



Women & Business in Japan



**Introduce
myself/Independent,
30 Years and
Counting**

Established Interact Japan in 1985

- In the late 80s — Worked in general translation
- In the early 90s — Organizing international conferences
- In the mid 90s — Consulting for Japanese companies working overseas in world market
- In 1997 — Resumed translation

The key concept: Internet

- Organizing staff situated throughout the world
→ Networking!
- No age, race or gender discrimination
→ Diversity!

Challenged to IT ventures

- 2000 — Initiating the distribution of an English news service for beginners
- 2007 — The service has been used in University lessons
- 2008 — Adopting BBS system
 - Making network with Flinders University, Tianjin Foreign Language University and Korea's Ewha Womans University

The key concept: Internet

- Students learning from each other and not the teacher/professor
 - vertical society to a horizontal society

What has changed over
these 30 years?

Lifestyles

- More single-person households (young and old)
- Increased number of households in which both spouses work

Consumption

- Spending on clothing and shoes
→ fallen to 90%
- Spending on fresh food
→ fallen 45% to 18%
- Spending on commuting, telecommunications and education → gone up 3-fold
- Spending is shifting from goods to services

What has not changed over
these 30 years?

Gender equality

The percentage of women in managerial positions

- 12.4% among government employees
- 12.4% among researchers
- 3.6% in the private sector
- Ranks 54th on the GEM

The largest obstacles

- Old systems
- Old perceptions

How do women
perceive this situation?

Women

- Want to be themselves and do what they want to do
 - Do not perceive happiness in hierarchical world
 - Are trying to create a new society on their own
 - The Internet has enabled them to do this
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Women are ...

- Good at creating networks
 - Active
 - Sensory based
- The Internet and women make a good pair

Conclusion

Current proliferation of the Internet in Japan

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- Household proliferation of PCs:
85.5%
 - Utilization rate of Internet:
69.0%
 - Household cell phone proliferation rate:
95%
 - Household broadband proliferation rate:
50.9%
 - Household VoIP proliferation rate:
18.8%

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- A new society has emerged
 - More women realize their potential without feeling restricted
 - Women can create a new uninhibited and diversified Japanese society

Thank you!

