



# **General Employment Issues For Japanese Companies Based in Europe**

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# BJA and Acerta

Belgium-Japan Association &  
Chamber of Commerce work in close  
collaboration with Acerta

- BJA is a non-profit organisation
- promoting business and cultural relations
- more than 600 members

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# Acerta

## Acerta offers a wide range of HR-Services

- Recruitment / Direct Search
- Compensation & Benefits
- Social Law Advice
- Assessment & Development Centres
- Payroll Management
- Training & Coaching
- Outplacement
- HR interim management (HR Flex)



# Acerta

## Japan Desk

- More than 20 years of experience in HR management
- Based in Brussels controlling PAN European countries
- More than 150 Japanese Clients in European
- Integrated HR Services
- Full-package of HR Support



# Acerta





# Japanese Work Culture

## Benefits of working for a Japanese company

- Friendly work atmosphere
- Wide variety of tasks
- Stable structure and management
- NEMAWASHI – Decision making by consensus
- Teamwork and Harmony
- Adapted to the European Employment System



# Four Types of Business

## Japanese companies in Europe

- Representative Offices
- Medium sized Sales Branches
- Large Trading Companies
- Large Companies



# Four Types of Business

## Representative Offices

- Small office with one to three Japanese staff
- Observing European Business Trends

## Employment situation – Alternative Trend

- Recruitment of local management
- Reduce employment costs
- Harness local knowledge





# Four Types of Business

## Medium sized Sales Branches

- 10 -35 employees
- Up to 50% Japanese Staff
- Mixture of Japanese and European business culture

## Employment situation – Alternative Trend

- Minimization of basic functions
- Abundance of highly trained specialist
- Opportunity to create your dream team



# Four Types of Business

## Large Trading Companies

- Representing Japanese Companies in Europe
- Traditional Management Style
- Roughly 20% of Staff are Japanese

## Employment situation – Alternative Trend

- Recruitment of interim managers
- Short-term & project based employment



# Four Types of Business

## Large Companies

- Biggest names in consumer electronics & automotive industries
- International company culture

## Employment situation – Alternative Trend

- New technologies & innovations require skilled staff
- Adapted to global environmental concerns
- Commencing recruitment of specialists



# Summary

## Employment & Work Culture

- Shift in the perception of the traditional Japanese-style of Employment
- Japanese work culture is not for everyone
- Able to adapt to the reality
- Improvement of needs for European workforces



Thank you  
for listening