presented to people of different status, opening them privately prevents any possible comparisons.
- Before accepting a gift, it is polite to modestly refuse at least once or twice before finally accepting.
- Ensure that your gifts are wrapped. It's safest to leave this task to a store or hotel gift-wrapping service.
- The safest gift-wrapping choices are pastel-coloured papers, without bows. Avoid wrapping a gift with brightly covered papers or bows.
- If you are invited to a Japanese home, bring flowers [an uneven number], cakes or candy.
- If you receive a gift, be sure to reciprocate.
- Gifts in pairs are considered lucky.

Ai Group has found that the following gifts are of good quality they are reasonably priced and are well received in Asia. You can purchase them from Potoroo, Shop V10, Southgate Landing, South Bank. For more information contact Jodie on 03 9690 9859 or email [info@potoroo.com.au](mailto:info@potoroo.com.au).

Pewter Kangaroo Chop Stick Rest	\$10.50	Red Gum Chop Sticks	\$9.50
Red Gum Business Card Holder	\$29.50	Small Red Gum Desk Box	\$32.00
Letter Knife with Red Gum Handle	\$19.50	Pewter Letter Knife Kangaroo/Platypus motif	\$29.95
Pewter Bottle Stopper with Aus Animal motif	\$27.50	Pewter Coaster with Aus Animal motif	\$15.95
Pewter Business Card/Letter Holder	\$25.00	Shot Glass with Pewter Aus Animal motif	\$23.50
Pewter Spoons Aus Animal motif	\$22.50	Miniature Pewter Figurines Aus Animal motif	\$10.50

## Entertaining in Japan

- An invitation to lunch or dinner is important in Japan. Businesspeople are not likely to accept invitations from people they do not trust.
- When you are taken out, the host always pays, in accordance with Japanese business protocol.
- It is sometimes acceptable to be late for social occasions. When in doubt, however, arrive on time.
- In a traditional Japanese style restaurant, your host will generally order for you...but if you are familiar with Japanese dishes, it is perfectly acceptable for you to let the host know what you like. Expressing thanks to your host after a meal is an important part of the ritual.
- When taking a Japanese businessperson to lunch, it's best to select a restaurant of your own culture, if possible. Introducing one's culture, and talking about it during the meal, is often an effective way of establishing rapport and a personal relationship. Then, it is likely that your guest will invite you to a Japanese restaurant and explain to you some aspects of Japanese culture. People who focus only on work-related matters will find that they cannot make friends or successfully conduct business in Japan.
- During meals, use as many Japanese sentences as you can. Bow often, when appropriate.
- In Japanese business culture, bars are popular venues for business entertaining, particularly "karaoke" bars where patrons are encouraged to sing along to taped popular songs. Plan on staying out until the early hours of the morning.
- If you are invited out to a karaoke bar, you will be expected to sing along. It doesn't matter if you can't carry a tune, but remaining gracious and co-operative is essential.
- Women guests are not welcome at geisha houses and Sumo wrestling rings.
- If you would like to propose a toast, the standard term is "Kampai" (kahm-pie), which is the equivalent of "Cheers." Then, your companions will repeat your toast and clink glasses before taking a sip of sake, whiskey or beer. Traditionally, the host takes the first sip.
- If a toast is proposed to you, ensure that you reciprocate with a toast of your own.
- Customarily, the highest-ranking person hosting a meal sits at the centre of the table. The most important guest will be seated to the host's immediate right. The "least" important guest will be seated near the entrance or door.
- Customarily, the host is the first to begin eating. Afterwards, the guests may proceed with the meal.
- A standard Japanese meal consists of a staple such as grilled fish, along with a bowl of rice, a cup of soup, and a small dish containing pickles.
- Japanese cuisine includes delicacies such as inoshishi (wild boar) sakura-nabe (horse meat), shika-no-shashimi (raw deer meat), suzume (sparrow), and uzura (quail).
- Many dishes will be served in the course of a dinner party, and you are encouraged to sample everything. If there is something that you absolutely do not want to eat, you will have to make a plausible excuse. For example, insisting that health reasons prevent you from trying a food item can allow everyone to "save face."
- Avoid pointing your chopsticks at another person. When your chopsticks are not in use, place them on the provided chopstick rest. Moreover, do not place chopsticks straight up in your rice bowl.
- Slurping your noodles and tea is encouraged here.
- Bones should be placed on the side of your plate.
- Use both hands to hold a bowl or cup that you wish to be refilled.
- When you are a guest, wait for another person to replenish your beverage. If you don't want anymore to drink, leave the glass or cup partially full or turn it upside down, otherwise, you will get a "refill." If you are a hosting a meal, you are usually expected to refill the beverages for the first round or two.
- When finishing a meal, leave a small portion of food on your plate to indicate that the meal was satisfying.

