



# Women's Economic Empowerment Seminar 2025







Celtic  
English  
Academy

# Shoko Doherty

Chief Executive Officer



Chair of English UK - national association of accredited English language centres  
Export Champion - Department for Business & Trade, the UK government  
Export Exemplar - Business Wales, the Welsh government

[www.celticenglish.co.uk](http://www.celticenglish.co.uk)



# Celtic English Academy

*We are a friendly and welcoming English language centre in the heart of Cardiff.*

Established:



Location:



**Cardiff**

Excellent city centre location

Small class size:

**10**

Maximum



Number of students:



**16,000+**

studied



**22**

classrooms



**Qualified teachers**

with a native-speaker level of English

## Accreditations & Memberships

Accredited by the



for the teaching of English in the UK



International Association of Language Centres









# Why Japan?

- The world's fourth-largest economy by GDP
- Strong demand for English language education - the third-largest source market in the global English language teaching sector, after Colombia and Brazil
- A stable and high-spending market
- The UK is a preferred destination for Japanese students, along with the US, Australia, and Canada
- Japanese students appreciate the cultural richness of the UK
- Government initiatives supporting Study Abroad
- Less seasonal fluctuation compared to other markets
- A non-visa-required country for UK entry up to 6 months





# Challenges in Market Entry

## Not a quick-win market:

Establishing direct relationships takes time. Commitment and stability are crucial. Japanese business culture relies heavily on trust and long-term relationships.



Face to face meetings



- Certificate
- Accreditation
- Credential
- Licence



- Trade Mission
- Overseas Business Development Visit Support



Build trust

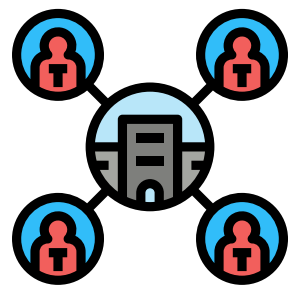
**Once you gain trust and establish a partnership, the relationship becomes long-lasting, profitable and rewarding.**



# Challenges in Market Entry

## Using agents and distributors:

Over 80% of our business comes through study abroad agents rather than direct B2C customers.



- Associations
- Groups



- [www.great.gov.uk](http://www.great.gov.uk)
- [www.exporttojapan.co.uk](http://www.exporttojapan.co.uk)
- British Chamber of Commerce in Japan
- International Trade Opportunities Programme



- Tradeshow
- Joint participation in student recruitment fairs in Japan with partner agents



# Challenges in Market Entry

## Appointing our own staff in Japan:

A more focused and effective approach to breaking into this complex market.



- Recruitment of Japanese Staff
- Utilisation of the YMS / Working Holiday scheme

### Youth Mobility Scheme (YMS)

- Participants can live and work in the UK for up to two years
- For 18 to 30-year-olds (18 to 35 in some cases)
- Apply six months or less before coming
- £298 application fee plus £1,552 health surcharge (2 years)
- Can leave and come back at any time
- Work and study with few restrictions

[www.gov.uk/youth-mobility](https://www.gov.uk/youth-mobility)



**Contact local English language centres (<https://www.englishuk.com/en/course-finder>) to see if they recruit any Japanese students who come to the UK using the Youth Mobility Scheme visa.**



# Insights on Japan from a Japanese Entrepreneur in the UK



## Focus on Quality Over Sales Tactics

Price negotiations are not a typical practice in Japanese business culture.



## Respect for Foreign Visitors & Partners

- Show kindness and respect to Japanese business partners and visitors.
- No need to worry too much about strict Japanese business etiquette.
- However, small gifts and business cards are essential.



## Indirect Communication Style

- Japanese professionals often avoid direct "yes" or "no" responses
- Read between the lines and pay attention to subtle cues.



## Gender Equality in Business:

- Male-Dominated Decision-Making (Varies by sector)
- Female Entrepreneurs Are Gaining Recognition
- More Women in Business, More Opportunities





# Shoko Doherty

Celtic English Academy  
18 Park Grove, Cardiff CF10 3BN Wales  
Tel: +44 (0)2920 344805  
Email: [shoko@celticenglish.co.uk](mailto:shoko@celticenglish.co.uk)  
[www.celticenglish.co.uk](http://www.celticenglish.co.uk)

