

Japanese are sincerity, trustworthiness, friendship and commitment. If you lack any one of these elements, no Japanese firm will be willing to enter into a contractual agreement, which normally binds the party for years, or sometimes for as long as the parties exist.

If you succeed in consummating an agreement and win the confidence of your counterpart, there is no limit as to what you can accomplish. It also opens an entire vista into the world's second-largest industrial economy.