



World Trade Club Dinner Program on April 17 Doing Business in Japan – Stories & Strategies for Effective Business Interactions

Come and enjoy a fun-filled evening to learn how to effectively do business in Japan over sake and delicious Japanese food at Seattle's new [Wann Japanese Isakaya style restaurant](#) !

Japan is Washington's leading export market for many of the state's industries. Knowing business etiquette and how the Japanese think is essential to success. A top-notch panel will give you strategies and stories of what to do (or what not to do) when doing business in Japan from two perspectives – Americans doing business with Japanese and Japanese doing business with Americans. Some key trade organizations, such as the Japan External Trade Organization (JETRO), the Department of Commerce (DOC), and the Washington State Department of Community, Trade & Economic Development (CTED), will be on hand to provide your company with the resources available for doing business in Japan.

Panel: Doing Business in Japan – Stories & Strategies for Effective Business Interactions

Izumi Kuroiwa – LINCOM International Corporation

For over twenty years, Izumi Kuroiwa has translated and interpreted for U.S. and Japanese companies and governments. Her client list includes Bill Gates, former US Ambassador to Japan, Walter Mondale, and three Washington State governors. Ms. Kuroiwa has interpreted for a wide range of industries including computer, software and telecommunication; fishing and marine; forestry and housing; finance, education, and medicine. Her background demonstrates that she is not only bilingual, but that she understands business negotiations and cultures in both countries.

Tamra Chandler – Managing Vice President, Global Solutions and People, Hitachi Consulting

As a top U.S.-based executive for Hitachi Consulting, Ms. Chandler often works directly with Hitachi Consulting's parent company, Hitachi LTD of Japan, in both management and consulting roles. With more than 16 years experience in strategy execution and organizational improvement, she has helped many clients through strategically targeted change programs designed to enhance profitability and business performance. Tamra's presentation will draw from these experiences.

Taka (Masataka) Fujiwara, Group Senior Manager, Japan Strategy Office, Microsoft Corporation

As the Group Senior Manager of the Japan Strategy Office (JSO) at Microsoft Corporation's headquarters in Redmond, Washington, Taka Fujiwara oversees a team of multilingual and multifaceted business managers tasked to grow Microsoft's businesses, focused on the Japanese market. As an 11-year Microsoft veteran, he is responsible for planning, developing and executing strategic initiatives for the region, including global talent development. Mr. Fujiwara first joined Microsoft in 1996 as an OEM account manager, responsible for managing strategic relationships with major Japanese OEM partners such as Toshiba, Sony, and many other Microsoft customers and partners in Japan.

Where: Wann – a Japanese Isakaya restaurant (website: www.wann-izakaya.com)
2020 2nd Avenue, Seattle, WA 98121 / Phone: 206-441-5637

Date/Time: Tuesday, April 17th, 5:30- 8:00pm (Business program begins at 6:45pm)

Cost: \$45 for World Trade Club members and sponsoring organizations /\$55 for non-members
Includes dinner and business program

Registration: Visit World Trade Club's website: www.worldtradeclub.net, email info@worldtradeclub.net, or call (206) 686-3736

Sponsoring Partners include: [Hitachi Consulting](#), the [Japan External Trade Organization \(JETRO\)](#)

Co-sponsors include: [The Japan American Society \(JAS\)](#), [Washington State Department of Community, Trade & Economic Development \(CTED\)](#), the [Trade Development Alliance \(TDA\)](#), and [Seattle US Export Assistance Center \(USEAC\)](#)