

# Doing Business within Japanese Companies (12 units)

(Instructor : Ian de Stains & Philip Parker)

## 【 Lecturer 】

### Part1: Ian de Stains OBE, DipArb, F.C.I.Arb.

Executive Director of The British Chamber of Commerce in Japan



Ian was appointed to the post of Executive Director in 1987. With a background in media, public affairs and communications, he has responsibility for general management and the Chamber's editorial policy and acts as spokesman for the BCCJ. He is the liaison with the British Embassy and with a variety of external organisations. Ian is a Fellow of the Chartered Institute of Arbitrators, a member of the Japan Arbitrator's Association, and of the Society of Authors. He is the Secretary of the Tokyo Club and a member of the Board of Trustees of Refugees International Japan. Ian's book, "The Business Travellers' Handbook to Japan" was published in 2009 by Stacey International.



### Part2: Philip Parker, President and CEO of P.J.Parker K.K.

Philip Parker is the founder of P.J. Parker & Co. He has over 20 years' experience in high tech industries and intellectual property. He has established the Japan offices of a number of high tech companies, including vendors of network equipment, software, and semiconductors, and an undersea fiber optic telecommunications cable operator. Dr. Parker is a co-founder and board member of systems Go, a leading systems integration firm based in Tokyo and a co-founder of Patendex, LLC, which settles non-practicing entity lawsuits.

In his earlier career, Dr. Parker worked as a management consultant at Arthur D. Little and at A.T. Kearney. His clients were major telecommunications network operators and governments in almost all the countries of East Asia. He holds a Ph.D. in engineering from the Australian National University and studied at both Osaka University of Foreign Studies and at Kyoto University. A long-term resident of Japan, Dr. Parker speaks Japanese fluently.

## 【 Lecture Title 】

### Part1: (History/Culture)

- 1 An Introduction
- 2 From North to South: A Geographic Overview
- 3 History Part 1: Jomon to Meiji
- 4 History Part 2: Meiji to Showa
- 5 Showa and the Pacific War to today
- 6 Summary

### Part2: (Business)

- 1 Business Culture in Japan
- 2 Communicating with Japanese Colleagues
- 3 Business Meetings
- 4 Business Negotiations with Japanese companies
- 5 Getting the Right Product or Service for the Market
- 6 Career Management

Course Fee: 25,000 yen (without tax)

Lecture : 30 minutes × 12 lectures (6 hours)

Comprehension Test: Non

