

## List of Publications – Ph. Huysveld

15/05/2016

### [PAPERS/ARTICLES IN ENGLISH]

**Long Term Sales Strategy targeted at initially hostile and distrustful clients,** The Business Consulting Buzz, May 17, 2012. (Internet link: <http://www.consulting-business.com/long-term-sales-strategy-targeted-at-initially-hostile-and-distrustful-clients.html>)

**Japan: The Sumo-way of Negotiating (shorter version),** ZINTRO blog, October 30, 2012. (Internet link: <http://blog.zintro.com/2012/10/30/japan-the-sumo-way-of-negotiating/>)

**Japan: The Sumo-Way of Negotiating (full version),** Ezine Articles, November 29, 2012. (Internet link: <http://ezinearticles.com/?Japan:-The-Sumo-Way-of-Negotiating&id=7390474>)

**Opportunities for European SMEs in the Japanese Aerospace Industry,** EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, December 2012. <Article page 46 of the publication: “In Search for Growth: Towards a New Role for SMEs in EU-Japan Relations”> (Internet link: <http://www.eu-japan.eu/sites/eu-japan.eu/files/In%20Search%20for%20Growth%20-%20Towards%20a%20New%20Role%20for%20SMEs%20in%20EU-Japan%20Relations.pdf>)

**Japan: The Sumo-Way of Negotiating,** AndyLeighton.com | Japan stories Blog, August 2013 (Internet link: <http://www.andyleighton.com/japan/japan-the-sumo-way-of-negotiating/>)

**Is Japan still Innovative?,** EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, October 2013 Newsletter, page 17 (Internet link: <http://www.eu-japan.eu/sites/eu-japan.eu/files/october13.pdf#>)

**Long-term B2B Sales Strategy in Japan,** BJA (Belgium Japan Association and Chamber of Commerce), December Newsletter, page 5-6, December 2013 (Internet link: <http://www.bja.be/pdf/tf/Number101.pdf#>)

**Why Europe and Japan need an EPA,** EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, December 2013 Newsletter, page 18 (Internet link: <http://www.eubusinessinJapan.eu/library/publication/article-why-europe-and-japan-need-an-epa>)

**Guidelines for B2C Marketing in Japan,** EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, March 2014 Newsletter, page 13. (Internet link: <http://www.eubusinessinJapan.eu/library/publication/article-guidelines-for-b2c-marketing-in-japan>)

**Guidelines for B2B Marketing in Japan**, EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, Octobre 2014 Newsletter, page 16. (Internet link: <http://www.eubusinessinjapan.eu/library/publication/article-guidelines-for-b2b-marketing-in-japan>)

**Direct Sales Entry Strategies in Japan**, EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, Decembre 2014 Newsletter, page 16. (Internet link: <http://www.eubusinessinjapan.eu/library/publication/article-direct-sales-entry-strategies-in-japan>)

**Reporting on Renewable Energies in Japan**, World Organic News, February 2015 (Internet link: <http://www.worldorganicnews.com/?p=9659#comment-323>)

**Strategic Alliances and Partnerships in Japan**, EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, March 2015 Newsletter, page 34 (Internet link: <http://www.eubusinessinjapan.eu/library/news/article-strategic-alliances-and-partnerships-in-japan>)

**The Japanese Consumer Mindset**, EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, June 2015 Newsletter, page 34 (Internet link: <http://www.eubusinessinjapan.eu/library/publication/article-the-japanese-consumer-mindset>)

**JAPAN: 3 keys for Success**, Open to Export (UK), August 2015 (Internet link: <http://opentoexport.com/article/japan-3-keys-for-success/>)

**About Export Routes to Japan**, Open to Export (UK), September 2015 (Internet link: <http://opentoexport.com/article/77677/>)

## [PAPERS/ARTICLES IN FRENCH]

**Sous-traitance automobile belge au Japon**, L'Echo de la Bourse (Belgium), July 18, 1992. <Article about Belgian Automotive Subcontractors in Japan. Summary of my Graduation Thesis> (Internet link: <http://fr.slideshare.net/PhilippeHuysveldlrMB/article-soustraitance-belge-au-japon-lecho-18-juillet-1992>)

