

“JMA Asia Marketing Executive Conference”
50th anniversary of the Japan Marketing Association

Date: Tuesday, February 26, 2008

Time: 12:30 p.m. – 6:30 p.m.

Organized by: **Japan Marketing Association**

Endorsed by: **Ministry of Economy, Trade and Industry (Japan)**

Supported by: **Guanghua School of Management, Peking University**

China Marketing Association

Shanghai Marketing Association

The School of International & Area Studies, Seoul National University

Marketing Association of Thailand

Hong Kong Institute of Marketing

The Institute of Marketing and Management (India)

Nippon Keidanren (Japan Business Federation)

The Japan External Trade Organization

The Japan Productivity Center for Socio-Economic Development

The Japan-China Society, Inc.

The Indo-Japanese Association

Japan Korea Economic Association

Japan Advertisers Association Inc.

Japan Advertising Agencies Association

Japan Marketing Research Association

Chubu Marketing Association

Venue: **KEIDANREN HALL**

14th Floor, Keidanren Kaikan, 1 – 9 – 4 Ohtemachi, Chiyoda-ku, Tokyo

Capacity: 400

Languages: Main Language – Japanese

Mandarin, English, and Korean (Simultaneous Interpretation provided)

Committee:

Honorary Committee:

Chairman – **Mr. Takuya Goto, JMA President (Chairman of the Board, Kao Corp.)**

Vice Chairman – **Dr. Mitsuaki Shimaguchi, JMA Director General (Professor, Business School of Innovation Management, Hosei University)**

Members – 4 members

Conference Committee:

Chairman – **Mr. Kimiharu Matsuda, Senior Managing Director, Dentsu Inc.**

Members – 34 members

Program Committee:

Chairman – **Dr. Kyoichi Ikee, Dean, Keio Business School, Keio University**

Members – 15 members

- Main Themes:
- The potentials of Asian markets and sustainable growth strategies
 - Toward the integration of the Asian markets and global marketing approaches
 - The future of Asian brands

Program:

0:30 – 1:00 pm Opening Ceremony

- Welcome address by **JMA President Takuya Goto (the Chairman of the Board, Kao Corp.)**
- Guest Speech by **the Ministry of Economy, Trade and Industry**
- Guest Speech by **Dr. Zhang Guoyou, Vice President, Peking University**
- Introduction of the conference chairman **Dr. Kyoichi Ikee (Dean, Keio Business School, Keio University)**

1:00 – 2:00 pm Keynote Presentation “The future of Asian market; proposals for marketers”

- Some insights on business opportunities as a result of focusing on Asian markets
 - Consumers’ characteristics common to local markets in Asia
- Mr. Jitsuro Terashima, Chairman, Japan Research Institute, and CEO, Mitsui Global Strategic Institute**

2:00 – 4:00 pm Case Presentations “Local perspectives from major Asian markets”

- Marketing activities that focus on local markets, respecting local diversities
- Creating consumers’ needs and lifestyles, and new markets
- Business strategies that response to the changes of market environments immediately

Successful marketing strategy in China (Jap. – Chi. translation)

Tsingtao Brewery Co., Ltd.

Successful marketing strategy in South Korea (Jap. – Kor. translation)

SK Telecom

Successful marketing strategy in India (Jap. – Eng. translation)

Mr. R.C. Bhargava, former President, Maruti Udyog Ltd. (automobile), & CEO, RCB Consulting

Session Coordinator – **Assoc. Prof. Kim Hyun-Chul, Graduate School of International Studies, Seoul National University**

4:00 – 4:20 pm Break

4:20 – 6:00 pm Panel Discussion – An excellent company in the 21st century

- Pan-Asian marketing strategies
- Marketing strategies focusing on selected local markets
- Marketing strategies focusing on selected consumer segments
- Marketing strategies to create new value and to propose a new lifestyle for local consumers

Mr. Takashi Nagamachi, VP, Food Products Company, Ajinomoto Co. Ltd.

Mr. Hideki Ozawa, President & CEO, Canon (China) Co. Ltd. & Director, Canon Inc.

Mr. Tatsuomi Takamori, Chief Officer of China Business Division, Shiseido Co. Ltd.

Session Coordinator – **Prof. Kazunari Uchida, the Graduate School of Commerce, Waseda University**

6:00 – 6:30 pm Closing session

6:30 pm End of the conference

Who should attend?;

Business Executives, managers, entrepreneurs, academic scholars, and anyone who is open-minded and interested in learning opportunities in Asian markets in a systematic way.

Conference fee:

JMA member - JP¥30,000.- (consumption tax included)

Non-member – JP¥45,000.- (consumption tax included)

Conference Secretariat:

The Japan Marketing Association

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