

Noriko AWAZU

Intercultural communication :

Understand and manage cultural specificities

Japanese

Objectives

- Get a basic knowledge about French society: history, religion, education, economy, politics....
- Better understand behavior and sense of value of French people in a professional environment.
- Acquire the necessary basics to successfully ensure team work and help participants improve their multicultural management and efficiency.

Methodology

- Based on cultural dimensions (Hofstede theory)

Program details

- Module I: Basic knowledge of French culture
- Module II: Hofstede theory
- Module III: Behavior and communication forms
- Module IV: Workshop; participants' own experiences

Strong points

- Understand the modes of French society and adopt reflexes
- Acquire the keys to understand the behavior of French people
- Identify the impact on business relations
- Use a «toolbox» of scenario

Profile of the facilitator

This seminar will be led by Ms. Noriko Awazu, former Deputy Director of HEC Eurasia Institute.

A graduate of IEP Paris, mastering the double French-Japanese culture, she began her career at Professional Yamaha-MBK then joined HEC Paris in 1993. She developed the activity of EURASIA Institute of continuing education as facilitator for projects between French and Japanese companies.

Training instructor

Noriko AWAZU

Dates

November 2018

Time

9:00 – 18:00

Place

CCIFJ

Language

Japanese

Target participants

Japanese executives and staff working with French people

Price

80,000 JPY (tax excluded)