

# Japan Paper

## INTRODUCTION

### Welcoming the audience

- Hello / hi everyone
- Thanks for being here today.
- It's so good to see you all here.

### Introducing yourself

- So, as you know I'm...
- I'm .... From ....

### Giving your position, function, department, company

- I'm in charge of ...

### Introducing your topic

- I'll be talking about...
- Today I'm going to talk about ...
- In my talk I'll tell you about ...
- Okay, so today I want to inform you about/ explain to you/ tell you about ...

### Saying why your topic is relevant to your particular audience

- Today I am going to talk about something particularly interesting for ....
- At the end of this presentation, you will understand ...

### Stating your purpose

- So shall we start talking about ...?
- My main goal for today is to inform you about ...
- So, today I'll present the following topic: ...
- So, during these next few hours/ minutes we'll take a look at ...

### Structuring

- So, during this presentation we will particularly look at/ focus on three main parts.
- In this presentation, I will focus on three main ideas.

### Sequencing

- So, we will first look at ... then ... and finally ...
- The presentation will be structured by first understanding .... Then looking at ... and thirdly I'll explain....
- So, the first part is about ... the second one's about... and the third one is about...

**Name:** Wataru Kinoshita

**Company's name:**

JapanPaper

**Target audience:**

international buyers  
interested in Japanese  
stationary.

**Topic:** The difference  
between Japanese stationary  
and the rest of the world. The  
innovative technology used.

**Purpose:** convincing an  
international audience to buy  
Japanese stationary.

**Presentation subtopics:** -  
- The convenience of using  
Japanese stationary (every  
single detail is thought about  
and used for the user's  
commodity),

- the invention of stationary  
products you didn't know  
you needed but that will  
change your life (such as  
stapeless stapler),

- the care given to make  
sure it is all  
environmentally friendly.

## Timing

- So, the presentation will be approximately 10 min.
- This will take about 5 min.
- Just as a heads up, this presentation will take about ...

## Handouts

- I'll be giving you all copies of the slides so don't stress about taking notes.
- I also wouldn't mind sending you an email with the ppt slides, just let me know.
- You don't have to take notes if you don't want. I'll give out a handout with all the important statistics at the end.

**Timing:**  
5 min

## Questions

- There will be time for questions at the very end.
- If you have any questions just let me know
- Feel free to ask any questions during my presentation.
- If you have any questions later on after the presentation, feel free to shoot me an email. I'll gladly assist you with anything.
- We will have a short Q&A session at the end of the presentation, so please hold your questions until then.

## EFFECTIVE OPENINGS

### Rhetorical questions

Is market research important for brand development?  
Do we really need quality assurance?

**Added value:**

### Interesting facts

According to an article I read recently, ...  
Did you know that ... ?

I'd like to share an amazing fact / figure with you.

Fun facts about  
Japanese stationary's  
innovative  
technology.

### Stories and anecdotes

I remember when I attended a meeting in Paris, ...  
At a conference in Madrid, I was once asked the  
following question: ...  
Let me tell you what happened to me ...

### Problem to think about

Suppose you wanted to ... . How would you go  
about it?

Imagine you had to ... . What would be your first step?