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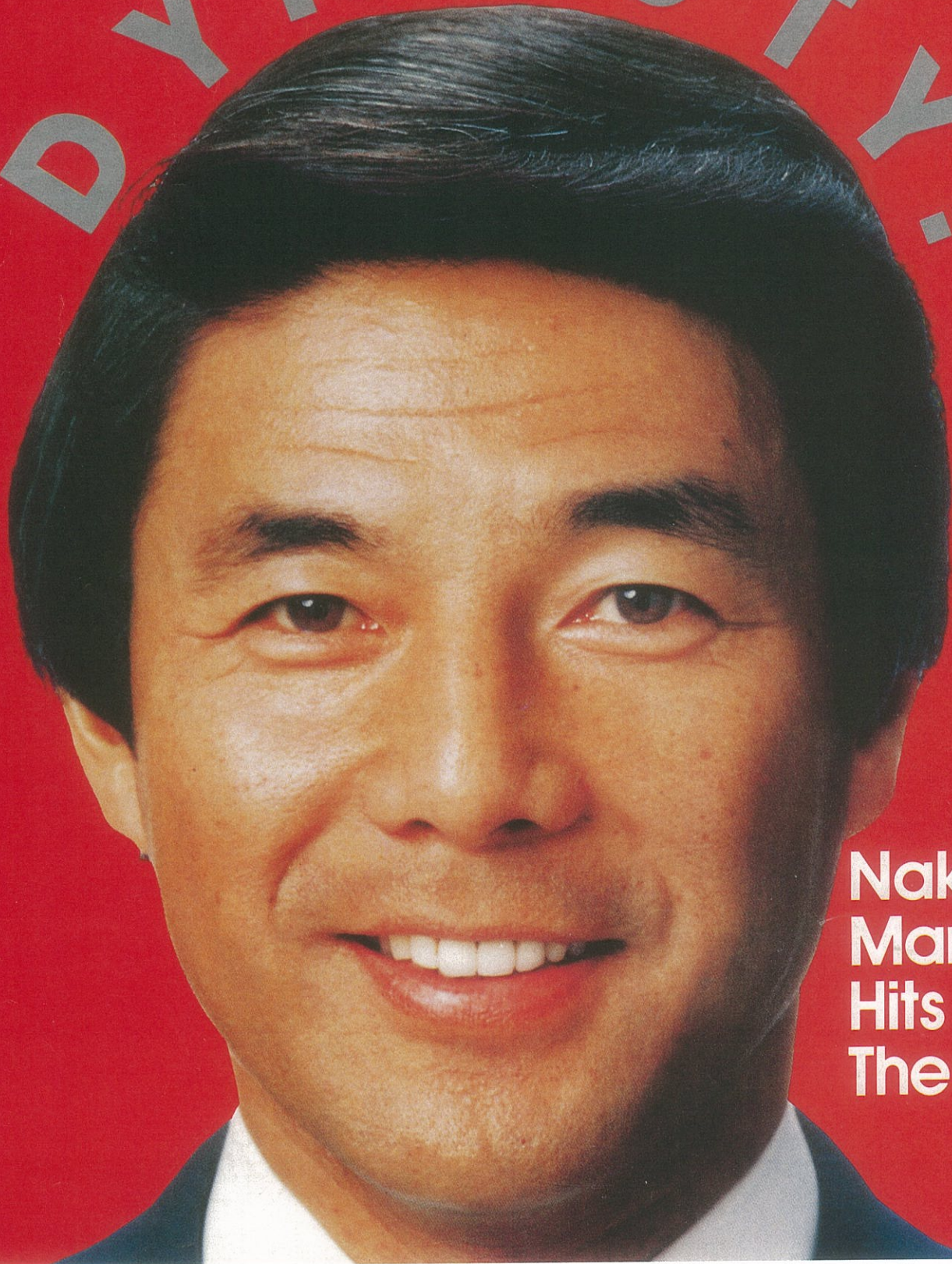
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A GUIDE TO CONTEMPORARY JAPAN

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DYNASTY!



