

E. Preparation

- Japanese like to have lots of written materials to review in advance.
 - Detailed company and product information.
 - Press clippings / third party endorsements.
 - Samples.
 - Japanese translations.
 - Distribute packets to everyone in the meeting (even if they are not key players).
- Do copious research on the company so you can understand their situation and intelligently comment on it.
- If possible, become familiar with the background of the Japanese managers / officials you will meet.
- When you're done with these issues, you will be ready for a substantial meeting...