IN BRIEF

Opinions of representatives of Japanese companies about what Romania can do to attract more foreign investors and about the differences between the business environment in Japan and Romania:

PADEC - We believe Romania would be a more attractive market for Japanese companies if it were a more stable environment. I mean the legislative system - the laws that regulate a specific field should not change two or three times during the implementation of a project, as well as a more precise planning of the government’s investments and sticking with a multi-annual investment budget.

Julien Bratu, Kaizen România: The first obstacle we deal with in Romania is the mentality of people to "instinctively" not comply with the rules, even when it is in their best interest and to settle for too little, to not have bold long-term goals.
Generally, the differences between the Japanese and the Western business environment are important. One of the biggest differences is the customer orientation style and well done jobs. Another important difference is the relationship between the employee and the organization. There is stability, as well as investment in educating people through development programs. In Romania, the relationship between employee and organization is based on volatile short-term material benefits.

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Regarding the Japanese concept of entrepreneurship, business is considered to be traditional, being transferred from generation to generation. Of the 3000 companies worldwide with a continuous period of business of 200 years, more than 2000 are in Japan.

So one of the big differences is the concept of business sustainability. We are partners with Japanese companies that have decades of experience, one of them being a family business with a history of 450 years.

Something that is to be appreciated in Japan is their vision on work as a part of the entire life. Watching it seriously, employee’s attitude towards work, towards the employer, the company and its clients, is an attitude of dedication. Work is seen as a way to evolve as a person.