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**PACIFIC DREAMS AND TSAICOMMS PARTNER TO  
OFFER CROSS-CULTURAL WORKSHOPS**

**Portland, Ore. – March 22, 2005.** More and more companies in the Pacific Northwest are turning to China and Japan to expand their sales and business. They quickly learn how difficult it can be to work in these foreign markets and how vital cross-cultural training is to their success across the Pacific. Pacific Dreams, Inc., an Oregon company specializing in Japanese cross cultural workshops, business consulting and translations, announced a strategic partnership with TsaiComms, an ethnic communications, cross-cultural intelligence and strategic marketing firm, to offer the *Building Bridges* workshop series.

The two workshops, *Building Bridges Between the U.S. and China*, *Building Bridges Between the U.S. and Japan* are tailored specifically for businesses offered at least once a year to the public or can be customized and tailored for any company's specific needs.

*Building Bridges Between the U.S. and China*, on April 27<sup>th</sup>, 1:00 – 5:00pm, at the Portland Hilton, has been designed for cultural immersion and education in Chinese culture and business etiquette. Attendees will gain a better understanding of China's social framework, cultural differences between the U.S. and China, negotiation skills, Chinese communication styles and Chinese business etiquette and protocol.

"We are seeing increased interest in our workshops in conjunction with the growth in trade across the Pacific with Japan and China," said Ken Sakai, president of Pacific Dreams, Inc.

"Companies can set themselves back numerous years by being culturally inappropriate and not understanding the cultural nuances of these countries," said Lillian Tsai, president of TsaiComms. "Those companies who invest in cross-cultural training before starting their business relationships in Asia have found greater success in these markets."

For further information or to register for the workshops, please visit [www.pacificdreams.org](http://www.pacificdreams.org).

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