

JAPAN BUSINESS GUIDE

Key insights into the Japanese market and *business practices* to maximize your chances of success



**KEY DATA ON
JAPAN**



**BUSINESS
PRACTICES**



**USEFUL
INFORMATION**



CCI FRANCE JAPON
在日フランス商工会議所



WWW.CCIFJ.OR.JP



BUSINESS@CCIFJ.OR.JP

JAPAN IN PERSPECTIVE

01. Key figures

02. High-potential sectors

03. Economic and human challenges

04. France-Europe relations

JAPAN

THE FUNDAMENTALS

As the world's 4th largest economy and **France's 2nd largest trading partner in Asia**, Japan is a mature, demanding market offering **significant opportunities** for French companies. Bilateral trade is reaching record levels, supported by strong diplomatic and economic ties.

This business guide provides the key insights you need to **understand the market and succeed in your development in Japan**.



ECONOMIC INDICATORS

- ▶ GDP in 2025 : \$4.28 trillion
- ▶ GDP growth in 2025 : 1,1%
- ▶ GDP per capital in 2025 : \$34,713
- ▶ Unemployment rate in 2025 : 2,4%

01



BASIC INDICATORS

- ▶ Population : 123 million
- ▶ Area : 377 972 km²
- ▶ Capital : Tokyo
- ▶ Language : Japanese
- ▶ Currency : Yen (¥)
- ▶ Population density : 336 inhabitants/km²
- ▶ Urbanization rate : 92%

02



JAPANESE SPECIFICITIES

- ▶ 4th largest economy in the world
- ▶ A unique language
- ▶ Strong dependence on imports
- ▶ Powerful soft power : influence of Japanese culture

03

JAPAN

THE FUNDAMENTALS

POLITICS

Japan is a **constitutional monarchy** with a **parliamentary system led by Prime Minister Sanae Takaichi**, whose Liberal Democratic Party (LDP) secured a strong majority in the latest legislative elections. Her rise to power reflects a firmer diplomatic posture, marked by closer ties with **key partners such as the United States, France and South Korea**, alongside **heightened tensions with China**.

Her election also signals continuity in **expansionary fiscal policy**, a strong rise in the Nikkei (+2.28%), support for household purchasing power and a **stronger emphasis on migration control and national sovereignty**.

ECONOMY

Japan's economy is characterized by its maturity, resilience and high level of prosperity. Growth is largely driven by strong domestic consumption, supported by expansionary fiscal policies.

Japan also stands out for **its diversified and technologically advanced industrial sectors**, built over decades within a stable economic environment. Key sectors include **automotive, robotics, energy and semiconductors** while the country continues to invest in future-oriented industries such as **artificial intelligence and renewable energy**. The **agri-food, tourism, and digital sectors also remain essential for Japanese growth**.

Furthermore, thanks to massive investments in innovation and R&D, Japan is ranked among the world's 10 most innovative countries.

KEY FIGURES

4th

Global Economy

123M

Consumers

4,2Mds

GDP

254 %

Public Debt

13e

Global Innovation

Index 2024

JAPAN

HIGH-POTENTIAL SECTORS

Consumer Goods

Within the consumer goods sector, **agri-food, wine & spirits, cosmetics and retail** are particularly well developed in Japan. As the country's 11th largest agri-food supplier, **France remains Japan's leading wine partner**. Cosmetics, fashion and accessories also represent key markets, ranking among the world's largest, driven in particular by strong demand for luxury products.



Industry

Industry remains one of the most promising areas for French companies in Japan, with four particularly attractive sectors: **automotive, aerospace, energy and healthcare**. As the world's third-largest automotive producer, Japan offers a highly structured and demanding market currently undergoing major transformation, particularly under its **Green Transformation policies**—creating direct opportunities for **French players in energy and aerospace**.

In healthcare, the long-standing presence of **major French pharmaceutical groups** such as Sanofi, Servier and Virbac reflects sustained interest in French expertise.



Tech and Robotics

Among Japan's growth sectors, **innovation, new technologies, software and IT services** stand out in particular. With 3.2% of GDP invested in innovation, the country offers strong development opportunities across **AI, big data, e-commerce and related digital industries**.



