



CC-Biz.com

Cross Cultural Business, Inc.



**C**ross cultural awareness, sensitivity and understanding of how to tailor your business strategies around cultural differences are critical elements of your business plan to succeed in international markets.



## Our Mission

Cross Cultural Business, Inc. was founded in Westminster, Colorado with the mission to assist IT (Information Technology) and “high-tech” industry companies to expand international business by providing consulting services focused around overcoming cultural challenges and barriers.

## About Us

Our founder and President, Yoichi Usui, has over 30 years of experience in the IT industry, covering technical, marketing, sales and general management experience in Japan and in the US.

Additionally, he has extensive marketing and sales support experience in Europe, Latin America and Asia Pacific regions. His deep understanding of the industry and international business makes him an ideal individual to support your new business initiatives.

While our primary expertise is in the computer and storage industry with special focus around the US-Japan market opportunities, we have a global network of contacts and affiliates to meet your needs in other industries and other countries around the world.

## Our Services

- ◆ **Market research**
  - IT and High-tech market trends, user trends and competitive intelligence research of the US and Japan markets
- ◆ **Product marketing strategy support**
  - Development of product positioning and strategies for international marketing and sales
- ◆ **In-country business entry support**
  - In-country support in the US or Japan, including assistance with local office set-up, staffing, channel development, business negotiations and other aspects of establishing your business presence in a new location
- ◆ **Language translation and interpretation**
  - Document translation, meeting interpretation, and simultaneous conference interpretation between English and Japanese for a wide scope of subject matters, with focus around cross-cultural business negotiations and consulting services
- ◆ **Cultural awareness training**
  - Cultural awareness training for anyone planning to spend time in a foreign location
- ◆ **Japanese language and cultural training**
  - Japanese language instruction and cultural awareness sessions for students, individuals and business people

## Contact

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