

GNAM | Global Network for Advanced Management
EMBA GNW | Global Network Week | June 11-15, 2018

Tokyo Program

INNOVATION X GLOBALIZATION | Super Aging Society Japan

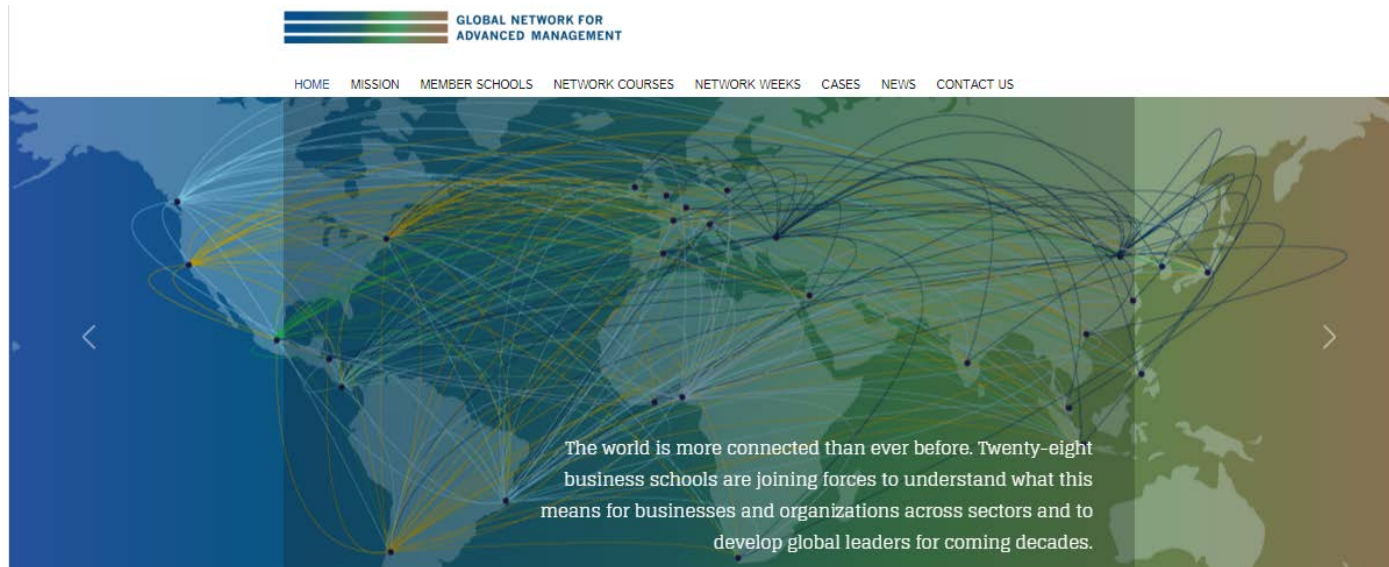
Program Overview
June 8, 2018



The Global Knowledge Hub in Tokyo

GNAM | Global Network for Advanced Management

- Network of 30 business schools around the world, pursuing to advance innovation in management education.



EMBA GNW | June 2018

- One-week intensive; Offered in June.
- Started in 2016; ICS to join in 2018.
- Next One: June 11-15, 2018; Participated by 12 institutions