JAPAN

Despite being an economic powerhouse, Japan still faces **major structural challenges**

CURRENT CHALLENGES

SOCIAL CHALLENGES

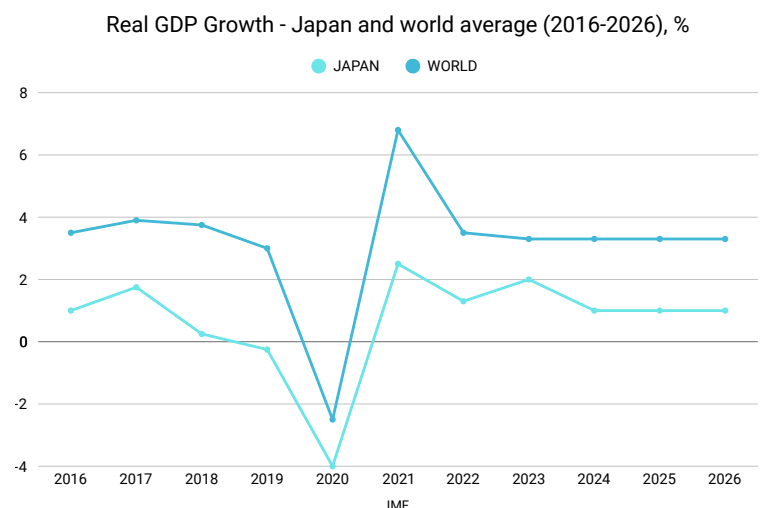
Over the past decade, Japan has faced a **marked demographic decline**, driven by a **low birth rate and a rapidly ageing population**. In 2025, people aged 65 and over account for 29.4% of the population, a share expected to rise to 34.8% by 2040.

The consequences are immediate and tangible: the **workforce is shrinking**, the labour market is tightening, companies face growing recruitment challenges, and hourly productivity remains among the lowest in developed economies, with Japan ranking 29th in the OECD. A striking paradox for the world's fourth-largest economy.

ECONOMIC CHALLENGES

STABILITY CREATING OPPORTUNITIES

Japan's economic trajectory since the 1990s has shaped a distinctive environment, combining signs of renewal with persistent structural challenges. **Inflation, public debt and yen depreciation** are key dynamics to understand for any company seeking to expand in the market.



JAPAN

CURRENT CHALLENGES

ECONOMIC CHALLENGES

PURCHASING POWER SHAPED BY A FLUCTUATING YEN

After three decades of deflation, Japan has recently faced the opposite phenomenon: **inflation above the 2% target** set by the Bank of Japan, driven by rising energy and food prices and further amplified by the persistent weakness of the yen.

This depreciation is largely the result of a **long-standing accommodative monetary policy**. Prime Minister Sanae Takaichi, in office since October 2025, has made tackling rising prices a priority while maintaining the broad monetary policy direction of her predecessors – a delicate balancing act.

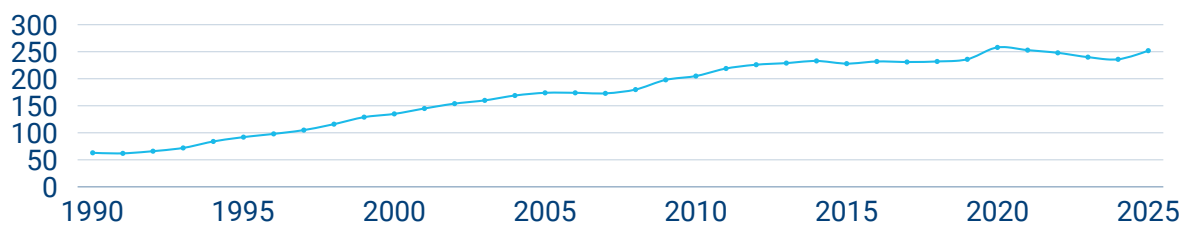
This context presents a double-edged challenge: while a weak yen improves the competitiveness of Japanese exporters, it also **raises import costs, squeezes margins, and erodes household purchasing power** – all key factors to consider when defining your pricing strategy.

RECORD PUBLIC DEBT, BUT MAINLY DOMESTICALLY HELD

Japan's very **high level of public debt** also remains a major structural issue. From 69% of GDP in 1990, debt rose sharply following the collapse of the financial and real estate bubble, reaching 254.4% of GDP in 2024.

However, this debt is **largely held by domestic creditors**, which limits default risk and allows the government to continue borrowing at relatively favorable rates without jeopardizing its financial sovereignty.

