

# 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 Addopting 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
  - $\rightarrow$  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?

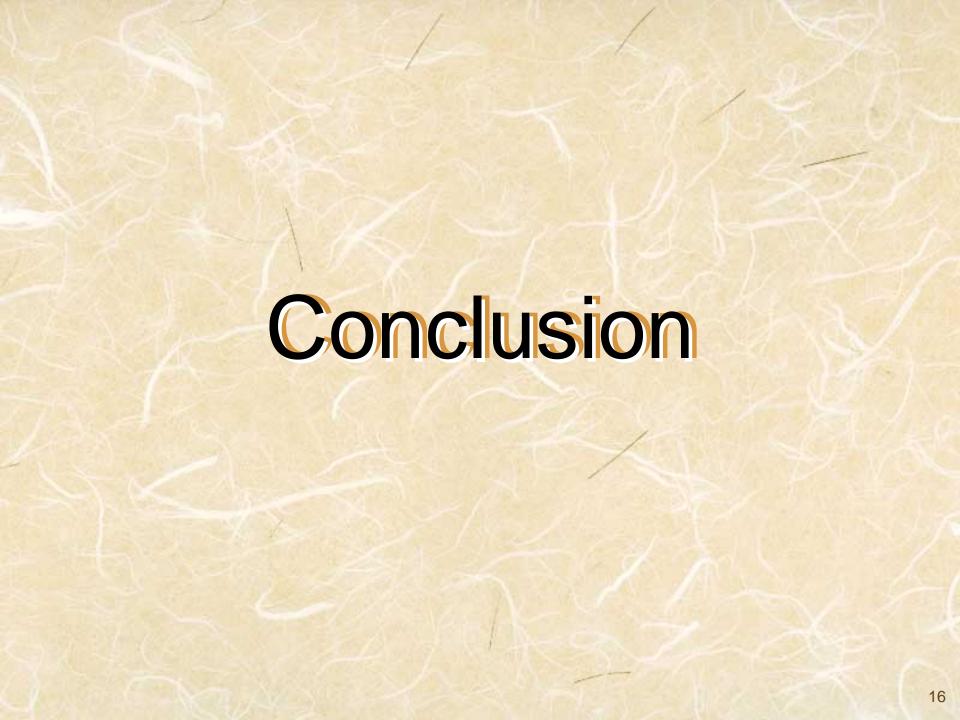
#### Women

- 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

#### Women are ...

- Good at creating networks
- Active

- Sensory based
- → The Internet and women make a good pair



# Current proliferation of the Internet in Japan

- 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%

- 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!

