

# **JAPAN-RUSSIA «DIALOGUE OF CULTURES»: BUSINESS AND MEDIA ROLES**

## **Annual Symposium**

18 November 2013, Tokyo, Japan

**With the support of Russian Federation Embassy in Tokyo  
With the financial support of Japan Foundation**

### **Co-organizers:**

- IABC/Russia

Russian Chapter of the International Association of Business Communicators

- The Moscow News

English language weekly newspaper, since 1930, with online version, part of the RIA Novosti group

### **Partners**

- RIA Novosti
- IABC/Japan
- Silver Archer National PR Award (Russia)
- Suntory Liquors Limited

### **VENUE:**

The Japan Foundation. SAKURA Hall.  
4-4-1 Yotsuya, Shinjuku-ku, Tokyo 160-004

## To Participants and Guests of Symposium «JAPAN-RUSSIA DIALOGUE OF CULTURES: BUSINESS AND MEDIA ROLES»

November 17, 2013



*Evgeny AFANASIEV,  
Ambassador Extraordinary and Plenipotentiary  
of the Russian Federation to Japan*

I'm happy to welcome all the participants and guests of the Symposium "Japan-Russia Dialogue of Cultures: Business and Media roles", brought together representatives of business, government and public agencies, the journalistic circles of the two countries.

In recent times the relations between Russia and Japan have been developing dynamically in practically all areas, including political contacts, economic cooperation and cultural ties. A frank discussion focused on practical results which are aimed at building confidence between the peoples of our countries, positive changes in mutual perception of Russia and Japan, removal of barriers in doing business is the most important component of our joint efforts to bring the bilateral relations to a new level.

My hope is that the Symposium will eventually turn into an important platform for regular and fruitful contacts between the business communities, the public and media structures thus making a significant contribution in exploring ways how to transform a great potential of Russia-Japan relations into the reality.

I wish all Symposium participants much of success, health and well-being!



*Yulia Stonogina,  
Project Director*

In 2011, a year of the Tohoku Great Earthquake, I was conducting (under the aegis of the Japan Foundation) a particular study on Japanese and Russian socio-cultural aspects of business communications. Japanese corporations' senior managers were sharing profoundly on many important issues, like uniqueness of internal communications system in Japanese companies, or cultural differences and similarities in business between Russians and Japanese, and of course their expectations towards business partners from Russia. I had many confirmations of the strong cultural background of Japanese businesses (whether present Japanese managers realize it or not).

But they might not be fully aware of equally deep and prolonged cultural traditions incorporated in Russian business, tending to see it as quite young and rough, having no cultural roots. However, despite of a cultural break-up due to the revolution of 1917, a unique and impressive culture of Russian merchants – one of the richest and influential social strata – still can be found in many aspects of the way Russians conduct business even now. Like in Japan, they also contributed greatly into the development of modern arts and social science, carrying out wide philanthropic activities. Such cultural and historical similarities create big possibilities in our countries' business relations.

Luckily, there is the core of people, both Russian and Japanese, who truly believe in a bright future and mutual benefit of business cooperation between Japan and Russia. Also among media people there are brilliant experts with deep knowledge, keen to support Japan and Russia business development. I'd like to thank all the organizations and people involved in the Symposium – be it as partners, speakers or supporters.

## SYMPOSIUM PHILOSOPHY AND MISSION

*We see Business and Media as the two main social pillars of any country. Business is a representation of the national culture to the markets overseas, while Media is responsible for establishing the country's image overseas.*

*We believe an open discussion on Business&Media could serve as a platform to improve Japan-Russia «dialogue of cultures» and further improve understanding between our countries.*

### **We have started the Symposium in order to:**

- Motivate Russia and Japan national businesses and media to have *unprejudiced dialogue*;
- Engage media of both countries with better quality and more *in-depth information exchange*;
- Contribute in the mutual understanding of *the role of culture* in business cooperation;
- Create a new and very practical platform for Japan-Russia «dialogue of cultures».

