



Secondary Vocational School of Economics "Prof. Dr. D. Tabakov"
Sliven, Bulgaria

ROLE PLAY BASED DRAMA

MEETING IN JAPAN

BUSINESS COMMUNICATION LESSON

VIDEO SCRIPT

The Bulgarian company "Biorelax" Ltd. certifies the import of green tea from Japan in original packing. For this purpose, the company manager Mr. Ivan Gurkov becomes acquainted with the cultivation and extraction of green tea. The Bulgarian manager visits Takahashi Co., Ltd. which grows and extracts green tea from the most popular varieties: Sencha and Matcha.

A business meeting between Mr. Takahashi and Mr. Gurkov is to be held at 3 o'clock in the afternoon to finally negotiate the import of the popular green tea varieties.

Five minutes before the meeting Mr. Takahashi's secretary enters his office to remind him of the meeting with his Bulgarian counterpart.

Mrs. Yamaguchi: Takahashi-san, may I remind you that you have a meeting with Mr. Gurkov from Bulgaria at 3 o'clock in the afternoon.

Mr. Takahashi: Thanks Mrs. Yamaguchi. I am waiting for him.

It's 3 o'clock.

Mr. Takahashi: (Looking at his watch nervously). He seems to be late.

At 15:05 the secretary introduces Mr. Ivan Gurkov to Mr. Takahashi's office. The Bulgarian businessman gives his hand for a greeting, but he finds himself in a confusing situation because Mr. Takahashi bows. He gives to Mr. Gurkov his business card by holding it with both hands. Mr. Gurkov also gives his business card but with one hand and quickly grabs the host's card and puts it in his pocket. Mr. Takahashi invites his guest to sit down and puts his colleague's card in front of him – on the desk.

Mr. Takahashi: Gurkov-san, I hope you have tried our green tea. This is the healthiest drink and it has more than 12-century-old tradition in the everyday life of the people around the world. "Sencha" is Japanese daily tea. "Matcha" is considered to be the healthiest tea on the planet because it contains 16 different amino acids, 8 times more beta carotin than the



Secondary Vocational School of Economics "Prof. Dr. D. Tabakov"
Sliven, Bulgaria

spinach and 70 times more antioxidants than the orange juice. I hope we can reach an agreement and sign a contract.

Mr. Gurkov: Takahashi-san, I'm impressed by the respect that the Japanese have for the green tea. (He looks at the window and points with his finger). Oh, what a beautiful tree! This is a cherry tree?

Mr. Takahashi: Yes, it is! It is the symbol of Japan.

Mr. Gurkov: By signing a contract between our two companies, many Bulgarians will have the opportunity to learn about the philosophy and useful qualities of the green Japanese tea.

Mr. Takahashi: Gurkov-san, my team is ready with an offer with all conditions for future delivery: prices, way of payment, delivery, packaging, as well as needed accessories for the tea preparation.

Mr. Gurkov: Takahashi-san, we got to know your offer. I appreciate the value of tea, but is it possible to rethink the price of the accessories for its preparation. We intend to order 1500 kg of Schencha and 2000 kg of Matcha.

Mr. Takahashi: Dear colleague, this can hardly be done. The accessories are absolutely necessary to comply with the established tea preparation rules: use of spring water, correct temperature infusion, and consider carefully the amount of water with the green tea dose.

Mr. Gurkov: (Stares insistently at the eyes of his host). However, it is advisable to consult with your colleagues to reduce the price.

Mr. Takahashi: (Begins to come impatient). Gurkov-san, each of the two types of green tea we cultivate has specific accessories, most of them hand-made, painted and a part of the Japanese culture. Our company is the leader on the Japanese market and the quality is very important for us. For us the reputation is everything.

Mr. Gurkov: Takahashi-san, I understand that we will not agree on a lower price. It is an honor for me to shake hands and sign the contract. I hope to have a fruitful cooperation.

Mr. Gurkov leaves and Mr. Takahashi summarizes the meeting.

Mr. Takahashi: My Bulgarian colleague was too emotional. He made me feel awkward. I am accustomed to being a good host, but my guest made a lot of mistakes in the etiquette. Maybe he should have learned more about our culture and business communication.

- He was delayed, and this is a bad sign of business accuracy.



Secondary Vocational School of Economics "Prof. Dr. D. Tabakov"
Sliven, Bulgaria

- Well, in most countries, a handshake is accepted, but the Japanese tradition is to bow.
- He was disrespectful by taking my business card quickly and putting it in his pocket.
- The gesture with the pointed finger is not acceptable.
- His persistent look was insulting.
- Perhaps he should have known that we don't say directly "no".
- Business communication is very important in the business environment.