

**Cross Cultural Management Training for Japanese Manager**

**Invitation to 43<sup>rd</sup> EU-Japan Joint Seminar in Tokyo**

**The EU-Japan Centre for Industrial Cooperation**

The EU-Japan Centre for Industrial Cooperation ( <http://www.eu-japan.gr.jp> ) was established as a core organization for the promotion of industrial cooperation between European and Japanese companies. It is a unique venture between the European Commission and the Japanese Ministry of Economy, Trade and Industry.

**EU-Japan Joint Seminar**

The Centre regularly organizes seminars for both Japanese and EU managers at which they can interact and exchange views and ideas. The 43rd seminar is scheduled to be held in January, 2008 in Tokyo with participation of EU managers visiting to Japan.

P.A.R.K. Consulting Japan ( <http://www.park-consulting.jp/> ) together with its Dutch partner CMC-Culture & Management Consulting ( <http://www.cmc-net.org> ) has been appointed as the facilitating organization for the seminar.

The proposed program is designed to produce the following outcome:

- 1) To understand the different organizational principles and working styles practiced in Japanese/European organizations – where the differences are, why they are different, and their background.
- 2) To acquire the necessary skills to deal with conflicting situations arising from different cultural backgrounds and orientations.
- 3) To be able to work effectively in different business cultural environments.

**Japanese managers who are interested in improving their cross cultural management skills are invited to join the seminar. (Free of Charge)**

**Seminar Program Outline**

- 1) Date: From Tuesday, January 29 through Thursday, January 31 (Three days)
- 2) Venue: EU-Japan Centre in Hanzomon, Tokyo (Two minutes from Hanzomon Station)
- 3) Fee: None (**It is free of charge** as a part of EU-Japan industrial cooperation.)
- 4) Language used: English (Communication skill in English is required)
- 5) Capacity: 15 Japanese managers (plus already registered equal number of EU managers)
- 6) Target Participants: Japanese managers who deal with the EU related /international business
- 7) Application: P.A.R.K Consulting Japan:  
 (and Inquiry) (E-mail) [info-park@park-consulting.jp](mailto:info-park@park-consulting.jp)  
 (Telephone) 81-(0)44-953-6287  
 (Facsimile) 81-(0)44-953-6176
- 8) Trainer: Please refer to page 3

### Program Schedule

Day & Time	Theme/Subject	Method
<u>Day 1</u> Morning   Afternoon   Evening	<b>Introductory Session</b> - Trainers' and Participants Introductions - Program Introduction - Ice-breaker activities  <b>PART : Business Conflict and Analyzing Model- MoF</b> 1) Cultural impact on Business 2) Introduction of the Model of Freedom as an Analytical and Problem Solving Model 3) Different Business Cultures of Various Countries Their Background and Consequences  Informal drinks party	* Lecture *Group Discussion and Presentation
<u>Day 2</u> Morning  Afternoon   Evening	<b>Continued from Day 1</b> 4) Case Studies and Role Plays  <b>PART : Different Business Principles and Practices</b> 1) Communication Styles of Europeans and Japanese – Differences and Hidden Consequences 2) Business Styles, Organizational Principles and Practices – Europe and Japan - Decision Making Process, Information Flow, Individual Responsibility, Meetings 3) Case Studies and Discussion Consequences of Differences  (Unofficial Event: "Nomunication" Party)	* Group Work * Lecture * Discussion * Case Studies  *
<u>Day 3</u> Morning  Afternoon	<b>PART : Business Conflicts Studies</b> 1) Sketching Participants' Cultural Orientation Profiles by MoF  2) Case Studies on Cross Cultural Issues 3) "Cross Cultural" Team Discussions - How can I work effectively with Japanese/Europeans?  <b>Wrap-up</b>	* Lecture * Group Work * Discussion * Case Studies  :

## Program Trainers

Two trainers would be in charge of the program.

### **Nobuo Nishikawa**

Nobuo Nishikawa is a Japanese national and the representative for *P.A.R.K Consulting Japan*. Since 2001 he has been working as a consultant and trainer and offers EU -Japan cross cultural training and consultancy in cooperation with CMC in the Netherlands.