## BUSINESS SESSION

### **Russia-Japan: doing business across cultures**

Despite of strong mutual interest Russian and Japanese businesses still don't see much success in co-operation. On top of customs, tax and other issues there is a problem of intercultural (mis)understanding in business. How much national culture is reflected in business culture? What does national business culture mean in a globalized economy? How do businessmen share and adopt cultural values while co-operating with foreign partners?



### **SESSION'S CHAIR:**

**UMETSU Tetsuya,**  
JETRO, Director in charge for  
Russia&Eurasia at overseas department

Joined JETRO at 1991. More than half of his career, he has been working in at JETRO's Russian offices – first in Moscow (1996-2000, 2004-2007) and then in St. Petersburg (2007-2012). His role is to support Japanese company which is willing to enter Russian market as well as Japanese company which have already been working in Russia.

### **SPEAKERS:**

**UEMURA Noritsugu,**  
General Manager of Mitsubishi Electric Europe B.V. Moscow Representative Office, as well as General Manager of Mitsubishi Electric Europe B.V. Moscow, Yekaterinburg and St. Petersburg branches since 2007.

Joined Mitsubishi Electric Corporation more than 30 years ago, right after he graduated from Kobe University, Economics Dept. in 1980. He worked at managerial positions in both Japan and overseas (US, Germany) branches of ME, being engaged in overseas supply and marketing.





Mr. Umetsu generalizing Japanese companies' experience at the Russian market, while Mr. Kawai represents himself an opportunity of promoting a Russian brand in Japan.

### **MILANOV Sergey,** Partner, K&Gates Japan

Currently the only foreign legal counsel authorized to provide advice on Russian law in Japan. He focuses on M&A transactions and joint ventures with Russian entities in the oil&gas field, importation/distribution, car manufacturing, telecommunications and transportation sectors. Member of the Daini Tokyo Bar Association, the Bar Associations of Primorsky Region (Russia) and the Bar Association of New York State.

### **KAWAI Rintaro,** CEO, Kaspersky Lab Japan

Joined Kaspersky Lab Japan in 2005 and was appointed as Managing Director of Kaspersky Lab Japan in January 2006 and has had overall responsibility for operations within the country including business development, channel expansion, and marketing and sales activities, with the ultimate goal of ensuring the best customer satisfaction in the region.



Sergey Milanov's speech served a consultancy on legal issues for Japanese companies starting cooperated with Russians.

### **OTSUBO Yusuke,** Partner, United Managers Japan

After graduating from University of Tokyo in 1989 (BA in Economics), he joined Bank of Japan. Between 1997 and 2000 worked as First Secretary at Japanese Embassy in Moscow, and from 2003 to 2007 as the General Manager at CSK Venture Capital Co.,Ltd., responsible for overseas investments in USA, Israel, UK, France, China, Korea and Russia. In 2007 he established UMJ Russia Fund, the first Russia dedicated venture capital in Japan.

### **AMEMIA Kazuhito,** President, IABC/Japan

Having more than 25 years of professional experience in corporate communications (10 years in a global semi-conductor corporation and 15 years of communication consultancy at his own company, Crossmedia Communications, Inc) he joined IABC and maintained Japan chapter of IABC 4 years ago. He is also a director of Japan Society of Corporate Communication Studies.



Mr. Amemia: Japan craves to join the process of globalization but often sees it as 'Japan-centric'.

Mr. Otsubo contributed in Symposium first as an active member of Executive committee, and then as a speaker with Russian IT markets' profound knowledge.

At the Business Session, speakers in Tokyo had considered various examples of Japan-Russia recent business cooperation. One of the important points was that Western and Japanese media still support the image of Russia as a successor of Soviet Union, whereas Russia should in fact be treated as a new state with little or no connection with ex-USSR.



Mr. Uemura recommended that Japanese business people would try and get information on Russia directly from Russian media sources rather than Western ones.



## MEDIA SESSION

### Russia and Japan business images reflected in media

In a globalized world it looks like media coverage has an impact on investment decision making. Can really many opportunities of Russia-Japan business cooperation be blocked due to barrage of negative media reports? Does ‘virtual business climate’ reflected in media prevail over business reality on the ground? Why businesses don’t share cases of success with media? What are the means to narrow the gap between perception and reality in Japan-Russia business relations?



