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Certified Trainer and Assessor**

Exercise Rising Sun: Solid Expansion into Japan

Objectives

- A. To Learn the correct ways of expanding into Japan.
- B. To understand more about doing business in Japan.
- C. To Learn the Japanese Business Culture, Protocol and key business language.
- D. To Learn the opportunities and potential of doing business in Japan.
- E. To Learn how to build rapport and long term relationships with the Japanese.
- F. Find out the advantages of the Singapore – Japan FTA.
- G. To Learn how to augment, integrate with the Japanese.

Outline

- 1. How to Expand properly into Japan.
- 2. Potential in doing business in Japan.
- 3. The recovery of the Japanese economy.
- 4. Business opportunities in Japan
- 5. Advantages of the Singapore – Japan FTA.
- 6. Japanese Business Protocol and Culture.
- 7. Japanese Business Language
- 8. Building Rapport with the Japanese
- 9. What do the Japanese think of Singapore

The course will cover many examples, case studies, information and the trainer will also provide advice and consultation during the seminar.