**La Civilisation et les Cultures Européennes**, La Revue Générale (Belgium), April 1993. <Article about "Europe's Civilisation and Cultures"> (Internet link : <http://fr.slideshare.net/PhilippeHuysveldlrMB/article-la-civilisation-et-les-cultures-europennes-avril-1993>)

**Liens entre Economie et Civilisation au Japon**, La Revue Générale (Belgium), January 1994. <Article about the Relationships between Economy and Civilisation in Japan> (Internet link : <http://fr.slideshare.net/PhilippeHuysveldlrMB/article-lien-entre-economie-et-civilisation-au-japon-janvier-1994>)

**Japon: Aspects culturels de la négociation**, Les Informations du Commerce Extérieur, magazine de l'OBCE (Office Belge du Commerce Extérieur), Octobre 1994.

<Article about Cultural Aspects of Negotiation in Japan> (Internet link: <http://fr.slideshare.net/PhilippeHuysveldlrMB/article-japon-aspects-culturels-de-la-negociation-obce-1994>)

**Japon: L'Esprit de groupe**, La Revue Générale (Belgium), March 1995. < Paper on the concept of Group Spirit in the Japanese Culture and Society > (Internet link: <http://fr.slideshare.net/PhilippeHuysveldlrMB/japon-lesprit-de-groupe>)

**Sous-traitance automobile au Japon: choisir son composant**, FABRIMETAL Magazine (Belgium), Septembre 1995. <Paper about "Automotive (parts) Subcontracting in Japan" published in Belgium's Federation of Industries Magazine> (Internet link: <http://fr.slideshare.net/PhilippeHuysveldlrMB/article-soustraitance-automobile-au-japon-choisir-son-composant>)

**Recherche et Innovation au Japon**, Youscribe, May 22, 2012. < Presentation in French on "Research & Innovation in Japan", presentation given at the Kick off Meeting of the "Research & Innovation Week in Val d'Oise Prefecture", Paris area >. (Internet link: <http://www.youscribe.com/catalogue/presentations/ressources-professionnelles/analyses-et-etudes-sectorielles/recherche-et-innovation-au-japon-1654761>)

**Japon: Aspects Culturels de la Négociation**, Le Cercle Les Echos, June 3, 2012. <Article in French on Cultural Aspects of Negotiation in Japan> (Internet link: <http://lecercle.lesechos.fr/economie-societe/international/asi/221147530/japon-aspects-culturels-negociation>)

**Les Structures Sociales du Japon - Etat des Lieux**, Slideshare, October 14, 2012. <Presentation made for the course "Social Structures of Japan" and given at the University of Cergy-Pontoise, Paris area, for the Master Program in Languages and International Trade> (Internet link: <http://fr.slideshare.net/phuysveld/structures-sociales-du-japon-etat-des-lieux>)

**Le Japon est-il toujours un pays innovateur ?**, Le Cercle Les Echos, April 12, 2013. <Article in French about Innovation in Japan> (Internet link: <http://lecercle.lesechos.fr/economie-societe/international/asi/221170286/japon-est-toujours-pays-innovateur>)

**À bientôt une nouvelle page pour le Japon ?**, Le Cercle Les Echos, May 2, 2013. <Article in French about the History and the present challenges of the Japanese Economy> (Internet link: <http://lecercle.lesechos.fr/economie-societe/international/asi/221171740/a-bientot-nouvelle-page-japon>)

**De l'importance de négocier un Accord d'intégration économique Europe-Japon**, Le Cercle Les Echos, July 3, 2013. <Article in French about the importance of negotiating an EIA (Economic Integration Agreement) between Japan and the EU>. (Internet link: [http://archives.lesechos.fr/archives/cercle/2013/07/03/cercle\\_75694.htm](http://archives.lesechos.fr/archives/cercle/2013/07/03/cercle_75694.htm))

## [REPORTS/BOOKS/PUBLICATIONS IN ENGLISH]

**Interactions between manufacturers and their suppliers at the Product Development stage. A case study: the Japanese Automotive Industry**, Kyoto University, Kyoto, 1995 <Master Thesis>.