### SESSION'S CHAIR:

**STONOGINA Yulia,**  
Vice-president, IABC/Russia

Specialist on PR and intercultural communications in business. Supported Japanese businesses entering Russian market in early 2000s. Published about 100 articles in Russian and Japanese media covering intercultural communications, PR, business and Japan-Russia relations. Co-author of the collective monograph ‘Russia and Japan: neighbors in the XXI century’.

### SPEAKERS:

**IKEDA Motohiro,**  
Nikkei Shinbun

Joined NIKKEI INC. (Nihon Keizai Shinbun, daily economic newspaper) more than 30 years ago, right after he graduated from Tokyo University of Foreign Studies in 1982. He worked as resident correspondent of NIKKEI Moscow Bureau (1990-1993) and as Moscow Bureau Chief (1997-2002). From 2005 to 2008 he worked as Seoul Bureau Chief.



*Mr. Ikeda sees the historical background a main reason why Japanese media keep their negativism towards Russia*

**LEYBIN Vitaly,**  
Editor-in-Chief, RUSSIAN REPORTER  
magazine

Being in media-business for more than 15 years now, since 2007 he has worked as chief editor and co-author of strategy and conception at RUSSIAN REPORTER magazine which is the most popular and influential Russian weekly with circulation about 160 000 copies. The magazine regularly covers the Japan-Russian business and cross-cultural relationships.

**ISHIKAWA Ichiyo,**  
Executive Observer, NHK

Has been working at NHK since 1982. Throughout the years has been engaged in covering international affairs, USSR and Russia in particular. In 1992-1996 and then 2002-2007 worked in Moscow as correspondent and chief correspondent respectively. Headed Japan-Russia project at NHK Department on international affairs in 1998-2002.



*Mr. Leybin recalled of high interest to Japan-related topics, including business, among Russian media and audiences*

**SEIMIYA Katsuyoshi,**  
Director of Global Business Division,  
Mainichi Shinbun

Joined the Mainichi Newspapers 30 years ago. He worked as political correspondent both in Japan and overseas (Washington Bureau). He has been in charge of publishing “Russia NOW”, a monthly paper of current topics of Russia, since May 2012. He performed a key role in organizing of «Japan-Russia Forum», held in February 2013.

**VOLKOV Konstantin,**  
International Observer,  
IZVESTIA Daily Newspaper

His journalistic experience includes about 15 years’ work in leading Russian media – ITOGI weekly magazine, VEDOMOSTI daily newspaper, and for last over two years in IZVESTIA daily newspaper. At present he is in charge for covering regional issues of Asia (Japan in particular), Middle&Near East and Africa at IZVESTIA foreign desk.





Mr. Ishikawa was warning against stereotypical approach caused by lack of knowledge about Russia's transformation for the last 20 years, and Mr. Volkov was talking of difficulties while gathering facts on Japanese businesses' activity in Russia

Media Session's speakers shared their own experience in covering business issues regarding Japan and Russia, and were trying to find a way to deliver up-to-date and quality information on national businesses' activities. As Japanese companies have multiplied in Russia for recent years, their cooperation with Russian media could serve the deeper coverage of modern Japan business and its peculiarities. Russia's business presence in Japan is still insignificant but business image has been already spoiled. On top of all suggestions there was an idea to maintain a joint media project for reporting objectively of Japan-Russia business news and both countries' business reality.



Mr. Seymiya was pleased to share a successful case on covering Russia's stuff in cooperation with 'Rossiyskaya Gazeta' publishing project, while Ms. Stonogina was encouraging the Japanese companies in Moscow to hold educational seminars for Russian journalists.

## INTERACTIVE PART OF SYMPOSIUM

Interactive part provided audience to communicate directly to speakers, as many questions emerged after listening to speeches.