- When tea is served, it is usually a signal that the meal is ending.
- If you think that it's necessary to reciprocate your hosts, choose a restaurant of your own culture, if possible. Remain insistent about your invitation, as your hosts may first decline so that it does not seem that they are imposing on you.
- Since there is an automatic service charge in restaurant bills, tipping is usually unnecessary.

## Japanese Cuisine

Once known in the west either in the form of "sukiyaki" or the more exotic "sushi," Japanese cuisine has in recent years become much more familiar and appreciated around the world. Many visitors to Japan will have already sampled the pleasures of raw fish or batter-fried shrimp. But few first-time visitors to Japan are prepared for the variety and sumptuousness of Japanese food, as it is traditionally prepared. Eating in Japan is an experience to be enjoyed and remembered fondly for the rest of your life.

Among the types of cooking found in Japan are:



**Sukiyaki** is prepared right at the table by cooking thinly sliced beef together with various vegetables, tofu and vermicelli.

**Tempura** is food deep-fried in vegetable oil, after being coated with a mixture of egg, water and wheat flour. Among the ingredients used are prawns, fish in season and vegetables.



**Sushi** is a small piece of raw seafood placed on a ball of vinegared rice. The most common ingredients are tuna, squid and prawn. Cucumber, pickled radish and sweet egg omelette are also served.

**Sashimi** is sliced raw fish eaten with soy sauce.



**Kaiseki Ryori** is regarded as the most exquisite culinary refinement in Japan. The dishes are mainly composed of vegetables and fish with seaweed and mushrooms as the seasoning base and are characterized by their refined savour.



**Yakitori** is made up of small pieces of chicken meat, liver and vegetables skewered on a bamboo stick and grilled over hot coals.

**Tonkatsu** is a deep-fried pork cutlet rolled in breadcrumbs.



**Shabu-shabu** is tender, thin slices of beef held by chopsticks and swished in a pot of boiling water, then dipped in a sauce before being eaten.



**Soba** and **Udon** are two kinds of Japanese noodle. Soba is made from buckwheat flour and Udon from wheat flour. They are served either in a broth or dipped in a sauce, and are available in hundreds of delicious variations.



# EXPO Sites



## Global Common 6 – Oceania and Southeast Asia

Situated between the North Gate and West Gate and near the Non-Official Participation Zones and Japan Zone, it offers a fantastic view of the undulating terrain of the site. It is also closest to the Spectacle of Water, Light and Wind Concourse where spectacular shows will be held in the evenings.



- Australia
- Brunei Darussalam
- Cambodia
- Indonesia
- Lao People's Democratic Republic
- Malaysia
- New Zealand
- Philippines
- Singapore
- Thailand
- Vietnam
- Pacific Islands Pavilion
- Fiji
- Kiribati
- Marshall Islands
- Micronesia
- Palau
- Papua New Guinea
- Samoa
- Solomon Islands
- Tonga
- Tuvalu
- Vanuatu

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#### Minatomachi Medical Centre

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JETRO

<http://www.jetro.go.jp>