

11th Regular Seminar

Theme : Let Asian vitality be brought to Kyushu
~Messages delivered from the local base in Hong Kong~

Speaker : Mr. Daisuke WATANABE
CEO, Trudit Hong Kong Company Limited

Date : November 18, 2017

Place : Kokura Satellite Campus

Mr. Watanabe, the lecturer of this seminar, has lived in Hong Kong since 2012, and provided support to many Japanese companies when he was the Director of the Fukuoka Prefectural Government Hong Kong Office. There are a variety of Japanese companies coming to Hong Kong in pursuit of his advice in a wide array of fields, such as real estate, restaurant business, EC commerce, travel business and so on. In this seminar, as a keyword of “something visible from Hong Kong”, Mr. Watanabe explained differences of custom and culture within both Hong Kong and Asia as a whole, that are difficult to know while in Japan, based on his history of interactions with businessmen over more than a quarter century. He also talked about typical misunderstandings and a lack of common sense with regard to business behaviors. It was a practical lecture filled with clues for companies looking to break into Asian markets.