Audience was also consisted of Japan-Russia relations' experts, like Mr. Kensaku KUMABE, a Chairman of "Central Asia plus Japan" Dialogue



Mr. Sergey YURKOV, Mitsubishi Electric Europe, Moscow branch



Mikhail Mozzbechkov, President of 'The Russian Club in Tokyo'



## TELECONFERENCE TOKYO – MOSCOW



The 3d part of the Symposium was the virtually ever first held teleconference between Tokyo and Moscow when Japanese and Russian business and media people saw each other thanks to great technical opportunities of our partner RIA Novosti.

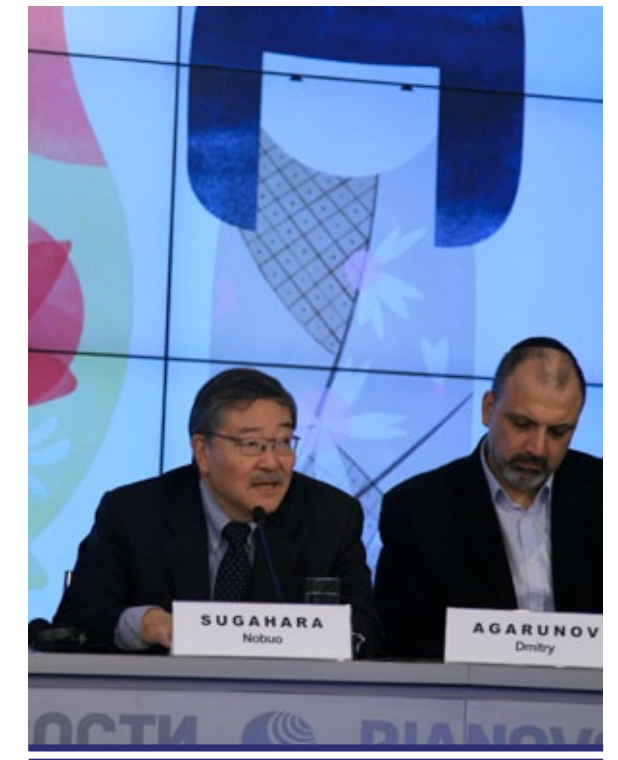
### **Natalia ANTONOVA,** The Moscow News' Acting Editor-in-Chief

On November 18, together with IABC/ Russia, The Moscow News held the first annual symposium and Moscow-Tokyo teleconference on the state of business relations between Russia and Japan – as well as the role the media plays in those relations. What probably sounds like a pretty staid event was anything but. Of course,

I am a little biased, having moderated our discussion – but either way, business relations between two fairly traditional cultures always make for an interesting topic. And while political white noise often obscures interesting developments in the business world (to give an obvious example, trade between Russia and the

United States has steadily been growing – but you'd never know that based on negative news headlines alone), to paraphrase "Jurassic Park" for a second, "Business finds a way."

In the course of our discussion, my own preconceptions about the relatively small role that Russian culture occupies in Japan were swept aside. Nobuo Sugahara, the general director of Sugahara & Associates Inc., revealed that a new translation of Fyodor Dostoevsky has sold at least a million copies in Japan already – proving that interest in Russia is not only big, but can easily be monetized under the right conditions. Iwao Ohashi, the chief representative of







the Nomura Research Institute gave an exhaustive description of Russia's business climate as seen by Japanese: 'Dark, cold and fearsome' – which has few in common with the real situation on the ground. As Valery Levchenko, deputy general director of RIA Novosti, pointed out: Russia and Japan need a regular platform for the exchange of ideas. This point found support in Tokyo, where our teleconference partner Yulia Stonogina, the VP of IABC/



Russia, was in charge of the discussion. Another Symposium highlight was the address of Shigeru Mukoyama, the director of Suntory/Russia. Speaking in Tokyo, Mr. Mukoyama delivered a winning speech about how the complicated and slow-moving Russian bureaucracy in particular makes Russia a daunting market for the Japanese, while the actual potential for business development between the two countries remains huge.



