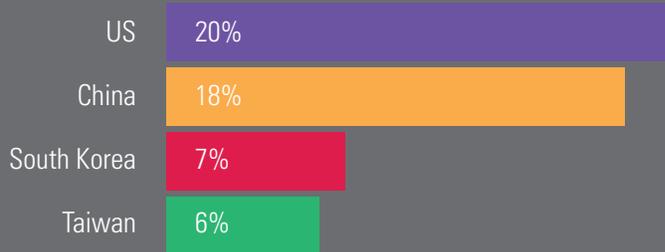


# Main Exports

Transport Equipment (24%), Machinery (19%), Electrical machinery (17.6%), Manufactured Goods (12%), Chemicals (10%)

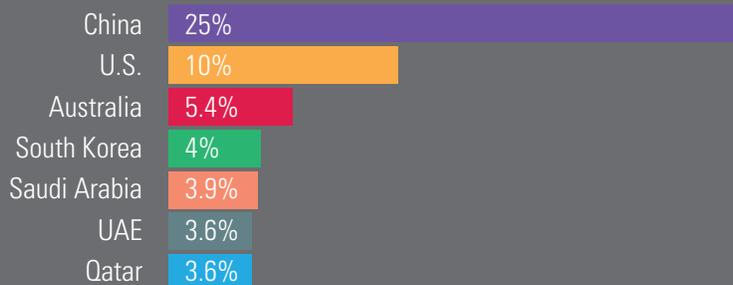
## EXPORT PARTNERS



# Main Imports

Mineral Fuels (23%), Electrical Machinery (15%), Machinery (9%), Food (9%), Manufactured Goods (9%), Chemicals (8%), Raw materials (6%)

## IMPORT PARTNERS



## BUSINESS HOURS

**9:00 a.m. - 5:00 p.m.**  
Monday to Saturday

Break between 12:00 p.m. and 1:00 p.m. Some businesses are open on Saturdays from 9:00 a.m. to 12:30 p.m.



## BUSINESS ATTIRE

Wear dark suits, navy or black, with white shirt and subdued tie. Women should wear a suit in conservative color and should not wear pants in a business situation (Japanese men tend to find it offensive). Beware – Do not wear a black suit, a white shirt, and a black tie as that is funeral attire.



## BUSINESS TIPS

Expect that the Japanese will probably be very non-confrontational. This means that they will probably not reject you directly. The word "yes" in Japan often means "I hear what you are saying," not "I agree." The business world is littered with examples of misunderstandings based on this simple fact.

When exchanging business cards, present the card with both hands extended in front of you, and have the card so that it is readable by your client.

## Consumer Class Average Age

In recent Japanese society, young adults have different attitudes and perspectives. Raised in a stable economy, not having to experience the same economic hardships as previous generations, more and more of them steer away from a corporate and materialistic lifestyle. In addition, these young consumers tend to be more willing to spend money on services and on technology rather than products. Marketers need to redesign their strategy and focus on these services to target this generation's tendency.

## Most Popular Methods for Shopping

Japanese consumers are changing WHERE they buy and HOW they buy:

- Because they prefer venues that satisfy needs beyond shopping, like eating out and entertainment, they are now more willing to travel, rather than shopping locally
- Malls and stand-alone specialty shops are preferred over department stores because of lower prices, and the ability to shop at their own pace.

## eCommerce

After an initial resistance to online shopping, Japanese consumers are now willing to take advantage of this resource. In a consensus-driven society, the ability to browse products, compare prices and make purchases relatively anonymously is creating new attitudes among "liberated" consumers.

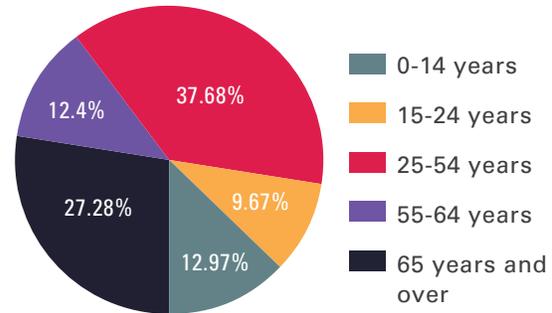
Below are some key stats on the Japanese eCommerce market:

- Mobile shopping is quickly growing, with 50% of all eCommerce transactions conducted via mobile devices in 2015
- Japan has the highest digital buyer percentage in the Asia-Pacific region, with 77 million digital buyers last year
- Debit and credit cards are the most popular payment methods when shopping online, with 61% of shoppers conducting transactions utilizing this method

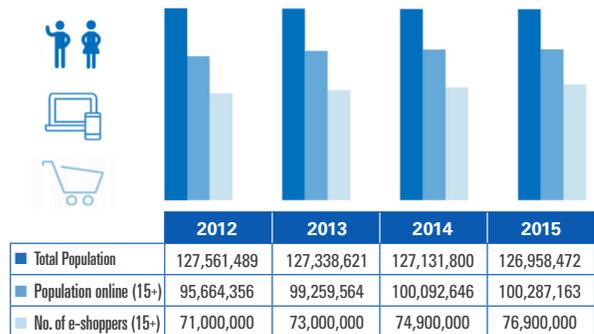
### GLOBAL TRADE SECTOR

info@globaltradeworkforce.com  
(562) 938-3240  
www.globaltradeworkforce.com

## Population Distribution BY AGE



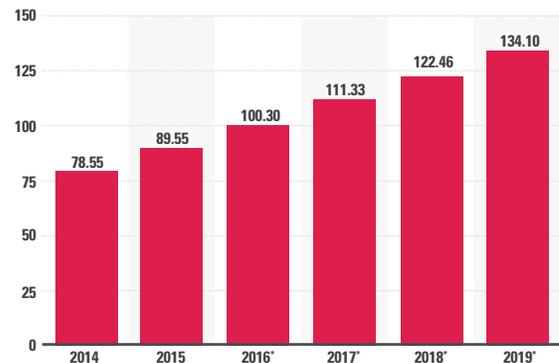
## The number of Japanese Internet users and e-shoppers is growing slowly.



Source: Worldbank, Internet Livestats, Statista and eCommerce Foundation, 2016

## Retail eCommerce Sales

JAPAN — 2014-2019  
(in billion U.S. Dollars)



## Top Online Payment Methods

