

# Introduction



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# Navigating Cultural and Business Differences

	UK	Japan
Decision-Making	Fast, individual-driven	Slow, consensus-based (ringi system)
Hierarchy	Flat, informal	Strong, seniority matters
Meetings	Direct, to the point	Relationship-focused, can be indirect
Negotiations	Quick, competitive	Long, built on trust & relationships
Risk-Taking	More open to new ideas	Risk-averse, prefers proven methods
Business Communication	Straightforward, direct	Indirect, 'reading the air' is key
Work-Life Balance	Increasingly flexible	Longer hours, group commitment important

# Opportunities for British Women in Japan's Evolving Business Landscape

## 1. Japan's Start-Up & Innovation Boom

- Government-backed initiatives & incentives encouraging entrepreneurship, not limited to Japanese
- Hungry for international expertise, especially in:
  - Tech & AI, software solutions
  - Sustainability & Green business
  - Creative industries

## 2. Growth in Diversity & Inclusion Initiatives

- Government & Corporate
- Consulting on inclusive leadership, ESG, corporate cultural change

## 3. Strong Demand for International Expertise & Partnerships

- Seeking global perspectives, particularly from English-speaking professionals, especially in:
  - Education & Training
  - Healthcare & Wellbeing
  - Luxury & Hospitality
  - Sustainability & ESG



# Overview of the BCCJ

- Established in 1948 (77<sup>th</sup> year)
- Membership-driven organisation focused on UK-Japan
- Approximately 220 corporate members & 100 individual members
  - Overall membership 1,000+ people across the UK and Japan
  - Domestic and overseas membership categories
- 40+ sectors represented - large corporates through to small SMEs/Entrepreneurs
- Partners include British Embassy Tokyo (DBT), British Council
- Special projects focused on helping business tackle key issues, including market entry
- Help & support to members, networking & events, links to government etc



# The Role of the BCCJ in Supporting Businesses Entering Japan

- Networking & Community Support
  - Business matchmaking (introductions)
  - Events (4-5 a month)
  - Forums (DEI Working Group, Small is GREAT series)
  - British Business Awards
- Practical Resources
  - Market insights
  - Regulatory guidance
  - Introductions to key stakeholders
- Advocacy
  - Engagement with key stakeholders to advocate, especially on market entry / regulatory issues
- Women in Business Initiatives
  - Dedicated events programme
  - Mentorship programme

