

DIRECTORY OF WHO'S WHO IN THE WORLD OF BUSINESS IN JAPAN

COMPANIES

EMBASSIES

CHAMBERS OF COMMERCE

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SeiRogai, Inc.
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Date of birth: Feb. 6, 1990
Hometown: Singapore
Number of years in Japan (cumulative): 3 (as of April 2020)



Q1: What was your first encounter with Japan?

Although I am Singaporean, I moved to China as a child and grew up mostly in Shanghai. Osaka was one of our favorite travel destinations, as it was just a few hours away by plane. My fascination with Japan only increased with every visit. So, when I moved from my previous job in South Korea and was deciding where to go next, working in Japan came up as the next challenge.

Q2: Please state your motto in life and why you have chosen it.

"No one can tell you how capable you really are besides yourself." I firmly believe that you should challenge yourself to constantly try new things, because you never know how much you can truly achieve until you do. And even if you trip up along the way, the worse that usually happens is that you just have to learn to try a different approach.

Q3 : Over your career, what achievement are you the proudest of?


The decision to move to Japan and work in a different industry was a tough career challenge for me. Over the past few years, I am happy that I've been able to contribute to raising awareness about Japanese businesses and advising foreigners on Japan. Navigating Japan as a foreign entrepreneur or young professional can be complex, and I look forward to supporting more people in various career and business endeavors.

Q4 : What are your goals during your time in Japan, your current position or in life?

My goals moving forward include building up the company I co-founded in Tokyo while supporting the business development of Japanese small and mid-sized enterprises overseas or helping foreign companies and investors enter the Japanese market. At SeiRogai, Inc., we aim to provide consultancy services and produce media content that will bridge the knowledge gap between Japan and Southeast Asia focused on the themes of international business, entrepreneurship, investments, education and cross-cultural communication.

Q5 : What wisdom, advice or tips can you give to people living and working in Japan?

Japan is well known for being extremely detail oriented and seeking perfection in preparing for any new venture or before launching new products. The key thing to understand is that you will never feel 100 percent ready. Sometimes, you just have to jump in the deep end, and more often than not you will find that things work out better than you might have expected. Above all, keeping an open mind will allow you to learn many new things about Japan and also about yourself. Having exposure to and being flexible enough to adapt to diverse perspectives, people, and surroundings distinct from your own is an important asset for anyone, and will be relevant no matter the circumstance or challenge you find yourself facing.

 **Curriculum Vitae (PDF)** (<https://cdn-japantimes.com/wp-content/uploads/2020/04/RACHEL-LENG-Resume.pdf>)

 **Curriculum Vitae (Website)** (http://scholar.harvard.edu/rachel_leng/)

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