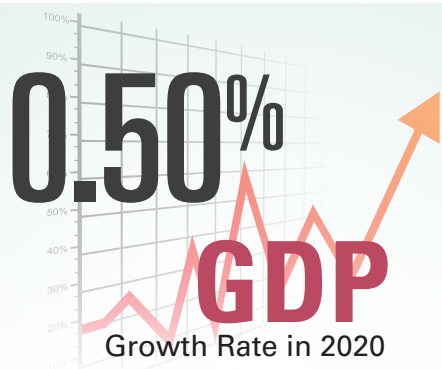
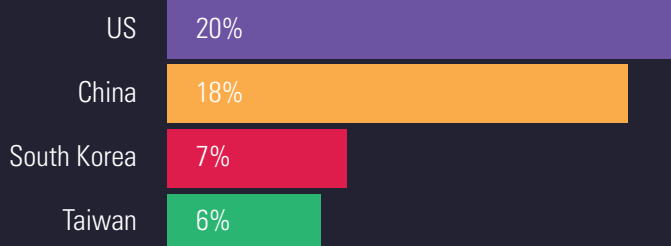




Main Exports

Transport Equipment (24%), Machinery (19%), Electrical machinery (17.6%), Manufactured Goods (12%), Chemicals (10%)

EXPORT PARTNERS



BUSINESS HOURS

9:00 am - 5:00 pm
Monday to Saturday

Break between 12:00 pm and 1:00 pm. Some businesses are open on Saturdays from 9:00 am to 12:30 pm.



BUSINESS ATTIRE

Wear dark suits, navy or black, with white shirt and subdued tie. Women should wear a suit in conservative color, and should not wear pants in a business situation. (Japanese men tend to find it offensive.) **BEWARE:** Do not wear black suit, white shirt, and black tie – that is funeral attire.



BUSINESS TIPS

Expect that the Japanese will probably be very non-confrontational. This means that they will probably not reject you directly. The word "yes" in Japan often means "I hear what you are saying," not "I agree." The business world is littered with examples of misunderstandings based on this simple fact.

When exchanging business cards, present the card with both hands extended in front of you, and have the card so that it is readable by your client.

Main Imports

Mineral Fuels (23%), Electrical Machinery (15%), Machinery (9%), Food (9%), Manufactured Goods (9%), Chemicals (8%), Raw materials (6%)

IMPORT PARTNERS