<http://advancedmanagement.net/Global-Network-Week#EMBAGNW2018>



World Business Council for Sustainable Development



Yale SCHOOL OF MANAGEMENT



University of Ghana Business School



UCD Michael Smurfit Graduate Business School



ICS
HITOTSUBASHI

1. THE THEME
2. THE PROGRAM
3. THE SCHOOL

1. THE THEME

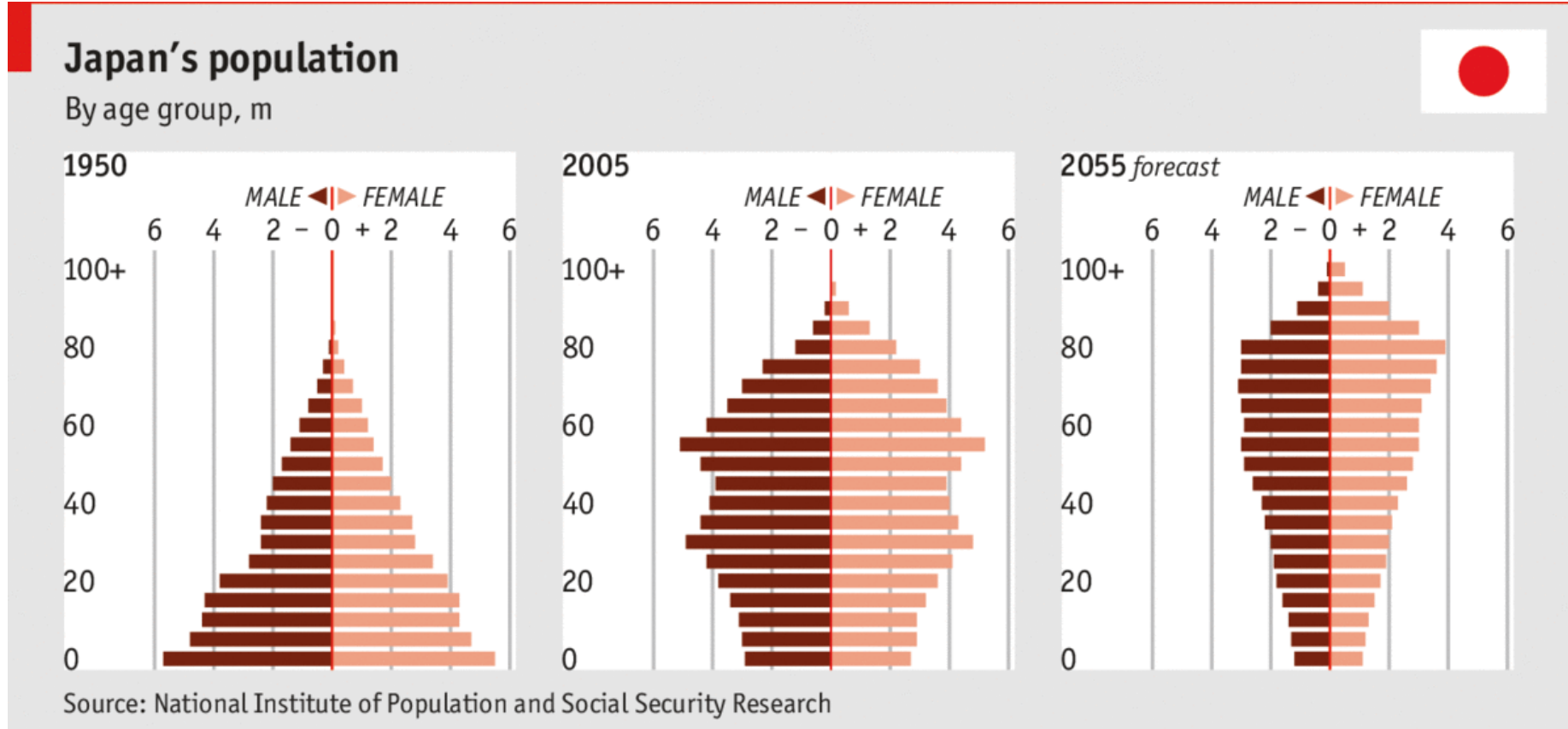
JAPAN AS A FRONT RUNNER OF THE AGING SOCIETIES



Source: The Globe and Mail (2017) "The Boomer Shift: Japan's Bold Steps" (Accessed: January 16, 2018)
<https://www.theglobeandmail.com/globe-investor/retirement/retire-planning/how-japan-is-coping-with-a-rapidly-aging-population/article27259703/>

JAPAN | As a Super Aging Society

The world is rapidly shifting towards an unprecedented aging society. Japan is clearly the “front runner” of this trend with people over the age of 65 making up a quarter of Japan's population now and on track to reach 40% by 2050. Welcome to Super Aging Society Japan!