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The Equal Opportunity Law

by Katie Shelley

Individual, family and working lives of everyone in Japan will be affected by Japan's new equal opportunity law. It is up to us all—men and women—to familiarize ourselves with the new regulations and the changes they are bringing.

The Equal Opportunity Law that came into effect on April 1 is probably the most personally involving piece of legislation passed by the Diet in modern Japanese history.

Tokyo-based Thomas Nevins, an expert on employment in Japan, has closely examined the flow-on effects. His conclusion, "I strongly recommend that foreign firms make a conscious, planned, quick and strategic effort to get access to and take advantage of the still largely unleashed power of women lying dormant in this society."

Nevins is the highly respected author of "Labor Pains and the Gaijin Boss." He is managing director of TMT Inc., a firm specializing in labor consulting and executive search in Japan. He has also estab-

lished Access Business Associates, a division managed by women and specializing in providing career opportunities for Japanese and foreign women.

More than 15 million salaried women work in Japan, more than there are fulltime housewives. Forty percent of the nation's workforce are women—compared with 44 percent in the United States and 48 percent in Sweden. But, as Nevins points out, the wage gap between men and women has been growing.

The average hourly wage for female part-timers in 1984 was 572 yen an hour, or 75 percent of the pay of women regulars. Only 49 percent of corporations surveyed last year had equal payscales for both men and women graduates. Worse, discrimination, both benign and active, has prevented women from achieving their career potential.

Nevins sees definite opportunities arising from the new discrimination-removing law that came into effect

in April—for both women and those corporations that make proper use of the change.

"Multinationals in Japan stand a good chance of competing for some of the best resources among women graduates," he says. "In less structured and bureaucratized foreign firms, Japanese women have already succeeded in gaining more responsibility and higher pay than is possible in a more traditional environment."

"Many foreign firms have already displayed a great receptivity to the idea of utilizing the untapped labor market. Now society will gradually change. The greater acceptance of female marketing and sales representatives may provide great benefits to multinationals here."

But Nevins adds a timely piece of advice. "Foreign firms here must learn, as Japanese firms have been doing, about the new law and the changes which will result." ■

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We can help improve your company's performance in Japan, both in productivity and profits, by applying new business practices, compensation structures and personnel management techniques. TMT was established in Tokyo in 1978 and pioneered labor consulting for multinational firms in Japan. This work brought us in close contact with our clients and their opportunities and problems. As a result, we became familiar with their organizations and needs and this led to the setting up of our executive search operation.



Thomas J. Nevins
Managing Director of TMT Inc. and author of "Labor Pains and the Gaijin Boss", a popular guide to hiring, managing and firing the Japanese.

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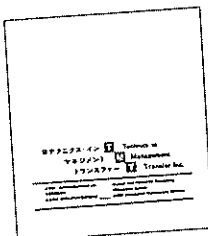
- An effective integration with our pioneering labor consulting has made us a leader in the Tokyo staff recruitment business.

ABA Clerical Recruitment Division

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TWO NEW WAYS TMT INC. IS INVESTING IN YOUR GROWTH

1. Expansion in facilities and manpower.

While maintaining our current premises, from April 1, 1986 we tripled our space in a new building nearby. Conducting thorough research and recruiting for our clients takes long hours of effort on the part of our Search Associates. TMT is ready for the future with expanded office facilities that are designed to accommodate up to 49 Associates to keep just ahead of client demand. (We currently have 21 Associates.)



2. Establishment of ABA—for women's career opportunities.

We are pleased to announce that from April 1, 1986—the day Japan introduced the Equal Employment Opportunity Law—TMT launched a separate division run and managed by women for today's career woman. This will bring our clients Japan's most untapped and underdeveloped resource. ABA specializes in the placement of Japanese and foreign office professionals.

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