He had a professional career of 15 years at senior manager level with Japan's leading toiletries manufacturer; this included 8 years with their German joint-venture in Germany. He is a member of *SIETAR Japan* as well as an active member of *JII-Japan Intercultural Institute*. He has an MBA from *The Peter Drucker Graduate School of Management* in California, USA. He is fluent in English and speaks German.



### **Mijnd Huijser**

Mijnd Huijser is Dutch and the founder of *CMC- Culture and Management Consulting*, which specializes in challenges arising from cooperation between North American, European, Japanese and Chinese companies.

He lived and worked for more than fifteen years in Southeast-Asia, the Middle East and France.

He worked in joint assignments with Professor Hofstede's Training Institute, Trompenaars-Hompensaars-Hampden-Turner, and *the Royal Insititute of the Tropics* in the Netherlands. He is also a faculty member of the *Unilever Supply Chain Academy* and teaches in the MBA program in Geneva. He has recently published "The Cultural Advantage" in which he explains his analytical tool for cross cultural issues, "MoF- Model of Freedom".

He holds a degree in philosophy and cultural anthropology. He is a fluent English speaker and also speaks German and French.



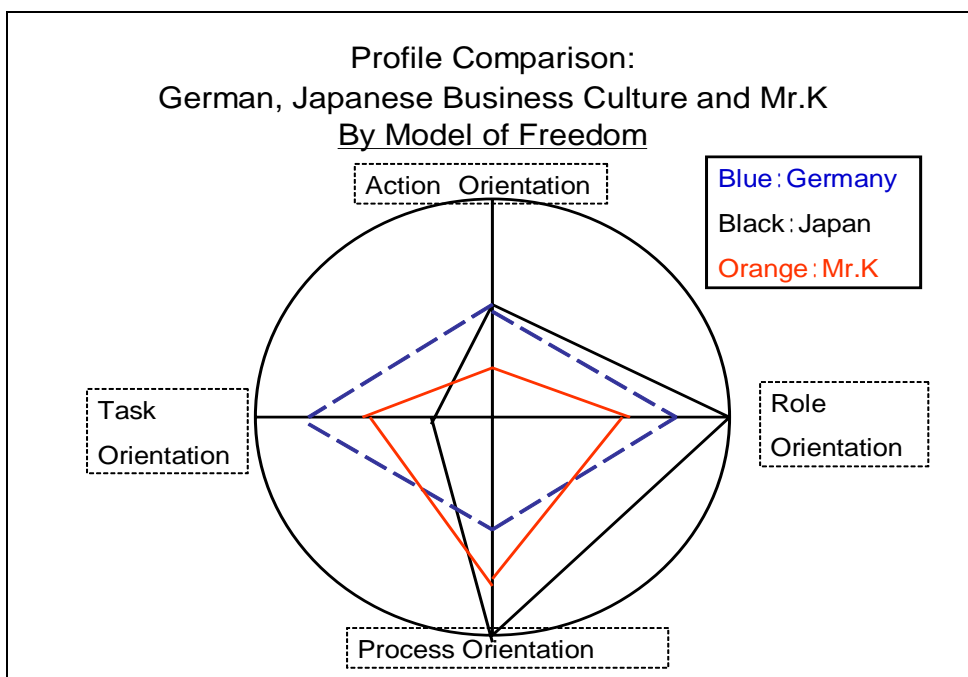
They both facilitated the successful 42<sup>nd</sup> Joint Seminar held last May.

### Analytical Tool – “MoF”

The newly developed analytical tool for cross cultural issues, **MoF- Model of Freedom** is used to analyze and explain various business cultures. It is also used to sketch each participant’s cultural orientation and profile. These can be visually expressed in a quadrants circle as indicated below.

The business cultures of more than 50 countries are now available for comparison and analysis. These were developed by Mijnd Huijser of CMC and are based on the results of his interviews with more than 5000 business persons world wide.

To be able to sketch each participant’s personal cultural profile, they will need to answer website questionnaire.



42<sup>nd</sup> Seminar in May, 2007

