

Tatsuya Okamura, a man who knows the world.

Tatsuya Okamura's Jewelry and Health Travels in Taiwan

Part2(2019)

Let's go to **Jiufen** today!!



At the end of **the 19th century**, **Jiufen** was a thriving gold mining town.

Although it was popular during **the gold rush**, it declined after the goldmine closed.

However, it attracted attention as the setting for the 1989 Taiwanese film

**"The Heartless City,"** and now it has become a major tourist spot that attracts tourists from all over the world. Let's get hungry and stretch our legs in search of the good old Taiwan!!



The light from the famous lanterns and the cityscape are most beautiful before and **just after sunset**. The mountains and Keelung Port are not visible at night, so the best time to see them is around sunset. So, try to arrive during this time! If I use a taxi, I can easily adjust your time.

By the way, taxis in Taiwan are cheaper than in Japan. Half-day or full-day charters are cheaper than metered taxis.

*It takes about an hour one way by taxi from central Taipei to Jiufen.*

To adjust the time, go to **Taipei 101**

As a brave Meiji person, I have a fear of heights, so I prefer to watch from a distance.



I was guided to two viewpoints.





Let's introduce a thriving store in front of the viewpoint of **Taipei 101**!!

This is not about introducing products, but about **business systems and techniques**...

The display inside the store is wonderful, with products arranged in an orderly manner, typical of Taiwan, which has a strong affinity with Japan. ( Display for easy inventory management ) Tatsuya Okamura keeps two things in mind when checking the display.

The color and line of movement when photographed with a camera, and the expiration date. This time, I will explain the latter point.

I say this boldly without fear of misunderstanding. I will teach you "**techniques to capture the hearts of your customers.**"

For example, in the case of food, health foods, and beverages, products with expiration dates close to the current (old) items should be placed at the front of the display shelf, and it is typical of **the Japanese ABC classification** to display products with expiration dates that are far (newer) from the present in the back of the store.

Great for corporate manuals. However, that alone is not enough to win the hearts of customers.

An example of demonstrating techniques within this system:

○**If a customer requests product explanation in-store:**

- ① Pick up the products in the front row (in front of the display shelves) and explain them.
- ② Explain the product's features (efficacy and effectiveness), focusing on its superiority over comparison products.
- ③ When the customer decides to make a purchase, **you take out the product (new product) from the back of the display shelf and hand it to the customer.**
- ④ When you hand it over, you explain why you took the item out from the back and handed it to him.

Signaling that you understand the systems and techniques will increase your reputation. Then, that customer becomes a fan of that staff (store) and is sure to become a repeat customer.

A little creativity and ingenuity can make a big difference in results. I also have a sense of fun, and when I buy something, I like to see what the store staff will do, so I ask them about things I already know. Of course, when purchasing a certain amount of expensive item...

Impressions of this store: The staff's English was fluent and met the requirements, but they didn't have the technique to grab the item.

I think I'll go to a different store next time.



In business, each person has **their own unique techniques**. It's all about the technique (individuality) within the system. The same goes for the individuality of system construction.

It goes without saying that one of the roles of leaders is to communicate their own experience and knowledge (**tacit knowledge**). (**knowledge of form**)



As an aside, **Taipei 101** is 101 stories above ground, which is where the name comes from. The height is 509.2 meters, and there are five floors underground. (**Tokyo Sky tree is 634 meters high**) The name of the construction phase is Taipei International Financial Center (Chinese: Taipei International Finance Building. After seven years of construction, it was completed in **2004** as **the world's tallest skyscraper**. It was designed by famous Taiwanese architect **Lee Zu-yuan** and constructed by a joint venture led by Kumagai Gumi. The total construction cost is approximately 240 billion yen.





Oh, go to **Jiufen** before sunset.

**Jiufen** once flourished as a city of gold. The cobblestone streets are lined with shops, and red lanterns are lit at night.

There are plenty of things to see, such as eating while walking, looking for souvenirs, and a tea house with a nice view.

However, the smell of sewage is strong in some places, so don't forget to wear a mask...

It is believed that Jiufen was used as a model for *Hayao Miyazaki's* animated feature film **Spirited Away**, which was released in July 2001. I've only seen the digest version of the movie, but it's a sentiment that makes sense.



There are many cobblestone pavements and steep stairs, so it's best to wear comfortable sneakers.

It rains a lot, so **rain gear is a Must**.

Also, since it's the top of a mountain, it's quite cold.

(Jacket shops and umbrella stores are thriving. Contributed to sales...)