Debt Evolution (as % of GDP)



Ministry of Finance, Japan

JAPAN

TRADE, EXCHANGES, AND REGULATION

JAPAN AND EUROPE

Japan remains one of the world's leading trading powers, ranking as the **4th largest exporter and 4th largest importer globally in 2024**.

Its **exports** are primarily driven by the **automotive industry, semiconductors, and industrial machinery**, while **imports** are concentrated in **energy, agri-food products, and electronics**.

While nearly 54% of Japanese exports are destined for Asia, **Europe accounts for 9% of total exports**, making it Japan's third-largest trading partner. This relationship has been further strengthened by the **EU–Japan Economic Partnership Agreement (EPA)**, signed in 2018, which has created new opportunities for European – and particularly French – companies.

In force since 1 February 2019, the agreement provides for the **elimination of tariffs on more than 90% of European exports to Japan**, with the long-term objective of liberalizing up to 99% of exports. It also includes broader market access for European agricultural products in exchange for the gradual removal of tariffs on Japanese automobiles entering the European market.

KEY FIGURES

640

Millions of people targeted

28 %

of global GDP

36 %

of global trade

16 %

EU/Japan agri-food exports

LE JAPON

TRADE, EXCHANGES, AND REGULATION

JAPAN AND FRANCE : AN EXCEPTIONAL PARTNERSHIP

Japan is a key partner for France in Asia: it is **France's second-largest trading partner in Asia, while France ranks as Japan's twentieth-largest export destination**. France also benefits from a strong and positive image in Japan, supported by recognized expertise and a long-standing presence, with more than **500 French companies** established in the Japanese market.

Thanks to its mature and sophisticated market, Japan offers strong opportunities for French brands, particularly in the **luxury, fashion, and gastronomy sectors**. It is also a leading country in innovation and new services, where companies able to leverage expertise and technology in **industry, transport, healthcare, and digital sectors** can build solid and lasting business relationships.



Exports in 2024: **€9.4 billion**
 Japan is France's **12th largest client**.



France is Japan's **13th largest supplier** (2025).

Imports in 2024 : **€9.8 billion**
 Japan is France's **12th largest supplier**.



France is Japan's **20th largest client** (2024).

France is the **2nd largest investor** in Japan (€15.9 billion in FDI in 2024).



Japan is **the largest Asian investor** in France (€12.7 billion in 2019).

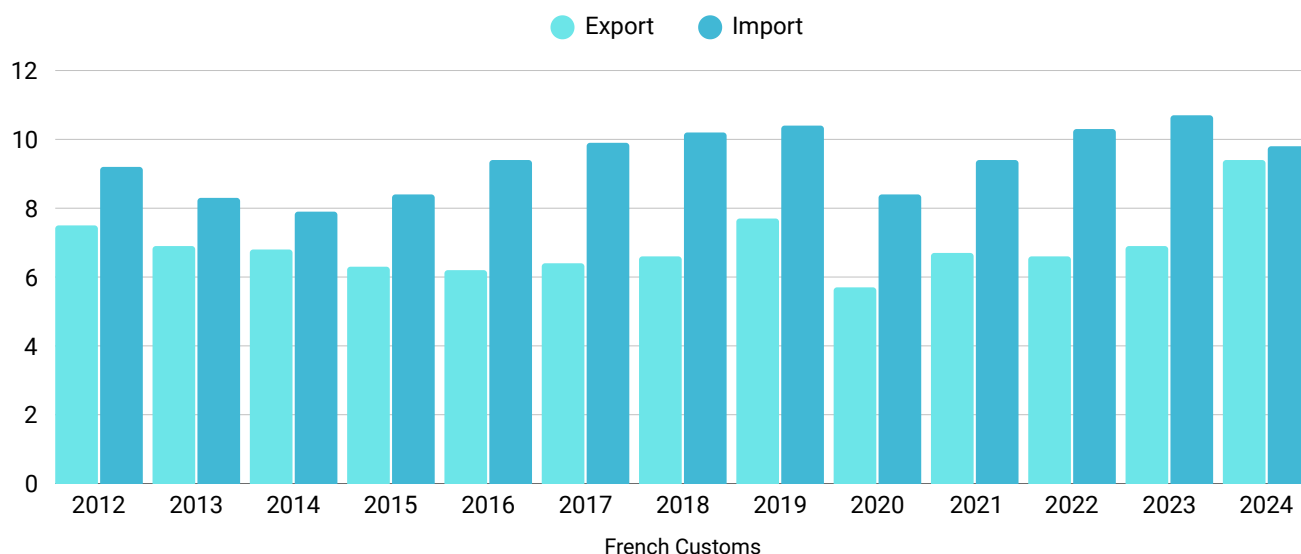
France has **500 companies in Japan**, 69% of which belong to the manufacturing sector.



