

Fariza Abidova

CEO&President of [SOPHYS Corporation](#)

CEO&President of [Trusted Corporation](#)

Fariza has extensive knowledge and cultural understanding for the EU, Middle East, Russia and Asian countries as she grew up in the multicultural and multilingual environment of Uzbekistan. She is able to speak 7 languages: English, Japanese, Russian, Uzbek, Tajik, Persian, and Turkish.

Majoring in English and Japanese linguistics, Fariza graduated with Honors from Samarkand State Institute of Foreign Languages.

She later conducted research work about cross-cultural communication and international relations under a scholarship with the Ministry of Education, Culture, Sports, Science and Technology of Japan (MEXT) at Kobe University.

At the age of 24 and after three months of experience working with major Japanese company, Fariza identified a gap in the Japanese market: a lack of cross-cultural communication skills and cross-cultural understanding. To ensure her opportunity identified was feasible, Fariza interviewed 200 Japanese managers and 500 international employees about the global work environment and cultural miscommunication. With this information, she created a database and seminar content to help Japanese companies perform better in the global business environment; thus, the launch of SOPHYS Corporation.

Fariza currently provides business solutions and up-skilling seminars to the top 3 companies in Japan's manufacturing, automotive, engineering, healthcare, IT and financial industries.

With her deep knowledge of the Japanese language, economy, business culture, and international markets, Fariza is now developing practical solutions with IT technology for successful cross-border businesses.

On the side, Fariza holds seminars regarding successful business development in Japan, to renowned American business schools, Japanese universities, and Japanese branches of the German Chamber of Commerce and Industry, Swiss Chamber of Commerce and Industry, and British Chamber of Commerce. She has also started writing media articles and columns in Japanese newspapers.

In her spare time, Fariza helps mentor young entrepreneurs develop business ideas.

From her work and contribution to other businesses, Fariza was nominated for the British Chamber of Commerce in Japan's Entrepreneur of the Year award in 2017.

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