After all, **tapioca**!!

**Tapioca** (Portuguese : tapioca, Chinese : 木薯) is a starch made from the rhizomes of cassava, a member of the lighthouse grass family. Surprisingly, it is also important as a raw material for chemicals used to increase the strength of paper.



My first child was looking forward to tapioca drinks and chose Taiwan.  
One drink at this shop



## A stylish teahouse



The center of sightseeing in Jiufen is Jishan Street, which is full of traditional restaurants and street stalls, and the steep Suzuki Road, which is full of teahouses.



Enjoy a luxurious time enjoying fragrant Taiwanese tea and sweets while enjoying the majestic scenery at this teahouse with a retro atmosphere and stunning views.



Oh, my goodness, a **tapioca shop** that seems to be a popular shop.





About 600 yen in Japanese yen.





With a bloated stomach, let's [go to the jewelry store](#) where I do business tomorrow!!



OEM stores cannot be introduced due to trade secrets...





According to statistics from [the International Monetary Fund \(IMF\)](#), Taiwan's GDP in 2017 was \$579.302 billion. The scale of Taiwan's economy exceeds the total prefectural product of Osaka, Hyogo, and Shiga prefectures, this exceeds the combined gross domestic product of Kyushu and Shikoku. **Taiwan's per capita GDP (purchasing power parity = PPP basis) exceeded \$30,000 in 2007, and in 2010, Taiwan ranked 22nd in the world at \$34,743, Overtaking Japan for the first time.** Taiwan's GDP per capita (PPP basis) in 2017 was \$50,452, ranking 18th in the world. In the top 29 richest countries and regions in the world, Taiwan is the 19th richest country in the world. Taiwan's nominal GDP per capita exceeded \$20,000 in 2011, And in a country with a population of over 20 million people, Taiwan has become the 12th country in the world to have a per capita nominal GDP of over \$20,000. Currently, 12 countries have achieved a nominal GDP per capita of more than \$20,000. In 2018, Taiwan's nominal GDP per capita was \$25,004, an increase of \$596 from the previous year. The nominal per capita GNI (gross national income per capita) was \$25,456, an increase of \$401 from the previous year. According to the "Third Medium Term Asian Economic Forecast (2017-2030)" released by the Japan Center for Economic Research (JCER), Taiwan's nominal GDP per capita will be 30,000 dollars in 2022 and 4 million dollars in 2029. In terms of economic scale, Taiwan's GDP is expected to reach \$750 billion in 2022 (equivalent to the gross regional product of the

Kinki region) and \$1 trillion in 2030. Additionally, according to the "World Economic Outlook (WEO October 2018)" released by the International Monetary Fund (IMF), Taiwan's nominal GDP per capita is expected to reach \$30,000 in 2022, and GDP per capita (PPP basis) is expected to reach \$60,000.



Prices in **Taiwan** are about 2/3 of Japan in **Taipei** and 1/2 of Japan in rural areas, so it's easy on the wallet...

As mentioned above, **Taiwan** is doing well with its economy and national income on the rise, but interestingly, independent stores are struggling. They have established an absolute position and are economically prosperous. I think this is based on Taiwan's national character and **individualism**. To begin with, Taiwan has a well-established philosophy of not relying on the state, and has developed a sense of self-reliance, mutual aid, and coexistence, which in fact has become its national strength.





One of the luxuries of spending time abroad



It's not a stroll.





It's not even shopping





Yes...



It's a movie!!



This time is



Not "Frozen"...(I've already seen it in Japan)



## STAR WARS



When I lived in England, I would often go to Paris by taking the Eurostar to see the latest films from around the world.



At Taiwanese cinemas, people wait in front of the entrance and are given tickets.



Once you enter, you can purchase drinks and food just like you would at a baseball stadium.



It was an interesting movie!!

It's said to be the last story, but I'm sure it will come back again !?

American entertainment customs always say "last".

I always look forward to the far-fetched revival story (theory).



**Business** and **commerce** are different. If you understand the true meaning of this, you will be able to understand and be satisfied the difference between **strategies/systems** and **tactics/techniques**.

I say this boldly without fear of misunderstanding. **The higher the layer of board members, the more likely they are to shift from long-term perspectives (goals) to short term management issues, Conversely, the closer you are to the field, the more important it is to set tasks that focus from short-term to long-term perspectives (goals).**

By the way, tasks are provided to staff in the order of ① **instructions**, ② **explanations**, ③ **delegation**, and ④ **raises and promotions**, depending on the staff's position.

