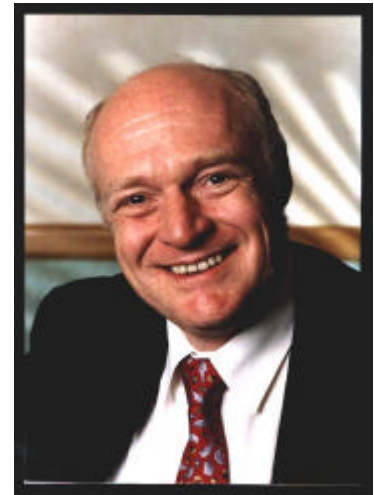


About Francois Knuchel

François Knuchel founded [Transcultural Synergy](#) in 1998 with the purpose of assisting European and Asian corporation with effective intercultural communication and management solutions for their international operations. François Knuchel draws on a wealth of experience as an intercultural management consultant, trainer and curriculum designer, with over 20 years' experience working with international executives, managers and directors, mainly in Japan.



Born and educated in England and Switzerland, François Knuchel studied history and linguistics at Basel University and has a B.A. in Intercultural Communications with Great Distinction from McGill University in Montreal, Canada. After a year at the Federal Polytechnic University in Zurich and extensive travels to different continents, he settled in Kobe, Japan, as a business communications consultant.

François Knuchel was Personnel Manager, Project Manager, General Manager (Branch) and Executive Director for an intercultural and language consultancy in Kobe Japan, also setting up new branches in Nagoya and Tokyo. As an intercultural consultant and trainer he helped numerous large Japanese corporations with their globalisation process. Clients included Kobe Steel (Kobelco), Toyota, Yamanouchi Pharmaceuticals, Pioneer, Ebara, Hilton Hotel, Tokio Marine, AIG, UBS, Sanwa Bank and the Japan Management Association. François Knuchel is involved in [SIETAR](#) (Society for Intercultural Education, Training And Research) and was Public Relations Director of [SIETAR-Japan](#) in 1993 – 4.

Seconded as [Project Manager](#) to Suzuki Motors for over 2 years, François Knuchel headed a team of training specialists to assist Suzuki in their major Technology Transfer of manufacturing and management know-how to the GM-Suzuki joint-venture plant, CAMI, in Canada. Being totally integrated within the Suzuki team, he became intimately familiar with Japanese management styles and principles, such as TQC, JIT & Kaizen, and the way Japanese corporations work.

After around fifteen years in Japan, Mr Knuchel returned to Europe and joined an engineering company in the UK as Sales Manager for Japan with the task of developing the business and expanding sales in Japan. In 1996 he became Regional Manager for Asia-Pacific, overall responsible for all marketing, sales and operations from Australia to China and India. He is fluent in English, German, French and can conduct business in Japanese.

He founded [Transcultural Synergy](#) in 1998, and has also been considerably involved as an independent consultant in strategy and international marketing as a member of the [Confederation of Business Strategists](#). In 2000 he also co-founded [Route 2 Solutions](#), a sales & marketing group to assist companies develop and penetrate the overseas markets and grow their businesses abroad. One of his pet interests is in cross-border mergers and alliances and the integration of international personnel from different cultural backgrounds. He is currently writing a book on Working Across Borders and restructuring [Transcultural Synergy](#) as an interdisciplinary network of intercultural providers.

My Personal Mission

My long-term goal is to contribute to world peace. In my earlier days I visited many places to learn about different values, beliefs and practices around the world. Now I am seeking to put the collective wisdom together into a *Philosophy of Peace*. The ultimate aim of my business is also to enable peace by creating and expanding an international network of people promoting cultural understanding and synergy between people of different values and orientations. The business is based on the newer discipline of intercultural communications and aims at facilitating human and organisational synergy and growth. We want to help individuals of different orientations live and work together constructively.
