



The official launch of the events will take place on October 16, 2010 at Deutsche Schule Tokyo Yokohama.

Luncheon Meeting in English

- members only -

How to approach the Japanese Market

Breakthrough with the new observation framework and behavioral feature of the Japanese

Takashi Nishihara

Managing Director, JDS Company Limited

October 8th, 2010 (Fri) / 12:00-14:00

Hotel Okura Tokyo / Oak Room, Main Bldg., 2F (map)

2-10-4 Toranomom, Minato-ku, Tokyo / Tel. 03-3582-0111

Yen 6,000 (members) / Invoiced after the event

The Japanese market has been observed...

...from such various point of view as economics, finance, management, marketing and so on. Sometimes it has been described in sociological or psychological framework, however such works were regarded as useless study lacking in concrete applicability by majority of marketers. It would be true if the people are rational as written by economists. Indeed, it might have been difficult for those who studied economics or economics-based management or marketing as psychological attributes cannot be easily associated with economic activities, but that is not the problem of psychological framework but the knowledge. **Decision making of "purchase" is nothing but psychological movement.** JNN Databank has been built since 1971 mainly for planning TV programs of TBS (Tokyo Broadcasting System Television, Inc.) and it is now appraised that it is the biggest and the most reliable databank of "Japanese Behavior" in Japan. Based on this, this Luncheon will give you an interesting presentation about psychological marketing. For example, can you tell what kind of Japanese want to go to Germany? ...Let's share!

Takashi Nishihara...

...who wanted to be a professional musician has come to be a businessman and the majors are management, sociology, psychology and ergonomics, MBAs in Manhattan College, NY. and La Salle Univ. Barcelona. After the 24 years experience of 2 big electronics manufacturers, now he mainly supports the business strategies and marketing strategies with mathematical models.

Registration @ Member Services

Ms. Emi Mitsumura, events@dihkj.or.jp, by October 1st

▶ Please include details for invoicing and inform us of dietary restrictions if any. ◀

If you do not receive a confirmation, kindly contact us again (03) 5276 8720.

Cancellations after the registration deadline and no-shows will be charged in full.

Registrations will be handled on a first come, first served basis.