



## Working with Japan



### Introductory

For practitioners who would like a good foundation to improve their skills.



2 CPD Hours

**With the world continuing to shrink as a result of the constant improvements in technology and travel, it is becoming evident that the greatest business opportunities are those offshore.**

The challenges of transacting internationally are not just limited to language; it is vital that there is also a comprehensive understanding of the country and its cultural differences to New Zealand. This session, in association with the New Zealand Business Council, provides delegates with a thorough introduction to the way that Japan conducts its business and how to engage prospects and clients with the respect and cultural understanding that is key to successful business dealings.

**Topics to be covered include:**

- Japan's economy and business
- Business ethics and values
- Introduction to Japan's business culture



**Presenter - Ian Kennedy,**  
Chair, Japan New Zealand Business Council

Ian was posted three times to Japan, most recently as Ambassador from 2007 to 2012. A Japanese speaker, and also the author of a book on Japan-New Zealand relations entitled "Japan and New Zealand: Adding Value".

Ian is a partner in I.S.K. Associates, a consultancy business specialising in Japan. In this capacity he has been contracted by the Ministry of Foreign Affairs and Trade as Special Representative, Japan, to promote linkages between New Zealand and Japan at a corporate level.

Ian is also a Board member of the Asia NZ Foundation, and Honorary Chairman of the "Support Our Kids" (New Zealand home stay programme).

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