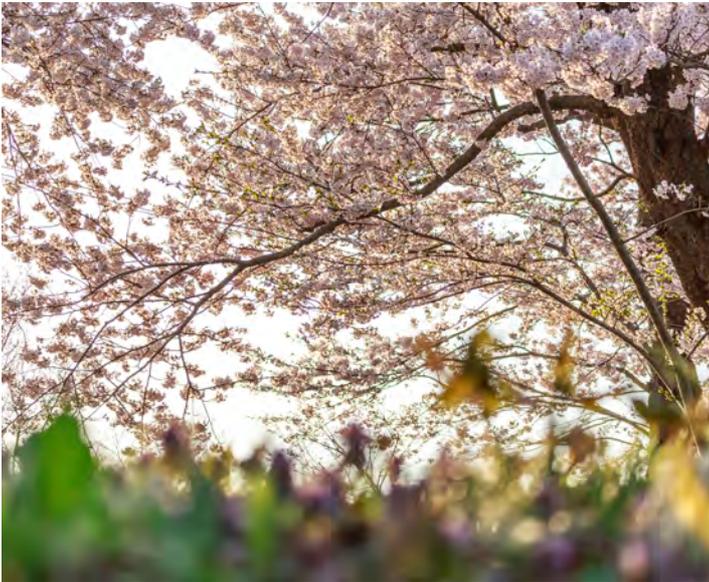


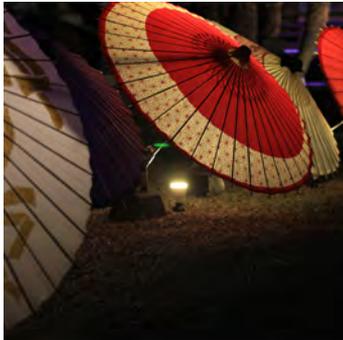
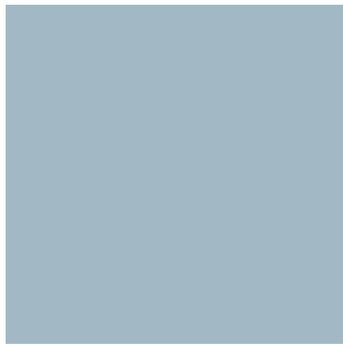
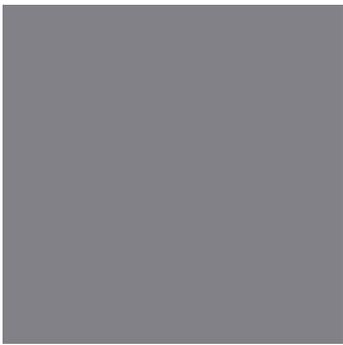
Guide to Japan



The Embassy of the Republic of South
Africa in Tokyo, Japan



Science and Technology Office



Japan Overview

Facts and Statistics

Capital: Tokyo

Population: 126.8 million (the 10th largest population in the world)

Size: 377,960 km²

Location: Eastern Asia, Island chain between the North Pacific Ocean and the sea of Japan, east of the Korean Peninsula

State System: Constitutional Monarchy-The power of the Emperor is very limited and defined as “the symbol of the state and the unity of the people.”

Ethnic Make-up: Japanese 99%, others 1% (Korean, Chinese, Brazilian, Filipino and others)

Religions: Observe both Shinto and Buddhist 84%, other 16% (including Christian 0.7%)

Language: Japanese (Japanese is the sixth most spoken language in the world, and 99% of the Japanese population use it.)

Time Difference: Japan is 7 hours ahead of South Africa. (+9 hours GMT)





Etiquette & Customs in the Business Environment

Japanese Hierarchy

- * The Japanese are very conscious of age and status.
- * Everyone has a distinct place in the hierarchy, be it the family unit, the extended family, a social or a business situation.
- * At school children learn to address other students as senior to them ('senpai') or junior to them ('kohai').
- * The oldest person in a group is always revered and honored. In a social situation, they will be served first and their drinks will be poured for them.

Meeting Etiquette

- * Greetings in Japan are very formal and ritualized.
- * It is important to show the correct amount of respect and deference to someone based upon their status relative to your own.
- * If at all possible, wait to be introduced.
- * It can be seen as impolite to introduce yourself, even in a large gathering.
- * While foreigners are expected to shake hands, the traditional form of greeting is the bow. How deep you bow depends upon your relationship to the other person as well as the situation. The deeper you bow, the more respect you show.
- * Punctuality is important. Arrive on time for meetings and expect your Japanese colleagues will do the same.
- * Since this is a group society even if you think you will be meeting one person, be prepared for a group meeting.
- * The most senior Japanese person will be seated furthest from the door, with the rest of the people in descending rank until the most junior person is seated closest to the door.
- * It may take several meetings for your Japanese counterparts to become comfortable with you and be able to conduct business with you.
- * This initial getting to know you time is crucial to laying the foundation for a successful relationship.
- * You may be awarded a small amount of business as a trial to see if you meet your commitments.
- * If you respond quickly and with excellent service, you prove your ability and trustworthiness.
- * Never refuse a request, no matter how difficult or non-profitable it may appear. The Japanese are looking

for a long-term relationship.

