



FACT SHEET

FOR IMMEDIATE RELEASE

December 1, 2011

COMPANY: **Exploring Concepts, Ltd. Co.** – A globally-oriented company that strives to foster a lasting understanding of foreign cultures and to manage expectations of culture shock. Founded in 2005, privately held Exploring Concepts is directed by CEO Stefanie Wakata and supported by a team of independent consultants.

MISSION: **Cross-Cultural Integration Strategy and Training**

- Provide customized preparation, as well as coping strategies for professionals in multi-cultural work environments or relocating personnel and dependents.
- Help absorb the culture shock and bridge the gap to the foreign destination, and make cross-cultural transition a constructive process, as well as a memorable experience.
- Achieve improved competency at the local or foreign work place and the maximization of the return on corporate investment, as well as personal success.

LOCATION: Houston, Texas; USA

AREAS OF EXPERTISE: Currently, the regions of Japan, Germany and USA/Houston are the primary focus.

SERVICES:

- Customized cultural integration plans for corporations and individuals
- Focused cross-cultural training and mentoring of professionals and families before, during and after a foreign assignment
- Cross-cultural training of local professionals with an international clientele and/or working in multi-cultural organizations

FOR MORE INFORMATION: exploringconcepts.com

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STEFANIE WAKATA
CEO
Exploring Concepts, Ltd. Co.

Stefanie Wakata is the founder and CEO of Houston-based Exploring Concepts, Ltd. Co. Wakata oversees the company's operations and develops cross-cultural integration strategies for corporations and individuals with the goal to raise productivity at the work place of professionals with an international assignment or local professionals in a multi-cultural organization. Further, Wakata is in charge of customized training programs for local staff of corporations, as well as professionals and dependents in preparation, during and following a foreign deployment.

Previously, from 1999 until 2003, Wakata had been Account Executive and then Senior Account Executive at Griffin Integrated Marketing in Houston, TX, USA (today known as Griffin Communications Group). In these positions, she developed and executed strategic marketing and media plans for a variety of clients.

Before that, from April 1992 until September 1994, Wakata served as public relations assistant for the European headquarters of the Japanese video equipment manufacturer Ikegami Electronics (Europe) GmbH in Neuss, Germany. In this function, Wakata oversaw and executed Ikegami Europe's internal and external marketing communications and media plan.

A 2002 graduate of the University of Houston's Bauer College of Business with an MBA degree, Wakata earlier received a diploma (B.A. equivalent) in Japanese language with a minor in economics from the Rheinische Friedrich-Wilhelms Universitaet Bonn, Germany (1992). Wakata was born and raised in Germany. During her school and university years Wakata participated in multiple exchange programs abroad, in France, UK, USA and Japan. She relocated to the United States from Germany in 1994. Besides her native language German, Wakata is fluent in English, conversational French and conversational Japanese.

Today, Wakata lives in Houston, Texas, in the United States with her husband, Japanese astronaut Dr. Koichi Wakata and their son.

FOR MORE

INFORMATION: www.exploringconcepts.com

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EXPLORING CONCEPTS FILLS CROSS-CULTURAL GAPS

HOUSTON – Exploring Concepts, Ltd. Co. announced today they have launched cross-cultural training services for relocating professionals and local personnel of multi-national organizations.

Failed assignments of expatriates are costly mistakes that corporations can avoid by providing crucial preparation and training opportunities for relocating employees.

Research over the past two decades of globalization suggests the cost for relocating an employee averages \$50,000, in addition to an average of \$200,000 per year for the duration of a deployment. In case of failure the cost of lost opportunity for the employer easily climbs to a range between \$500,000 and over \$1,000,000 depending on the location.

Stefanie Wakata, CEO of Exploring Concepts, Ltd. Co., said proper groundwork and continued support of professionals and their dependents before relocation, during the assignment and after return, alongside with cross-cultural communication at any work place are proven pillars carrying the corporate strategy.

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“The capability of communicating effectively in a multi-national environment is essential for the success of any business endeavor,” Wakata said. “I see great opportunity for a variety of professional fields to gain a competitive advantage and return on investment by following cross-cultural instruction. We are here to help synchronize human resources management with corporate strategy, help improve professional competency at the work place and help make the multi-national experience an enriching mission for all involved. Combining this necessity with my own personal passion for cross-cultural challenges is a privilege.”

Exploring Concepts, Ltd. Co. is a privately owned company that provides customized cultural integration plans, as well as cross-cultural training and mentoring services to global corporations and businesses. For more information, visit www.exploringconcepts.com.

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