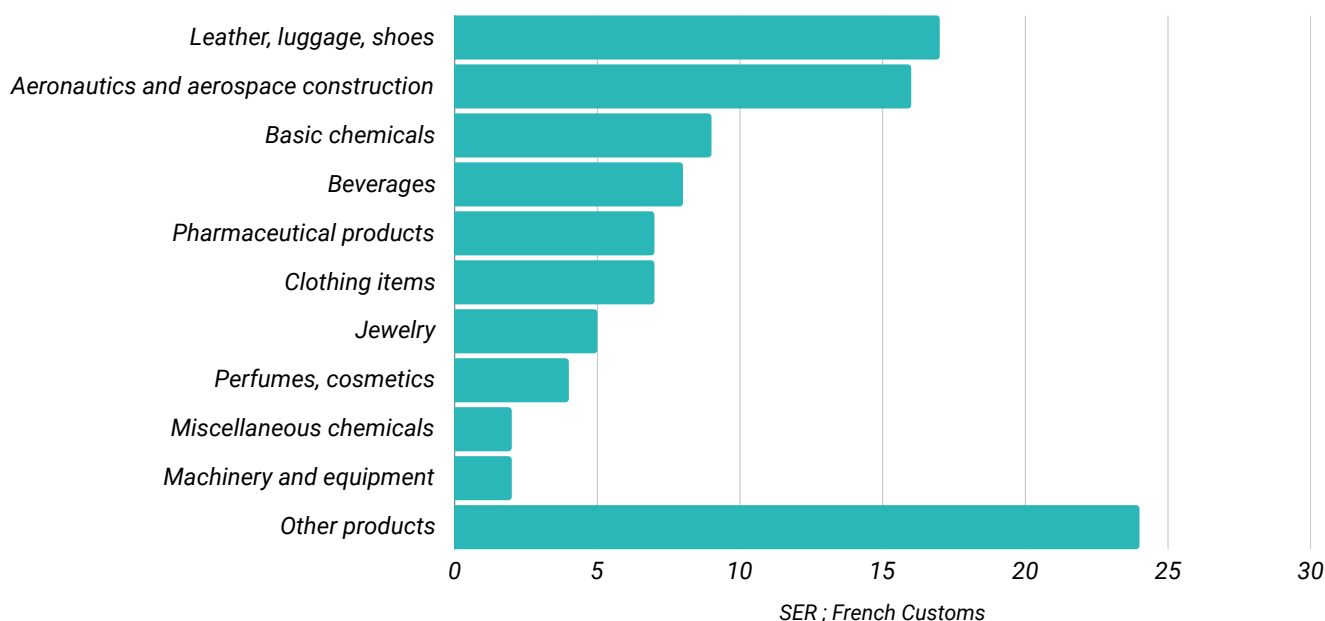
JAPAN

TRADE, EXCHANGES, AND REGULATION

Evolution of the Franco-Japanese trade balance between 2012 and 2024 (in € billion)



Sectoral shares of French exports to Japan (2024), %



SUCCESSING IN ENTERING THE MARKET

- 01. Anticipating regulations and standards*
- 02. Relying on the right intermediaries*
- 03. Understanding cultural codes*

SUCCESSING IN ENTERING THE MARKET

REGULATIONS AND STANDARDS

JAPANESE STANDARDS : A DEMANDING FRAMEWORK, A COMPETITIVE ADVANTAGE

Japan is known for the rigor and consistency of its regulatory framework, reflecting the **high standards and expectations** of its consumers. **Anticipating** these requirements effectively is a key step toward successful market entry – and a genuine competitive advantage once the necessary certifications have been secured.

Several categories of regulations should be understood in advance :

- **Licenses and prior authorizations** : Certain sectors, such as agri-food, chemicals or pharmaceuticals require a specific license held by the importer. These procedures, which should be anticipated several months in advance, are a prerequisite for market access.
- **Technical standards and certifications** : Japan has recognized certifications such as PSE (electrical product safety) or the JAS label (agricultural standards). Composition, labeling, packaging and prior testing are part of the common requirements. Labeling must notably indicate the product's origin, the importer's contact details and usage precautions.
- **Import taxation** : Customs duties are calculated *ad valorem*. The consumption tax (equivalent to VAT) amounts to 10% and applies to all goods and services sold or imported in Japan. Additional taxes may apply depending on the nature of the products.