① First, only give task instructions. For staff who have completed step ①, ② explain the significance of the task and carefully explain the process from input to output.

When ② reaches the level of understanding → consent, move on to “③ Delegation.”

If you delegate and deliver the work on time, you will definitely be given ④ a raise or promotion. Therefore, it is best to separate the timing of raises and promotions.

(Example: Promotion in September, raises in March, etc.) Staff motivation is maintained at a high level by **providing an incentive environment twice a year**.

However, leaders should strive to create a working environment rather than just providing a place to work. The role of the human resources department is to provide a workplace.



Let's eat high quality **Taiwanese beef** tonight too!!





What I remembered while listening to a street singer's song →An episode about a famous rock singer who was active in the pop music genre for a while.

Pop music is expected to be difficult because it involves not only singing but also dancing and other **harmonies**, but when he tried it thinking it would give him a different sense of excitement than rock music, he found it to be surprisingly simple and timeless.

( I don't think he disrespects pop musicians, though... )

He realized how deep and great rock music was until now, and after his return, he became even more successful.

By the way, Japanese rock musicians have amazing acting skills.

In all genres, people from the rock world have outstanding acting skills.





This also applies to the current business situation of **Osaka-born Hiroshima Prefecture people who are athletic, Meiji-style**, and have a legal mindset. He feels that his activities are easy and other activities are hard. He thinks he can make more people happy. It takes years of experience to realize that he can't make many people happy if he makes things easier rather than harder.



Special place



It's probably not listed in guidebooks etc...



7 minutes' walk from this shop



When it comes to business New Year's events, I miss the "kick-off meeting" and then the "New Year's party." Prepare a huge venue and roll out the red carpet. Dress Code is Tuxedo. The management team welcomes the staff, who often receive attention daily, with welcome drinks (of course, real champagne, not sparkling wine). A first-class chef will also be assigned. If you treat fake as real, even your business will become fake, and the plating will peel off immediately. Prize money, certificates, and prizes are handed out from a two-tiered podium to staff members who performed well in the previous year. The prize money paid off (from my pocket money) After all, extra income is nice.

As a result, the staff's performance improved the following year after being praised in front of many people. In addition, many staff members are inspired and motivated by seeing these scenes. This chain creates sustainable synergies. However, there are surprisingly few people who wish to be promoted to a position that they hand certificates and other awards.

On the other hand, some staff members may not be able to adapt to this corporate culture. That can't be helped, especially if it is a manufacturer.

To be bold and say it without fear of misunderstanding, **a company's culture** is established through **its fit and lack of fit**.



As a side note, if I were in the position of a staff member, I'm not sure whether receiving praise in public would be an incentive...

Make sure your speech at a gorgeous ceremony is **short**, **humorous**, and **full of ideas**...  
You can learn about a country's past, present, and future from **a bookstore**.



Finally, a word about **Ghosh's escape issue**. Talking about strengthening screening (including x-rays) at airports or increasing bail amounts is beside the point. The problem can be solved by making him wear bracelets or anklets with GPS functionality. (You may also create a high-end diamond bracelet or ank.)

This is a typical example of the difference between Japanese-style problem-solving thinking and world-standard problem-solving thinking and is common in the business world.

Without fear of misunderstanding, I can boldly say that **Carlos Ghosn** (born March 9, 1954 in Brazil) gave an amazing presentation. He did not read aloud from a paper, but spoke in his own words, in English, French, and Arabic. Regardless of the guilty plea, the presentation is top-notch. I feel how smart he is. Japan's Minister of Justice immediately held a rebuttal press conference. This response is completely natural. Unfortunately, it was only in Japanese and there was no simultaneous translation. Japanese only reaches 100 million people, while English reaches 1 billion. This is also a difference in standards between Japan and the rest of the world.

By the way, **the ratio of foreign board members in listed companies in Japan is 3%, which is one-tenth of the 30% in the UK, US, and France**. In this way, the objective numbers that have been accumulated show the character of the country, and Mr.

Ghosn has a tailwind from the perspective of world opinion.

Now, let's return to the exciting world of business and go wild!!

Oh yes, When I was a child, Kung Fu movies by *Jackie Chan* (born April 7, 1954, in Hong Kong) and *Bruce Lee* (born November 27, 1940 - July 20, 1973, in Hong Kong) were all the rage. I also put on one nunchaku and a kung fu suit (although I don't jump on trends) and put it into practice.

Then, I found a boy who flew away saying "*Acho*" !!!

It's like he has traveled back in time.

**It runs blood.**

