

# ***Why English Matters***

## **Webisode #2.5 Japan**

**“The Globalization of Japan”**

[Music]

### **Title:**

**Why English Matter**

**Documentary Series**

**The Globalization of Japan**

### **Onscreen Text:**

Japan is the world’s fastest aging country and has one of the lowest birth rates. The population is shrinking. The economic consequences are growing.

**Tsuyoshi Komori**

### **Global Organization and Human Resources Consultant**

Japan is famous for very good social infrastructure, like hospital systems, medical insurance systems, police, all those things. If you call an ambulance, then most likely we can get, almost immediately, coming to you to help you. But that is supported by public money. If you lose economical strength, that kind of service wouldn't come to us. That's a real impact. If you don't globalize, we will shrink further. Using English as a common language is very key. You can't just do without it.

**Aya Kurata**

**Manager, Nissin**

The population of Japan is slightly decreasing, so for the Japanese companies to grow, we have to compete in overseas market.

**Tsutomu Takahashi**

**Chairman of KPMG in Japan**

Our leader consumer market has been shrinking. So to sustain their performance, the Japanese company is trying to seek new market all over the world.

**Tsuyoshi Komori**

**Global Organization and Human Resources Consultant**

Out of this 7 to 8 billion human beings in this whole global community, Japanese speakers are quite limited, and these days, it's not uncommon to use English in a Japanese headquarters.

**Product Manager, Marketing Department**

**Olympus Corporation**

For that reason, some of the Japanese company set English as a common language inside of the company.

**Tsutomu Takahashi**

**Chairman of KPMG in Japan**

For Japan's bright future, English is vital.

**Tsuyoshi Komori**

**Global Organization and Human Resources Consultant**

To understand your counterpart deeply, you have to interact directly and see how he or she reacts to it as a human being

and show how you react to their stories as a human being. That's the key for any mankind to build a trust. Using English is by far the most powerful tool to do that.

**Onscreen Text:**

The views and testimonies expressed in this documentary are of the individuals participating in it and do not necessarily reflect the views of their companies.

**[End of Japan]**