**POTENTIAL JAPANESE CLIENT**

You are an executive with a company that is taking a product global for the first time. You just found out that you will have a presentation meeting with a group of executives from Tokyo, Japan. This is their first time dealing with a firm in the United States and you want to make sure that they are comfortable with you and therefore more likely to do business.

You have made similar presentations to North American groups in the past. Now how will you prepare for *this* meeting?

1. **What are the possible issues? What events do you anticipate during the meeting that call for accommodation on your part and what do you need to do differently?**
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2. **What would be useful to know about this specific delegation and how would that information help you determine how to adapt your meeting and presentation?**
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   **What would you like to review or learn about Japanese culture to help you plan? (These are your learning issues.)**
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