**Get to know your client and adapt**, Market Report (60 pages) for the EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, October 2013. (Internet link: <http://www.eubusinessinjapan.eu/library/publication/report-get-to-know-your-client-and-adapt>)

**Japan Entry Strategy**, Market Report (60 pages) for the EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, November 2013. (Internet link: <http://www.eubusinessinjapan.eu/library/publication/report-japan-entry-strategy>)

**Renewable Energies**, Market Report (75 pages) for the EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, December 2013 <co-author: Motoko Huysveld> (Internet link: <http://www.eubusinessinjapan.eu/library/publication/report-renewable-energies-japan>)

**An assessment of key EU industrial sectors open to Japanese technological cooperation and investment**, Publication (90 pages) for the EU-JAPAN CENTRE FOR INDUSTRIAL COOPERATION, delivered to the Centre in April 2014 <co-author: Motoko Huysveld> (Internet link: [http://www.eu-japan.eu/sites/eu-japan.eu/files/AnAssessmentOfKeyEUIndustrialSectors\\_FINAL.pdf](http://www.eu-japan.eu/sites/eu-japan.eu/files/AnAssessmentOfKeyEUIndustrialSectors_FINAL.pdf))

**Japan Business Toolkit**, Flanders Invest & Trade Agency (Belgium), August 12, 2014 (20 pages), eBook about "Learning the basics about Doing Business, Negotiating, Selling and Marketing in Japan." (Internet link: <http://www.flandersinvestmentandtrade.com/export/nieuws/japan-business-toolkit>)

**The Ultimate Survival Guide for Business in Japan**, Lulu/KOBO/Google Play/iBook store & Amazon, 1<sup>st</sup> edition, August 2014 < 156 pages eBook> (Internet link: <http://www.lulu.com/shop/philippe-huysveld/the-ultimate-survival-guide-for-business-in-japan/ebook/product-21774196.html>)

## [REPORTS/BOOKS/PUBLICATIONS IN FRENCH]

**Analyse et Etude d'opportunité de sous-traitance automobile belge au Japon**, Institut Supérieur de Commerce Lucien Cooremans, Bruxelles, 1992. < Graduation Thesis on the Japanese automotive subcontracting Industry>

**Lecture Economique de l'Histoire du Japon**, Lulu.com/KOBO/Google Play/Youscribe & Amazon, 2<sup>nd</sup> edition, April 2014 < 137 pages eBook on the History of the Japanese Economy > (Internet link: <http://www.lulu.com/shop/philippe-huysveld/lecture-economique-de-lhistoire-du-japon/ebook/product-21602718.html#productDetails>)

**MOSAICA JAPONICA: Lecture Culturelle du Japon socio-économique**, Lulu.com/KOBO/Google Play/Youscribe & Amazon, 1<sup>st</sup> edition, March 2016 < 182 pages eBook on the relations between culture, economy and society in Japan> (Internet link: <http://www.lulu.com/shop/philippe-huysveld/mosaica-japonica-lecture-culturelle-du-japon-socio-économique/ebook/product-22618905.html>)

## **[E-LEARNING VIDEOS IN FRENCH]**

**E-Learning Video “Exporter vers le Japon”**, July 2014, 15 minutes Video about "Exporting to Japan", recorded for "La TV des Entrepreneurs" (Entrepreneurs' TV), a French E-Learning company specialised in Training of Business Executives. (Internet Link: <http://www.tvdesentrepreneurs.com/developpement-entreprise/exportation/exporter-au-japon.html> or, if interested, you can see the entire Video on our site: [http://www.gbmc.biz/Japan\\_Training\\_Lecturing.html](http://www.gbmc.biz/Japan_Training_Lecturing.html)).

**E-Learning Video “S’implanter au Japon”**, July 2014, 16 minutes Video about "Setting up in Japan", recorded for "La TV des Entrepreneurs" (Entrepreneurs' TV), a French E-Learning company specialised in Training of Business Executives. (Internet Link: <http://www.tvdesentrepreneurs.com/developpement-entreprise/exportation/creer-une-entreprise-au-japon.html> or, if interested, you can see the entire Video on our site: [http://www.gbmc.biz/Japan\\_Training\\_Lecturing.html](http://www.gbmc.biz/Japan_Training_Lecturing.html)).