Far from being merely a constraint, this regulatory framework is also what gives products marketed in Japan **strong credibility, both domestically and internationally**. Complying with Japanese standards means becoming part of a circle of excellence recognized by consumers worldwide.

SUCCEEDING IN ENTERING THE MARKET

RELYING ON THE RIGHT INTERMEDIARIES

Rich, mature, and demanding, the Japanese market operates above all on **trust** and human relationships. Japanese companies naturally favor partners they know—which makes **intermediation** not an obstacle, but **the most effective path to establishing a lasting presence**.

Working with a local intermediary, whether an agent, distributor or strategic partner, saves valuable time: they open doors, decode cultural and commercial practices, and lend credibility to your approach with Japanese counterparts who place great importance on recommendations.

TYPES OF INTERMEDIARIES

- **An importer-distributor:** Although often difficult to find, they handle market entry and the commercial management of your goods and services (prospecting, sales, distribution, storage, marketing, etc.).
- **A commercial agent:** They act as a business interface by managing contacts, logistical support, and communication with your local clients. They also play a key role in prospecting and promoting your goods and services.
- **A trading company:** Collaborating with a trading company gives access to its extensive commercial network and expertise in managing international partnerships. However, competition with other suppliers in its portfolio and relatively high margins are important factors to take into consideration.

*From market research to identifying the right partners, the CCIFJ Business Development team supports you **at every stage of your project** through **tailored guidance**. Our objective : to give you **all the keys** to successfully implement your business plan.*

More information : [SERVICE OFFER](#)

SUCCESSING IN ENTERING THE MARKET

UNDERSTANDING CULTURAL CODES

THE 4PS OF BUSINESS IN JAPAN

In Japan, word-of-mouth plays a central role in business decisions, and partnerships are built over time through **reliability, respect for commitments, and a constant search for consensus.**

Mastering these codes can significantly accelerate any commercial partnership project.

Business practices in Japan can be summarized through **four key principles:**



PATIENCE

Entering the Japanese market requires substantial investment, particularly in terms of time. Patience is essential throughout exchanges, initial contacts, and negotiations, as agreements may take several months to finalize.



PUNCTUALITY

Respect for time is a clear sign of professionalism. It also reflects seriousness and helps build trust with Japanese counterparts.



PERSEVERANCE

Consistency and long-term relationship management are essential to building successful partnerships.



RELEVANCE

Clear differentiation of products and services, combined with precise consumer targeting, represents a major competitive advantage.

BUSINESS PRACTICES IN JAPAN

UNDERSTANDING CULTURAL CODES

THE MEETING

In Japan, relationships come before contracts. Each meeting contributes to building trust, and careful preparation is the first positive signal you send to a Japanese counterpart.

Equipping yourself with the right tools is essential to making every meeting as effective as possible.

- **BEFORE THE MEETING**

Proper preparation ahead of the meeting is an important element to consider. Beforehand, it is essential to send a **detailed invitation** outlining the **roles of each participant**, the **objectives** of the meeting, as well as its **duration**. It is also necessary to send a **detailed commercial documentation** in advance in order to **provide as much information** as possible to the Japanese counterpart. This should include informations about your company as well as a brochure, or even a catalog of the products and services offered. This documentation must be sent **in English, ideally in Japanese**.



*When the CCI organizes your meetings, **all of these steps are handled** for you.*

