

Negotiating Techniques and Etiquette in the Far East

Japan, China, Korea
- understanding
the differences

Leicester Tigers RUFC
Aylestone Road
Leicester
LE2 7TR

Wednesday 11 October
5.30pm - 8.00pm



east midlands
international
trade association
the business network
for international trade



Negotiating Techniques and Etiquette in the Far East



Date: Wednesday 11 October 2006
Venue: Leicester Tigers RUFC

Programme:

- 17h30 Registration & Refreshments**
- 18h00 Welcome & Introduction**
- 18h05 As I See it... Sir Stephen Brown**
 - Cultural similarities
 - Cultural differences
 - Where UK businesses go wrong
- 18h20 The Interviews**
 - Min He – China
 - Kiyoko Naish – Japan
 - Paul Song - Korea
- 19h40 Round Table Discussions**
- 20h00 Close**

The Panel:

Sir Stephen Brown was Chief Executive of UK Trade & Investment from 2002 until he retired in late 2005.

- Sir Stephen's long and varied career includes 12 years in the military, and 30 years as a diplomat. He served in the Foreign and Commonwealth Office in Nicosia as First Secretary Political for 3 years and then in Paris as First Secretary Commercial for 5 years.
- Sir Stephen worked in the DTI in 1989 on trade promotion policy and then went to Melbourne as Consul-General from 1989-1994.
- His experience in the Far East includes that of Director of Trade Promotion in Peking China in 1994, British Ambassador to the Republic of Korea in 1997 and High Commissioner in Singapore from March 2001 to October 2002.

Min He is the China Business Advisor of the East Midlands China Business Bureau based in Leicester.

- Min worked for the Foreign Affairs Office of Sichuan Provincial Government in China for over 5 years before coming to the UK where she obtained her Masters degree in Mass Communications at the University of Leicester.
- In 2004 she was appointed to set up and run the Leicestershire-China Trade Bureau. Min works closely with local and regional companies to do business with China, and has also been promoting civic, educational, and cultural links between the region and China.

Kiyoko Naish is director of Qi Concepts Limited in Nottingham, a management consulting firm specialising in cross-cultural awareness training and Japanese language services.

- Kiyoko has over 20 years experience in the advertising, marketing and banking industries in Japan, USA, the UK and Hong Kong. She worked for the US investment bank, Goldman Sachs, for 12 years where she was an executive director in the Tokyo office. She also had postings to New York, London and Hong Kong.
- In addition to her work commitments, Kiyoko co-ordinates a cross-cultural support network in the Midlands for Japanese families posted to the UK, and is also involved in charitable work introducing Japanese culture to school children in the East Midlands through 'Japan 21', a scheme supported by the Japanese Embassy in the UK.

Paul Byung-Ok Song is the director of the London branch of the Korea Trade and Investment Promotion Agency (KOTRA), a government agency of the Republic of Korea.

- He has also been in charge of inward investment promotion activities in London, successfully supporting a number of projects including the establishment of Johnson Matthey, BOC Edwards and B&Q in South Korea.
- Before coming to London, he worked at KOTRA-Sao Paulo and KOTRA-Amsterdam as well as KOTRA HQ in Seoul where he was in charge of investment project plans for Invest Korea. He also headed numerous business negotiations at the sub-national as well as supra-national level.

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