



Maema

A BRIDGE BETWEEN JAPAN AND ITALY

MAEMA is made up of a group of Japanese and Italian professionals, with a deep interest both in Japan and Italy, who are engaged in connecting the two countries through cultural exchanges and business activities.

The **culture side** is mainly cared for by the Japan-Italy Club which cooperates with Fuji Association (www.fujikai.it) that gather many Japanese and Italians who are committed to promote cultural exchanges between Japan and Italy. There are courses of Japanese language, writing, origami, ikebana and cooking as well as artistic events related to music, pottery or tea ceremony. Several other opportunities are created to reach a deeper mutual knowledge and understanding. With the same purpose, Japan-Italy Club takes care of editing and publishing books, articles, educational material and information about the two cultures. It uses its know-how to encourage visits, trips and even home staying in Japan as well as in Italy to foster a real friendship between the two nations.

On the **Business side**, the long and deep experience in various sectors of MAEMA's professionals can provide many kinds of support to both Italian and Japanese Companies and Organisations. An important activity is the **translation** of any text from Japanese into Italian and English and viceversa. Important is also the first class interpreters' support for the customers in their activities of negotiation, conventions, consulting, factory work, fairs, travels, study visits... **Intermediation** and support for joint projects between Japanese and Italian companies are among the key assignments of Maema.

Another of the major activity fields of MAEMA is the introduction to the main **management methods** used by the Japanese companies to be leaders in the world, especially in the manufacturing (*monozukuri*) sector: Kaizen, 5S Program, TPS/Lean approach, TQC, TPM, Human Resources growth and motivation, New Technologies for Smart factories... This activity includes writing, editing, translating and publishing of articles and books, as well as short preliminary courses for European companies and managers in order to be successful in Japan.

With the purpose of achieving a better understanding of these Japanese methods and systems, and in order to show their application in their "birthplace", MAEMA, together with its Japanese partners, organizes **Japan Study Tours** and tailor-made visits to Japanese excellent companies. After years of experience in study tours, Maema is now able to organize Study Tours aimed at introducing to foreign managers and entrepreneurs the Italian and European excellence and peculiarities in fields and sectors such as food, fashion and leading-edge/high precision mechanical industry.



MAEMA di Manisera Rosario

- **Brescia Office:** Via Verrocchio 154 - 25124 Brescia - Italia
maema@giappone-italia.it - www.giappone-italia.it
Tel./Fax +39 030 2305952 Mob. +39 335 6748968
- **Ravenna Office:** info@giappone-italia.it
Tel./Fax +39 0544 550123 - Mob. +39 348 2283713
- **Tokyo Office** (Partner Company: Bella Consulting Co.,Ltd.)
info@bella-consulting.co.jp; <http://bella-consulting.co.jp>
Tel.+81 (0)3 6303 7188; Fax +81 50 3737 2519