

## Profile Silke Bromann

### Educational Background:

- M.A. in Japanese Studies, Chinese Language Studies and Business Administration, Graduation thesis about intercultural training in Japanese companies
- PhD in Economics, Doctoral thesis about information management in Japanese manufacturing SMEs



### Professional Experience:

- Freelance work in Business and Political Consulting (research, translations)
- Research Associate and Lecturer at Philipps-Universität Marburg, Martin-Luther-Universität Halle-Wittenberg, Universität Duisburg Essen and Universität Trier
- Visiting Lecturer at Justus-Liebig-Universität Giessen

### Services:

- **Research**
  - market conditions
  - competitors
  - regulations and policies in Japan

(desk research, databases, expert interviews in Japanese language)
- **Seminars and Webinars**
  - business with Japanese partners
  - market entry strategies
  - information collection regarding Japan
- **Consulting**
  - market entry in Japan
  - communication with Japanese business partners
  - information collection regarding Japan
  - trade fairs & business trips to Japan

**Customers:**

- Public business development agencies, business consultants, political consultants, automotive industry, publishers and media

**References:**

- EU Japan Centre for Industrial Cooperation, Brussels (Market reports, webinars)
- Content 5 AG (Business and Political Consulting, Munich (Research, translations)
- Heidkamp Publishers, Edewecht (Germany) (Research, translations)