BUSINESS PRACTICES IN JAPAN

UNDERSTANDING CULTURAL CODES

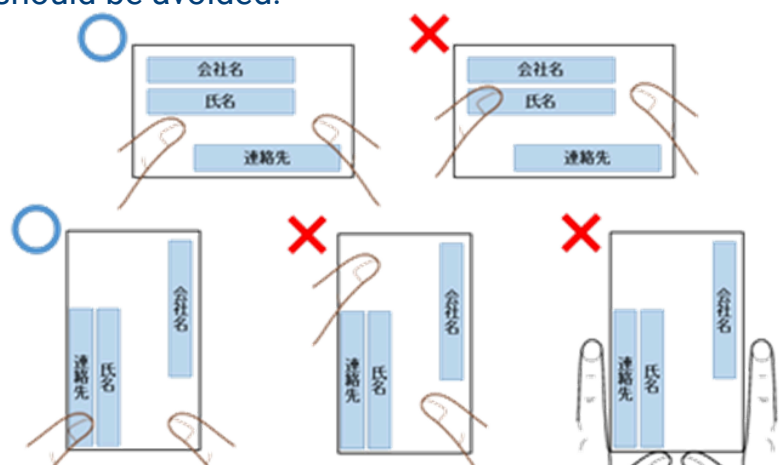
• MEISHI : THE EXCHANGE OF BUSINESS CARDS

In Japan, exchanging business cards at the beginning of a meeting is far more than a formality—it is a codified ritual called *meishi koukan*, marking the official beginning of the professional relationship.

A few essential rules to keep in mind:

- **Hierarchy takes precedence.** The exchange always begins with the most senior person in each delegation. In Japan, hierarchy is a structuring principle of professional life, and respecting it sends a strong signal to your counterparts.
- **Present your card with both hands**, ideally with the Japanese side facing your counterpart if your card is bilingual. When handing it over, clearly state your company name, your title, and your name.
- **Receive the card with care.** Avoid placing your fingers over the printed name, as this may be perceived as disrespectful. Take a moment to read the card before placing it carefully in front of you.
- **Keep business cards visible during the meeting.** They are usually placed on the table and should remain visible throughout the discussion. Putting them in your pocket or writing on them in front of others should be avoided.

Bringing a card holder and a sufficient number of business cards is essential—arriving without one is considered a misstep that can be difficult to recover from.



BUSINESS PRACTICES IN JAPAN

UNDERSTANDING CULTURAL CODES

- **DURING THE MEETING:
READING BETWEEN THE LINES**

While French business culture often values direct debate, Japanese counterparts place greater emphasis on harmony and preserving the relationship. This is not reserve, but a communication style with its own codes.

During meetings, three key points should be kept in mind:

- **“Hai” and nodding mean “I am listening carefully,” not “I agree.”** Taking this as validation is one of the most common mistakes made by foreign partners.
- **Disagreement is rarely expressed directly.** It often appears through evasive answers, highly nuanced wording, or a change of subject – all signals that need to be carefully interpreted.
- **Silence is often a moment of active reflection.** Unlike Western habits, it does not need to be filled : allowing your counterpart to take their time is a sign of respect.



Offering a **small gift at the end of a meeting** is a common and appreciated practice. Favor a typical food product from your region or an item reflecting your company's identity. **Packaging matters as much as the gift itself:** it should be **neat, individually wrapped,** and **protected in plastic** to account for humidity, reflecting the care given to your counterpart.

BUSINESS PRACTICES IN JAPAN

UNDERSTANDING CULTURAL CODES

- **AFTER THE MEETING**

In the days following the meeting, a **thank-you email is essential**. It is also an opportunity to provide clarifications, share additional documentation or send requested samples.

In terms of timing, **decision-making processes in Japan are generally longer than in Europe**. Each decision follows a consensus-based validation process known as *nemawashi*, whereby every relevant hierarchical level must be consulted and aligned before an agreement is formalized. This is not hesitation – it ensures that **once a “yes” is given, it is solid and shared across the entire organization**.



Patience and flexibility are therefore concrete assets in this context : being ready to adjust certain commercial terms, responding precisely to successive requests and maintaining regular contact are all positive signals for your counterparts. **A Japanese partner who commits does so for a long term perspective –and expects the same from you.**

BUSINESS PRACTICES IN JAPAN

CONTINUING YOUR ESTABLISHMENT

THE IMPORTANCE OF A LOCAL PRESENCE

Mastering Japanese cultural and decision-making codes is a first step. The second is to be present—physically. **A local presence strengthens your credibility** in the eyes of your partners and significantly facilitates day-to-day operations :

- **Reliability and after-sales service.** Japanese clients have high expectations when it comes to follow-up and service quality. Being able to respond quickly to an issue or provide efficient after-sales support is often a decisive factor when selecting a foreign partner.
- **Availability.** Time differences and distance can make long-term remote business relationships complex. A local presence removes these frictions and facilitates daily operations.
- **Language.** Japanese remains the primary language of business in Japan. Having a Japanese-speaking contact on site significantly improves the quality and fluidity of exchanges.
- **Legal responsibility.** Operating through a structure governed by Japanese law provides additional credibility and clarifies responsibilities in the event of a dispute—a point particularly valued by Japanese partners.

