



Lack of Cross-Cultural Awareness kills the opportunity / strategy at very early stage.

Culture drives great results.
— Jack Welch —

Whilst all the world is in pursuit of power, culture corrects the theory of success.
~ Ralph Waldo Emerson

“Businesses often forget about the culture, and ultimately, they suffer for it because you can't deliver good service from unhappy employees.”
Tony Hsieh (CEO, Zappos)

HoRenSo Consulting Services

Cross Cultural & Leadership Training

Our Training will assist Indian employees & Japanese expatriates understand each other's culture, value system & business practices so they can work comfortably, assist each other & contribute effectively towards organizational growth.

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Cross Border Trade Liaisoning

Assist Indian and Japanese companies to Import and export from Japan and India respectively by representing their company, finding, validating and negotiating with potential Trading Partners, buyers, sellers, and manufacturing companies.

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B2B Support

Assist Indian & Japanese companies to identify potential markets, industries, customer segments, connect with suitable Marketing and Distribution Partners and facilitate them to showcase their products in Exhibitions, Trade Shows and Events.

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Who We Are ?

HoRenSo Consulting

HoRenSo Consulting is a specialized management consulting firm based in Delhi, India, founded by Mr Ravi Singh, having over 20 years cumulative experience of working with Japanese Clients, stakeholders and Counterpart, coaching and assisting thousands of Indian Employees and expatriated in the cross-cultural business environment, providing research, consulting and advisory support to a variety of business ventures and trade advisory work with extended concentration on the Indian Market and Asia Pacific Region.

We are a team of experts with extensive experience working with and supporting clients from diverse backgrounds and businesses and have started this consulting to cater for the changing demand of clients originating from a different geography now wish to go global by exploring the opportunity in the new marker, find new partner transform their business to make strategic and sustainable growth.



Our Philosophy

Our philosophy is inspired by one of the very famous authors Mr Peter Drucker's quote "Culture eats strategy for breakfast"

- Cultural difference & requisite localization support is still a major pain-point**

Based on the feedback received from Japanese companies including a few that are operating in India for 40-50 years, we too believe, cultural differences between India and Japan are one of the major reasons that keep de-motivating Japanese and Indian Individuals or companies to work comfortably with each other and explore business opportunities in India and Japan and succeed in each other countries.
- Both Indian & Japanese National (expatriates) need to be guided & trained**

Indian employees need to be taught about the Japanese culture, value system and business practices. Japanese expatriates need to be taught about how they can work comfortably with their Indian counterparts, manage & motivate Indian employees and succeed in the Indian market.
- Training and Support offered by most companies doesnt serve the purpose**

There are several companies, offering Japanese Cultural Training but most of these are so basic (simple business etiquette) or so detailed that the attendees are not able to relate it to actual issues they face while working with Japanese companies or counterparts. Similarly, most of the training about the Indian business environment covers the opportunity but not the challenges and how to deal with these challenges.

Our Mission

- Not just guide & assist you but also prepare you to succeed in any cross-cultural environment**

Since providing training and development services is our core competency, so no matter what services client take from us, we make sure to help our clients understand the cultural expectation of their counterparts because the motive of HoRenSo Consulting is not only to provide services but also to educate our clients in such a way that our client can work comfortably in cross-cultural environments.
- Offer you only that actually matters**

Japan is a highly cultural country and follows several business practices, but to keep our module relevant and interactive, we have carefully chosen only those practices that are considered the most common, widely known and followed business practices in Japan, and expected to be followed by Non-Japanese persons too.
- Help you get into your counterparts shoes**

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Feel free to connect with us for your business requirement

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