*Mr. KAWATO Akio, Diplomat and writer pointed out that many Japanese manufacturing companies have recently started their production in Russia, which should stimulate media to report about their work, achievements and obstacles they face instead of repeating old stereotypes about 'slow-moving' Japanese businesses*

Learning of national aspects in business culture and then adjust business activity to the country's conditions is obvious but easily forgotten thing. This point was echoed by Mr. Igor Dyachenko (Business Ambassador to Japan at DELOVAYA ROSSIYA organization), a speaker on Moscow side. With his basic education in eastern studies he himself saw a real success with Japanese partners after 7 years passed. At The Moscow News, we're very grateful to everyone who participated both in Moscow and Tokyo – and we hope that the Symposium marks the beginning of an exciting long-term project. After all, this symposium was the first of its kind. At this point, the sky's the limit.



*Dr. Vassily Molodyakov (Takushoku University) speech convincingly described the benefits from cooperation between business, media and scientists*



## Business-after-hours – SUNTORY Cocktail for Symposium participants

At the last and informal part of the Symposium day, participants spent a productive and exciting time in a relaxing atmosphere of ‘Suntory Cocktail’.  
 Guests also had a great opportunity to enjoy a traditional Japanese ‘matcha’ tea, and even try and make it himself.



Mr. Vitaly LEYBIN (*The Russian Reporter*) and Mr. KAGAWA Hiroshi (*IBC Publishing*) found much in common to discuss



Mr. MUKOYAMA (*Suntory*) and Mr. TAKAGUCHI (*Japan Foundation*) are well aware of Russian reality working for several years in Russia



Mrs. HATTORI Kazue explaining the important techniques while Ms. Aksiniya ZORINA (*Japan Tobacco Int.*) making her first steps in *Cha-no-yu*



Mr. TAGUCHI Eiji (*Japan Foundation*) and Ms. Elena BELYAKOVA share affection for literature



## IABC JAPAN



IABC Japan is a local chapter of the International Association of Business Communicators (IABC), founded in 2010. In Japan, many corporations and organizations are vulnerable to various communication problems, but few recognize the need for business communication expertise. As a result, career development for business communication professionals remains behind in comparison to the rest of the Asia-Pacific region and the world, which is why we, as the IABC Japan chapter, feel compelled to make a contribution. Applying the wide range of experiences and perspectives that IABC has built and provided over time, IABC/Japan seeks to encourage the growth of business organizations, and to benefit society as a whole, by helping shape a distinctive expertise and a path for career advancement for business communication professionals. We are active for annual event with Japan institute for social and economic affairs, Japan Society for Corporate Communication Studies.

### IABC Japan's Mission

- Inform corporate communication managers and directors about IABC activities.
- Increase participation from Japan in various IABC events, including the World Conference, and raise understanding of the importance and values of IABC.
- Conduct our own events and local study sessions to exchange information among members.

### IABC Japan's Goals

- Develop global business communication professionals.
- Participate actively and vigorously in the IABC World Conferences, providing our opinion and insights.
- Host global and Asia/Pacific conferences in Japan.

Last but not least, we are also here to assist foreign companies in doing business in Japan, and vice versa, connecting them with the right local partners for communication tools' development, media relations and intercultural communication.

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## PROJECT TEAM

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Translators Union, Inc.**  
[www.http://trans-uni.co.jp](http://trans-uni.co.jp)

### Symposium interpreters

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### Symposium Photographers

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### Teleconference's technical supply in Tokyo

Vitaly MAKAROV

### Support team

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MILANOV Natalia  
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HAYASHI Seiichi  
JO Jihoon



# SYMPOSIUM – 2014

Business in the leading English-speaking countries continuously attracts misgivings. Free market linear system with its inequity, a global super-rich elite and social resentment, with its ignorance to nature's exploitation has been going on to its end, and obviously needs rethinking.

At the next Symposium we are going to discuss following issues

- How to unite Japan's and Russia's rich historical experiences in creating a quality and generous business environment;
- How culturally-based businesses of Japan and Russia can reach a new development whilst keeping their traditional values;
- How the media of both countries could support quality national businesses encouraging them to play a new social role.

We hope to announce the full program, co-chairs and key speakers for the next Symposium in late May, and hold the event in October 2014 in Tokyo.

Symposium organizers are open to new contacts and opportunities aimed to better and quality business&information dialogue between Russia and Japan.

Regarding your possible contribution as a partner, participant or speaker please refer:

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