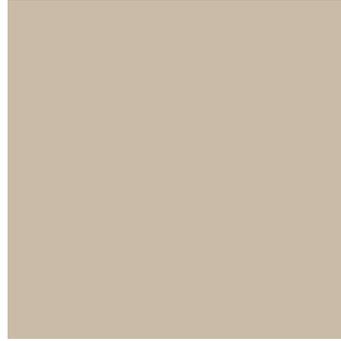
- * Always provide a package of literature about your company including articles and client testimonials.
- * Always give a small gift, as a token of your esteem, and present it to the most senior person at the end of the meeting. Your Japanese contact can advise you on where to find something appropriate.

Business Cards

- * Business cards are exchanged constantly and with great ceremony.
- * Always keep your business cards in pristine condition.
- * Treat the business card you receive as you would the person.
- * You may be given a business card that is only in Japanese.
- * Give your business card with the writing side facing the recipient so that they can read it.
- * Business cards are given and received with two hands and a slight bow.
- * Examine any business card you receive very carefully.
- * During a meeting, place the business cards on the table in front of you in the order people are seated.
- * When the meeting is over, put the business cards in a business card case or a portfolio.

Business Negotiation

- * The Japanese are non-confrontational.
- * They have a difficult time saying 'no', so you must be vigilant at observing their non-verbal communication.
- * It is best to phrase questions so that they can answer yes. For example, do you disagree with this? Group decision-making and consensus are important.
- * Written contracts are required.
- * The Japanese often remain silent for long periods of time. Be patient and try to work out if your Japanese colleagues have understood what was said.
- * Japanese prefer broad agreements and mutual understanding so that when problems arise they can be handled flexibly.
- * Never lose your temper or raise your voice during negotiations.
- * Some Japanese close their eyes when they want to listen intently.
- * The Japanese seldom grant concession. They expect both parties to come to the table with their best offer.
- * The Japanese do not see contracts as final agreements so they can be negotiated.
- * English speakers, try to speak slowly



Access to Central Tokyo from Airports

From Haneda Airport

(30 minutes train ride to central Tokyo)

* By Monorail Line – For Hamamatsu-cho

- To Tokyo station
Take Monorail to Hamamatsu-cho station change to Yamanote-line (track 2) to Tokyo station
- To Akihabara station
Take Monorail to Hamamatsu-cho station, change to Yamanote-line (track 2) to Akihabara station
- To Shibuya station
Take Keikyu Line to Shinagawa station, change to Yamanote-line (track 2) to Shibuya station
- To Shinjuku station
Take Keikyu Line to Shinagawa station, change to Yamanote-line (track 2) to Shinjuku station
- To Ikebukuro station
Take Keikyu Line to Shinagawa station, change to Yamanote-line (track 2) to Ikebukuro station
- To Yokohama station
Take Keikyu Line for Shinzushi, Keikyu Kurihama or Kanazawa Bunko (those trains will take you to Yokohama directly)

From Narita Airport

(1 hour 30-40 minutes train ride to central Tokyo)

- * By Narita Express (NEX) -For Tokyo
- * By Keisei Skyliner Express -For Nippori and Ueno
- * By Keisei Sky Access - For Ueno, Asakusa, Ginza, Shimbashi (*Might need to change at Aoto station to Asakusa, Ginza, and Shimbashi*)

Train Maps are available at any train stations as well as on the following links;

Tokyo Subway Route Map

<<http://dst.tokyo/images/MAP-Tokyo-metro.pdf>>

JR-East

<http://www.jreast.co.jp/e/info/map_a4ol.pdf>

Tokyu Lines, Minatomirai Line Route Map

<http://www.tokyu.co.jp/railway/railway_global/english/rosenzu-e.pdf>

Taxi

You can catch a taxi anywhere on the street however if you struggle to find or would like to book call: **+81 3 5755 2336** (English)

***Note: Not many taxi drivers speak English**



Suica/Pasmo

Pre-paid e-money card for transportation and shopping



What is it? Where to purchase?

