

**Twenty Engineers from Toshiba Corporate & Toppan Printing Ltd to participate in Softbridge' J2I (Japan to India) IT & Cross Cultural Training Programs in Pune, India**

Tokyo, Japan – September 13, 2004 - : Softbridge Solutions Pte Ltd, a leading provider of HR & Training solutions today announced the start of its J2I (Japan to India) Cross Cultural IT & Management training program. The program developed specifically for employees of Japanese Corporate would be delivered over a period of 3-4 months on location in Pune, India. The program would have three primary tracks focused on Embedded Systems, Web Technology and Project Management.

Responding to the trend of the globalization, around twenty engineers from several Japanese IT companies including (Okamura Tadashi, President & CEO – Toshiba Corporation) & (Toppan Printing Ltd, Adachi Naoki, President & CEO – Toppan Printing Ltd) shall be attending the training programs.

“Considering the globalization of IT businesses, these days, Japanese IT engineers with high level bilingual skills are in great demand. Softbridge believes providing education in India is a highly effective means of creating these global minded Japanese IT engineers”, remarked Prashant Jain, CEO of Softbridge Solutions. “In addition, as the engineers & managers get a first hand experience living in India, there would be significant long term value both for India and for Japanese companies to strongly consider India as an offshore outsourcing destination.”

Softbridge, together with its training Alliance partner C-DAC, would manage the complete course planning & delivery, and logistics of living in India. Features & Highlights of the programs are as follows:

- Improvement on Spoken English
- Grasping the cross culture communication management techniques required during offshore software development project
- CMMI certification based methodology & case study research
- Methodology of analysis & design for software development
- Basics of embedded technology

Over 100 engineers from Japan are expected to participate in various training programs conducted by Softbridge during the course of the coming year.

**Program Overview:**

Course	Period	Content
Embedded Course	2004/10/4~2005/1/28	C++, RTOS, Embedded system programming, Embedded communication system, Object oriented programming, UML, Software engineering, cross cultural communication/case study research etc
Project Leader Course	2004/10/4 ~ 2004/12/31	CMMI/case study research, project management methodology, business English, object oriented programming, UML, software engineering & cross culture communication
Web Technology	2004/10/4~ 2004/1/28	Core Java, Enterprise Java, C++, (Oracle 9i), UML, object oriented programming, software engineering, cross culture communication /case study research, business English etc.

※ Members of all above mentioned courses are to leave Japan on September 30, 2004

**Company Overview**

Company Name : Softbridge Solutions Pte., Ltd.  
 URL : <http://www.softbridge-s.com/>  
 Established on : June 4, 2002  
 Capital : Singapore dollar 470,000  
 President & CEO : Prashant Jain  
 Head Office : Singapore  
 India Branch Office : India, Pune  
 Japan Branch Office : Kurita-Building 2F, 2-9-18,Kajicho,Chiyoda-ku,Tokyo, Japan  
 Tel. 03-5207-9028 Fax. 03-3258-5128

**Main Business :**

- Software Development : Placement of Engineers / In-house project development (Onsite / Offshore)
- Training (I2J - India to Japan) : Japanese language & culture training for Indian engineers
- Training (J2I - Japan to India) : IT/English Language/PM training for Japanese engineers
- Market Consulting: Market entry consultancy for India & Japan

**For enquires about the press release**

Softbridge Solutions Japan

Contact Person : Mr. Ken-ichi Yoshida / Mr. Prashant Jain

Address: Kurita Building 2F, 2-9-18, Kajicho, Chiyoda-ku, Tokyo, Japan

Tel : 03-5207-9028 Fax : 03-3258-5128

E-mail. [yoshida@softbridge-s.com](mailto:yoshida@softbridge-s.com) OR [prashant@softbridge-s.com](mailto:prashant@softbridge-s.com)