



WORKING IN JAPAN

A bilingual bridge to Japan, based in New Zealand.

I help businesses outside Japan work with Japanese partners and customers, and help their team in Japan and their head office understand each other.

Yuzuru Ishikawa • Founder, Globalcube • New Zealand and Japan



WHO I AM

A native Japanese speaker, working in English and Japanese

I am a native Japanese speaker and have been based in New Zealand for more than 20 years. I advise business owners in Japan in Japanese, and I work inside businesses in New Zealand in English.

My network in Japan is mainly business owners and leaders across many industries, with particular depth in wellness, food and farming. On LinkedIn, about 7,700 people follow my work, most of them business leaders in Japan.

WHAT I DO ON A JAPAN PROJECT

01 Help both sides understand each other.

How Japanese customers and partners make decisions, what they need to hear before they say yes, and how to explain that clearly to head office.

02 Make the right introductions.

I connect you with people in my network in Japan when there is a real fit on both sides.

03 Turn a good conversation into a first step.

A small pilot with clear roles, a timeline and the numbers that will show whether it is working.

04 Keep communication moving.

Between your team in Japan and your head office, in both languages, so that decisions do not stall in translation.

WHAT I HAVE DONE

01 A New Zealand mānuka honey business.

With a Japanese partner, I chose a mānuka honey we could recommend with confidence. I looked after the New Zealand side, customer acquisition in Japan and finding franchise partners, reaching 16 of Japan's 47 prefectures.

02 A Japanese home-cooking school.

Small-group classes where guests cook everyday Japanese dishes, the kind families eat at home, and then sit down to share the meal. More than 100 instructors.

03 Japanese content in Europe.

Helping a partner in France bring Japanese content to audiences outside Japan.

04 A multi-location wellness business.

Supporting 12 locations across New Zealand, built on a Japanese-inspired approach.

WHAT I LEAVE TO SPECIALISTS

Legal and regulatory work, licences, import and logistics. When a project needs them, I help you find the right people and work alongside them.

HOW I WORK

I start with one question: who are we trying to help? In Japan, partners usually move after they trust the people involved, and they want to see that the plan will hold before they commit. I prefer small, honest first steps over big promises.

“I promise only what I can measure and deliver.”

NEXT STEP

Tell me what you are exploring in Japan and who you hope to serve there. A rough idea is fine.

Working in Japan globalcube.co.nz/japan

Send a message globalcube.co.nz/contact

LinkedIn linkedin.com/in/globalcube