The Suica/Pasmo (hereinafter referred to as Suica) is a prepaid e-money card for moving around and shopping. There is no more need to buy a ticket from a vending machine. Just touch your Suica to the ticket gate and the fare is automatically deducted from your Suica. The Suica can be used not only for JR East trains, but subways and buses as well.

	Adults	Children
Suica/ PAsmo	1,000yen	1,000yen
	2,000yen	2,000yen
	3,000yen	3,000yen
	4,000yen	4,000yen
	5,000yen	5,000yen
	10,000yen	10,000yen

Note:

Prices include a deposit of 500 yen. The difference between the adult's card and the child's card is the amount deducted when using transportation. When using a child's Suica card, the child's fare is deducted, and when using an adult's Suica card, the adult's fare is deducted.

The Suica can be purchased in major JR EAST stations at Multifunction Ticket Vending Machines, JR Ticket Offices (Midori-nomadoguchi) and Travel Service Centers.



How to use – Transportation

- Simply touch the Suica card to the reader at the ticket gate when out and about. There is no need to purchase a ticket from a vending machine.
- The fare is automatically calculated at the station where you get off.
- When you get off the train, the fare will be calculated at that station. If the balance is insufficient, however, you will need to add more money to your Suica.

Note:

Additional tickets must be purchased to use the Suica for travel on a limited express, express or Green Car. The Suica cannot be used for travel on the Shinkansen.

Valid areas and Transportation Systems

- The Suica can be used on JR East lines in the Tokyo metropolitan area as well as for subways, buses and the Tokyo Monorail that connects Haneda Airport with Tokyo.
- In addition to the Tokyo area, the Suica can be used for certain transportation systems in the Sendai and Niigata, Hokkaido, Tokai, West Japan and Kyushu areas.

How to use – Shopping

- The Suica can be used not only for transportation but for shopping as well.

You can use your Suica to make purchases onboard trains as well as from vending machines, to rent coin lockers and for spending at convenience stores and restaurants.

The Suica can be used wherever the below logos are displayed;



Recharge and Refund

The Suica card can be recharged up to a maximum of 20,000 yen at the Automatic Ticket Vending Machines and Fare Adjustment Machines displaying the Suica mark. **Only yens may be used to recharge. Credit cards are not accepted.**

If you no longer need Suica, it can be refunded with a certain amount of fees. Please see the following website for more details;

For Suica

<https://www.jreast.co.jp/e/pass/suica.html>

For Pasmo

<http://www.pasmo.co.jp/en/about/>



Places to Visit..

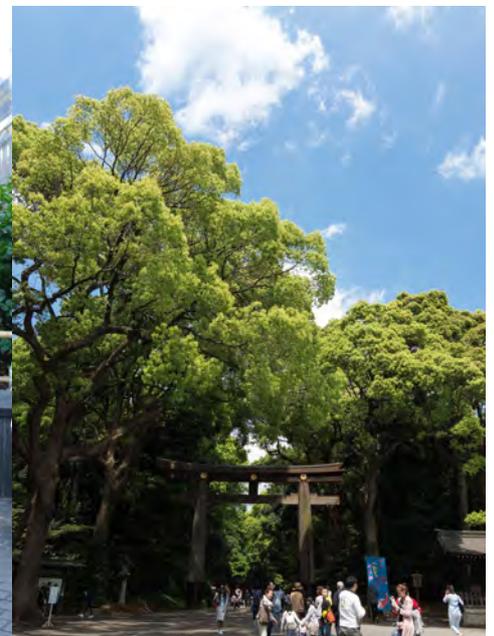
Shibuya (渋谷) is one of the twenty-three city wards of Tokyo, but often refers to just the popular shopping and entertainment area found around Shibuya Station. In this regard, Shibuya is one of Tokyo's most colorful and busy districts, packed with shopping and dining. A prominent landmark of Shibuya is the large intersection in front of the station's Hachiko Exit. The intersection is heavily decorated by neon advertisements and giant video screens and gets flooded by pedestrians each time the crossing light turns green, making it a popular photo and movie filming spot.

Harajuku (原宿) is between Shinjuku and Shibuya on the Yamanote Line. It is the center of Japan's most extreme teenage cultures and fashion styles, but also offers shopping for adults and some historic sights.

The focal point of Harajuku's teenage culture is Takeshita Dori (Takeshita Street) and its side streets, which are lined by many trendy shops, fashion boutiques, used clothes stores, crepe stands and fast food outlets geared towards the fashion and trend conscious teens.

Just south of Takeshita Dori and over twice its length is **Omotesando (表参道)**, a broad, tree lined avenue sometimes referred to as Tokyo's Champs-Elysees. Here you can find famous brand name shops, cafes and restaurants for a more adult clientele. The stylish Omotesando Hills complex was opened in 2006 and targets fashion conscious urbanites in their 30s and 40s, while Kiddy Land has hundreds of unique toys for kids of all ages.