HOW TO ENSURE A LOCAL PRESENCE IN JAPAN?

- **Regular travel** to Japan
- **Collaborating** with a Japanese partner
- **Hosting** your staff within one of the CCI France Japan Business Centers in Tokyo, Nagoya and Osaka. **More information : [DOMICILIATION](#)**
- **Creating** your own legal structure in Japan. **More information : [ESTABLISHMENT](#)**
- **Undertaking a V.I.E** (International Corporate Volunteer Program)

DAILY LIFE IN JAPAN

01. Transport

02. Practical advice

03. Communicating

PRACTICAL INFORMATION IN JAPAN

TRANSPORT CARDS

TRANSPORT CARDS (IC CARD)

There are several types of rechargeable cards, the most well-known being **Suica**, **PASMO** (Tokyo) and **ICOCA** (Kansai). Except for rare exceptions, **they work nationwide**. A card purchased in Tokyo can be used in Osaka and vice versa.

You can buy a card at any metro/train station for 500 yen. This deposit is refundable if you choose to return it upon departure. If you have an Apple phone (iPhone 8 and newer), you can obtain a **digital version of these cards**.



IC cards can be used on JR railway lines, subways, and buses. To use them, simply **scan the card at the entrance and exit**, as the fare is calculated based on the distance traveled. You can also use these cards **to pay for purchases in certain stores**.

However, they cannot be used for high-speed trains, long-distance trains or airport transfer services. IC cards can be recharged in cash at machines, but the loaded amount is non-refundable. There are prepaid options ranging from 1,000 to 10,000 yen.



WELCOME SUICA

Designed for tourists, **this card can be used throughout Japan for 28 days** from the first day of use.

You can collect the *Welcome Suica* at **JR EAST Travel Service Centers** :

- Haneda Airport Terminal 3 Station
- Narita Airport Terminal 1 Station and Narita Airport Terminal 2 • 3 Station
- Tokyo, Shibuya, Shinagawa, Shinjuku, Ikebukuro, Ueno, Yokohama and Sendai stations

PRACTICAL INFORMATION IN JAPAN

GETTING AROUND IN JAPAN

PUBLIC TRANSPORT

Tokyo has 822 railway stations, including 286 metro stations, allowing fast travel throughout the capital. **Public transport stops around 00:30 and resumes at 5:00 in the morning.**

Google Maps works very well in Japan and will allow you to accurately check bus, train, and metro schedules, as well as the cost of your journey.

TAXIS, UBER, AND OTHER RIDE-HAILING SERVICES

Taxis are numerous in Tokyo, and it is quite easy to find one. **You can hail them in the street or go to taxi stands near metro/train stations.** Most accept card payments. Note that in Tokyo, the sign 空車 displayed in red on a taxi means it is available. Otherwise, you will either see no text or 賃走 displayed in green.

Uber exists in Japan but is less commonly used and is generally more expensive than a regular taxi.

The following applications are the most commonly used to book a taxi/ride-hailing service :



Go
(the most used)



S.Ride



DiDi



Mov



Grab

PRACTICAL INFORMATION IN JAPAN

GETTING TO THE CITY FROM THE AIRPORT

FROM HANEDA AIRPORT 羽田空港

By train, two options are available :

1. **Tokyo Monorail** from the airport to Hamamatsucho Station (浜松町駅), connected to several metro lines. Travel time is 20 minutes and the cost is 520 yen.
2. **Keikyu Line** from the airport to Shinagawa Station (品川駅), connected to several metro lines. The journey takes 15 minutes and costs 330 yen.

By bus, the “**Limousine Bus**” will take you directly to several major Tokyo stations (Shibuya, Tokyo, Shinjuku, Ueno, Ikebukuro, etc.) in 35 to 50 minutes. Prices range from 1,200 to 1,400 yen.

Taxi fares to the city center are fixed and depend on your destination area. The journey usually takes 35–50 minutes. For example, it costs 6,900 yen to reach Tokyo Station and 8,300 yen to reach Shinjuku.

FROM NARITA AIRPORT 成田国際空港

By train, two options are available :

1. The “**Skyliner**” from the airport to Ueno Station (上野駅), connected to several metro lines. At 2,580 yen, it is the fastest way to reach the city (41 minutes).
2. **Keisei Line** from the airport to Ueno Station (上野駅), connected to several metro lines. The journey takes 1h15 and costs 1,280 yen.

