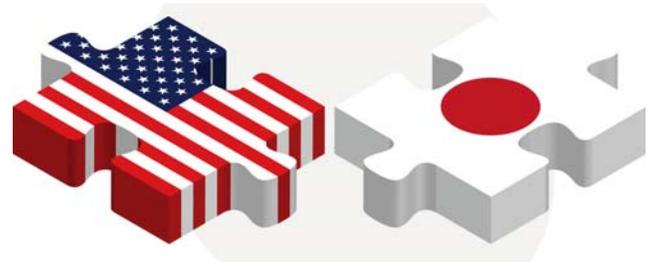


NEOTEC Webinar

Doing Business in Japan



Tuesday, December 5, 2017 • 1 - 2 p.m. EST

In conjunction with The Domingo Group LLC



Japan is the third-largest economy in the world and the fourth-largest export market for U.S. goods. Its citizens are among the highest income earners in Asia, yet many U.S. companies find it challenging to take advantage of the opportunities available in such a high-potential country. This 60-minute webinar will help participants learn how to overcome cultural barriers, manage regulatory barriers and successfully market their products in the country through the experience gained by James Domingo, an American expatriate who spent more than 10 years living and working in Japan. James will be available after the webinar to provide advice on particular business challenges that participants may be having in dealing with Japan.

Webinar Topics

- The Economic Opportunity: Market size, composition and trends
- The Culture Decoded: Understanding the differences in business culture between Japan and the U.S., based on a number of cultural dimensions, and why these differences exist
- Establishing and Growing your Business: Business Cases - learning from successful and unsuccessful approaches
- Regulatory Barriers: How to identify, understand and comply with Japanese regulations
- Partner Evaluation and Selection: How to forge a relationship that will stand the test of time
- Intellectual Property: Key considerations
- Practical Tips: Using an interpreter, the use of business cards, the importance of a proper introduction, and more

Who should participate in this webinar?

Executives, owners, managers, and associates who aspire to enter the Japanese market, gain a better understanding of how to successfully market your products, or establish local contacts.

☆ **The skill level for this webinar is intermediate to advanced.**

Webinar Presenter



James D. Domingo, President, The Domingo Group LLC

James Domingo has been helping U.S. companies succeed in Japan for more than 25 years. One of his first challenges out of university was to help a U.S. valve manufacturer become the first overseas company to be approved to the Ministry of Economy Trade and Industry's (METI) High Pressure Gas Safety Law. He worked in Japan for a total of 10 years on two expatriate assignments, and has served as president and representative director of the Japanese subsidiary of a major U.S. manufacturer. Companies value the insight and experience that James brings to solving some of the most difficult challenges in doing business with Japan. He holds a BS in Mechanical Engineering from the University of Toledo and an MBA from Case Western Reserve University's Weatherhead School of Management.

Registration

Webinar Registration Fee: \$35 • Register online at www.neotec.org

or visit <http://www.neotec.org/site.cfm/GTG/Doing-Business-in-Japan-Webinar.cfm>

Questions? Call NEOTEC at 330.672.4080.