Meiji Jingu, one of Tokyo's major shrines, is located just west of the railway tracks in a large green oasis shared with the spacious Yoyogi Park. Beautiful ukiyo-e paintings are exhibited in the small Ota Memorial Museum of Art, and the Nezu Museum has an impressive collection of various Asian art as well as a traditional Japanese garden.



...More Places to Visit



Asakusa (浅草) is the center of Tokyo's shitamachi (literally "low city"), one of Tokyo's districts, where an atmosphere of the Tokyo of past decades survives.

Asakusa's main attraction is Sensoji, a very popular Buddhist temple, built in the 7th century. The temple is approached via the Nakamise, a shopping street that has been providing temple visitors with a variety of traditional, local snacks and tourist souvenirs for centuries. Large parts of Asakusa were destroyed in the air raids of World War Two. And while the area around the rebuilt Sensoji has regained its former popularity after the war, the same cannot be said for Asakusa's entertainment district. The opening of the 634 meter tall Tokyo Skytree, a twenty minute walk across the Sumida River from Asakusa, has led to an increase of tourists recently.



Odaiba (お台場) is a popular shopping and entertainment district on a man made island in Tokyo Bay. It originated as a set of small man made fort islands (daiba literally means "fort"), which were built towards the end of the Edo Period (1603-1868) to protect Tokyo against possible attacks from the sea and specifically in response to the gunboat diplomacy of Commodore Perry.

The city consists of some of Tokyo's boldest architectural creations, such as the Fuji TV Building, Telecom Center and Tokyo Big Sight. Modern city planning furthermore provides Odaiba with plenty of green space and a pleasant division of motorized and pedestrian traffic using elevated walkways and the like.

The Tokyo Bay Area where the city is will serve as "robot village" to showcase futuristic urban development in the Tokyo 2020 Olympics.



The National Museum of Emerging Science and Innovation, simply known as the **Miraikan (未来館)**, literally "Future Museum", is a museum created by Japan's Science and Technology Agency (JST). Some highlights of the museum's exhibits include real-time displays of data from a huge array of seismometers across Japan which shows the country gently vibrating. The occasional earthquakes for which Japan is noted show up as larger movements. Visitors can search the on-line database of recent earthquake activity. A section of rock core taken across the Cretaceous-Paleogene boundary (K-T boundary) records a major meteorite impact event that is believed to have led to the final demise of the dinosaurs. Asimo, the Honda robot is one of the star attractions along with the model maglev train.



Akihabara (秋葉原), also called Akiba after a former local shrine, is a district in central Tokyo that is famous for its many electronics shops. In more recent years, Akihabara has gained recognition as the center of Japan's otaku (diehard fan) culture, and many shops and establishments devoted to anime and manga are now dispersed among the electronic stores in the district. On Sundays, Chuo Dori, the main street through the district, is closed to car traffic from 13:00 to 18:00 (until 17:00 from October through March).

Akihabara has been undergoing major redevelopment over the years, including the renovation and expansion of Akihabara Station and the construction of new buildings in its proximity. Among these newly opened buildings were a huge Yodobashi electronics store and the Akihabara Crossfield, a business complex with the aim of promoting Akihabara as a center for global electronics technology and trade.



Japanese Food



Japanese cuisine offers an abundance of gastronomical delights with a boundless variety of regional and seasonal dishes as well as international cuisine. It is one of the largest conurbations on the planet, with well over 100,000 restaurants to feed its huge, hungry population. And there is so much more to eat than just sushi and ramen. Restaurants range from mobile food stands to centuries old ryotei, atmospheric drinking places, seasonally erected terraces over rivers, cheap chain shops and unique theme restaurants about ninja and robots.

Currently, there are only a small number of halal food producers and halal restaurants in Japan. Many halal restaurants in Japan serve alcohol, as it is difficult for restaurants here to survive without doing so. There are some restaurants that label themselves as "halal" or "Muslim-friendly" and offer a halal menu in addition to their regular menu; however, their dishes were likely prepared in the same kitchen as non-halal dishes.

Halal or Muslim-friendly restaurants can be found at major airports and a few leading large hotels, but note that some of them require prior reservations of at least a few days for the preparation of halal meals. Non-Japanese restaurants offering Bangladeshi, Egyptian, Indian, Indonesian, Iranian, Malaysian, Moroccan, Pakistani and Turkish cuisine along with some vegetarian restaurants may also have halal food options.

Welcome to Japan and Enjoy Your Stay!