The “**Limousine Bus**” also operates from Narita Airport. To reach the city center, expect between 1h30 and 2h, with prices ranging from 3,100 to 3,600 yen.

Taxi fares are also fixed. The journey takes about 1h to 1h30 and costs approximately 27,000 to 29,000 yen.

PRACTICAL INFORMATION IN JAPAN

GETTING TO THE CITY FROM THE AIRPORT

FROM KANSAI INTERNATIONAL AIRPORT 関西国際空港

By train, two options are available :

1. **Nankai Line** directly from the airport to Namba Station (難波駅). Travel time is 45 minutes and the cost is 970 yen.
2. **Kansai Line** from the airport to Osaka Station (大阪駅), connected to several metro lines. The journey takes 1h10 and costs 1,210 yen.

By bus, the “**Kansai-Airport Limousine Bus**” will take you directly to several major Osaka stations (Umeda, Namba, etc.) in about 1 hour. Prices range from 1,300 to 1,800 yen. Again, **taxi fares to the city center are fixed** and depend on your destination area. The journey takes around 50 minutes. However, **fares are relatively high**.

OSAKA INTERNATIONAL AIRPORT 大阪国際空港

This airport is exclusively reserved for domestic flights.

By train, take the **Osaka Monorail** directly from the airport to Hotarugaike Station (蛍池駅), then take the **Takarazuka Main Line** to Osaka-Umeda Station (大阪梅田駅), connected to several metro lines. The journey takes about 30 minutes and costs 440 yen.

By bus, the “**Itami-Airport Limousine Bus**” will take you directly to several major Osaka stations (Umeda, Namba, etc.). Reach your destination in about 30 minutes for 650 yen. However, **taxi fares are not fixed**. Expect to pay at least 10,000 yen.

PRACTICAL INFORMATION IN JAPAN

PRACTICAL ADVICE

USE OF CASH AND BANK CARDS

Japanese people mainly pay in cash. Some restaurants and shops only accept this payment method : make sure to always have cash on you.



Visa and Mastercard are generally accepted, but American Express is less common.



If you see these symbols in certain shops, it means **you can also pay with your transport card**. Vending machines also accept this payment method.

WITHDRAWING MONEY

Cash machines, called *ATMs*, are widely available in Japan. The most reliable are :

- **Japanese Post Office** ATMs ;
- **Convenience store** ATMs : chains such as 7-Eleven, FamilyMart and Lawson often have ATMs accessible 24/7 ;
- **Airport** ATMs ;
- **Japanese bank** ATMs (such as MUFG, Mizuho, or SMBC).

In most cases, you will have to pay a withdrawal fee of around 100 to 250 yen (€0.60–€1.50).

PRACTICAL INFORMATION IN JAPAN

PRACTICAL ADVICE

BRANDS TO KNOW

Kombinis

Konbini, also called “convenience stores,” are local shops open 24/7 that sell everyday consumer goods. The most well-known are 7-Eleven, Lawson and FamilyMart.



Drugstores

Drugstores are shops specialized in hygiene, beauty, para-pharmaceutical and pharmaceutical products. The main brands are :



PRACTICAL INFORMATION IN JAPAN

COMMUNICATING

GUIDE TO ESSENTIAL JAPANESE WORDS

- Hello = **ohayo gozaimasse** (in the morning) or **konnitchiwa** (at all times)
- Good evening = **konbanwa**
- Goodbye = **Arigato gozaimashita** while bowing (avoid “sayonara”, which means “farewell”)

- My name is [name] = **watashi wa [name] désse**
- Nice to meet you = **hadjimémashité**

- Please = **onégai shimasse**
- Thank you = **arigato gozaimasse**
- Yes = **hai**
- No = **iie**

- Excuse me = **sumimasen**
- I am sorry = **goménnasai**

- Where is ... ? = ... **wa doko desu ka?**
- How much does it cost? = **ikura desu ka?**
- Bathroom = **toilé**
*For example : **toilé wa doko dessuka ?** (where is the bathroom ?)*
- Metro station = **éki**



The Business Development Department of the CCI France Japan assists about 200 companies per year since 1990. Be the next to succeed in Japan, a true gateway to Asia.



CONTACT US
BUSINESS@CCIFJ.OR.JP