

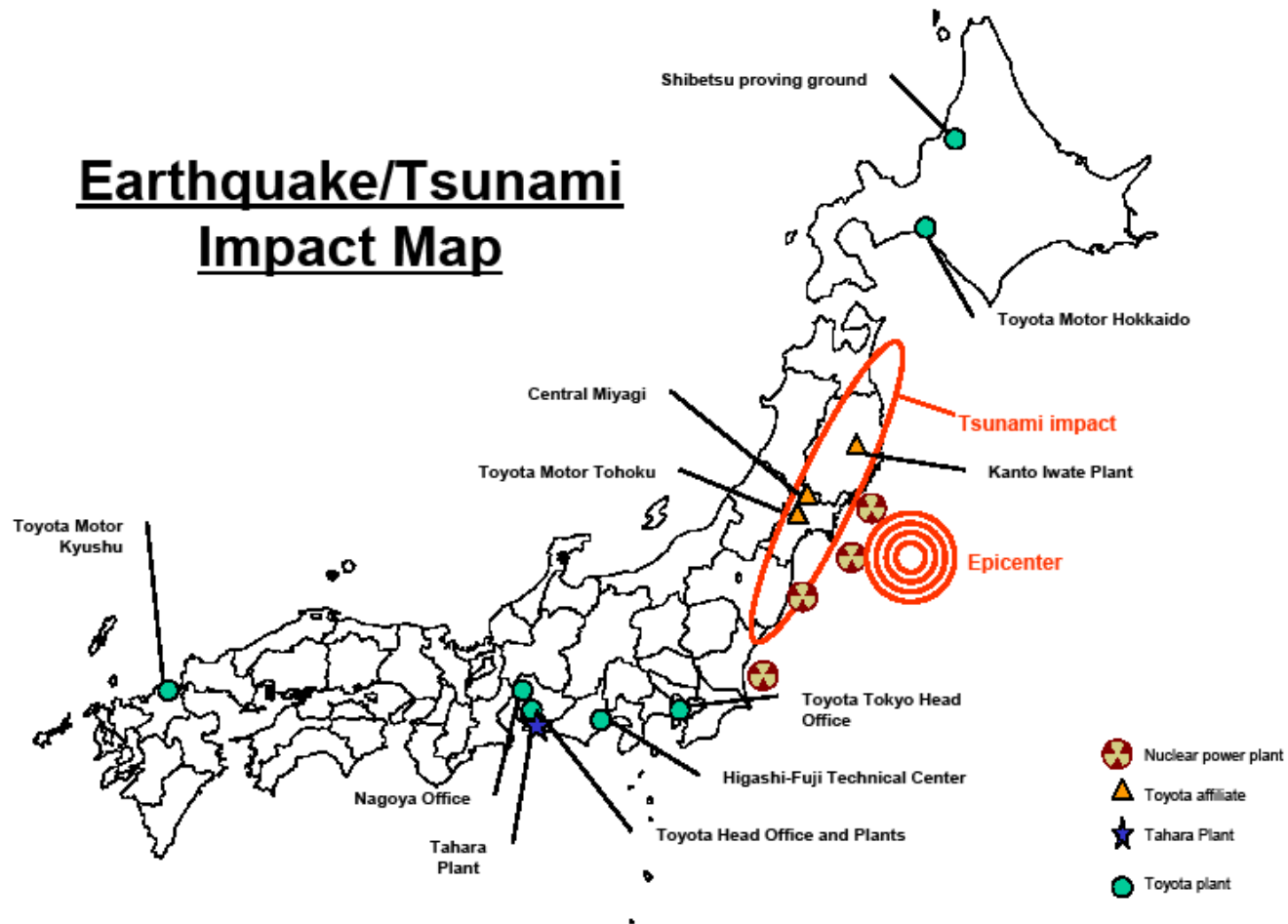
Welcome to Japan



Population:	127M
Capital:	Tokyo
Prime Minister:	Naoto Kan
Currency:	Yen
Literacy:	99%
Life Expectancy:	78.8 Male 85.6 Female
Major Religions:	Shinto & Buddhist

TOYOTA

Japan – Current Situation



Social Norms - Structure

□ Names

- First Name follows the Family Name
- Commonly Address by Last Name

□ Titles

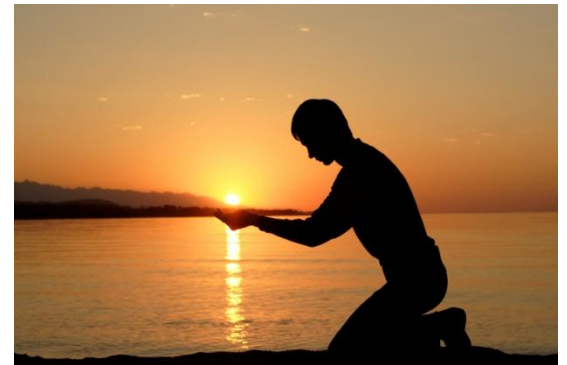
- “San” is Most Common (i.e. Sato-san)

□ Harmony is Key Value

- School and Business

□ Hierarchy

- Age and Status



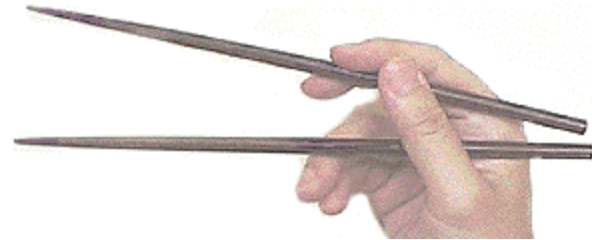
Social Norms - Communication

- Greeting
 - Bow vs. Hand Shake
- Common Phrases
- Most Japanese Know Some English
- Non-Verbal
 - Facial Expression, Tone and Posture
 - “Uh-Huh”
- Culture Exchange



Social Norms - Leisure

- Currency
- Travel
 - Methods
- Food
 - Ocean-Based
 - Try Everything, Including Utensils
- Gift Giving
 - Ritualistic and Meaningful



Business Norms - Meetings

- Business Cards
 - Giving Your Card
 - Receiving Their Card
- Attire
- Seating Arrangement
- Seeking to Understand
 - "Very Difficult"
- Counterpart
- Conclusion



Arigato-go-zai-mashita

談問