[Economist.com/graphicdetail](https://www.economist.com/graphicdetail)

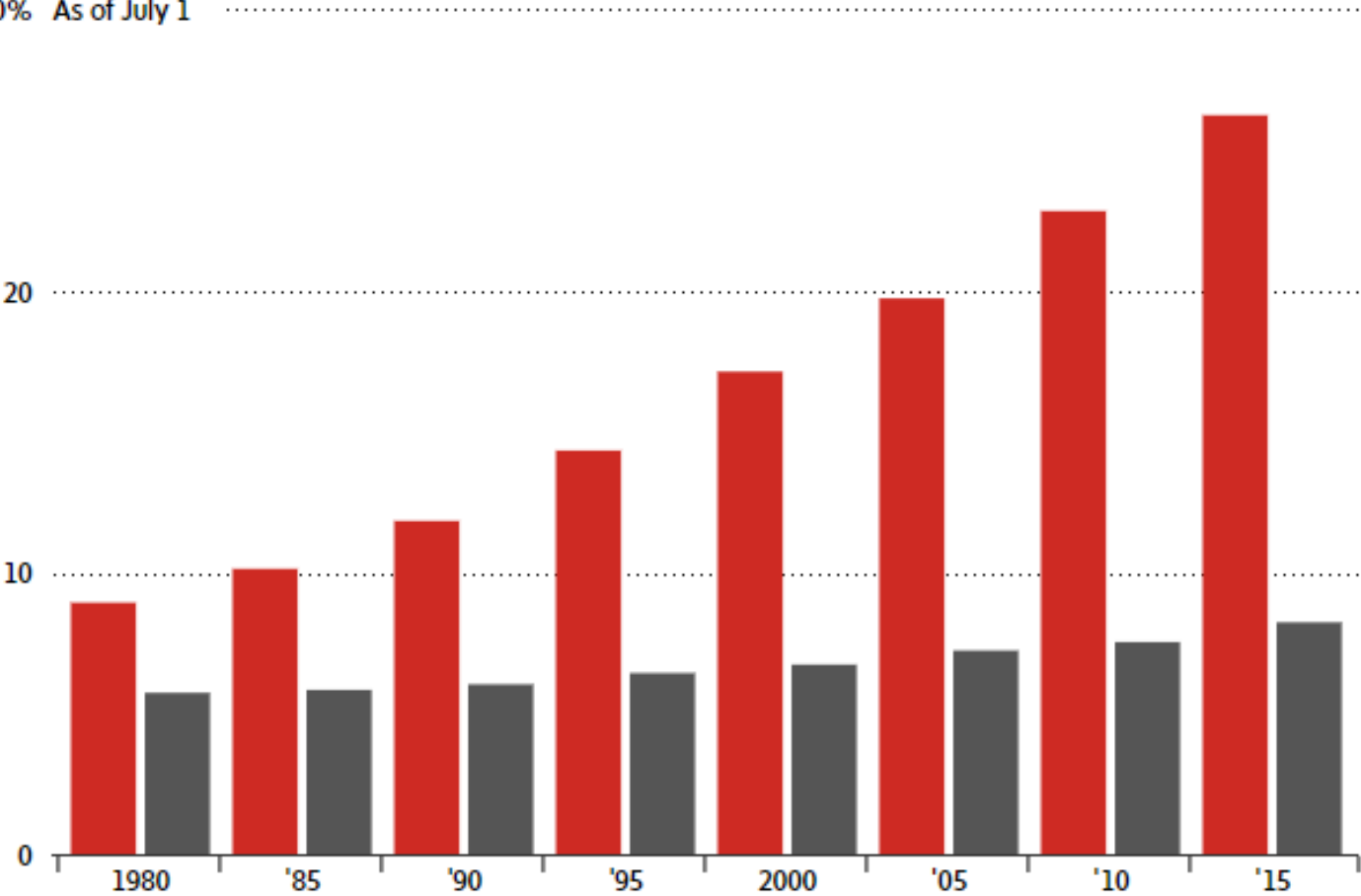
Source: The Economist (2014) “Japan in Graphics: Falling Blossom” (Accessed: January 16, 2018)
<https://www.economist.com/blogs/graphicdetail/2014/12/japan-graphics>

JAPAN | As a Front Runner

Percentage of population aged 65-plus

● Japan ● World

30% As of July 1

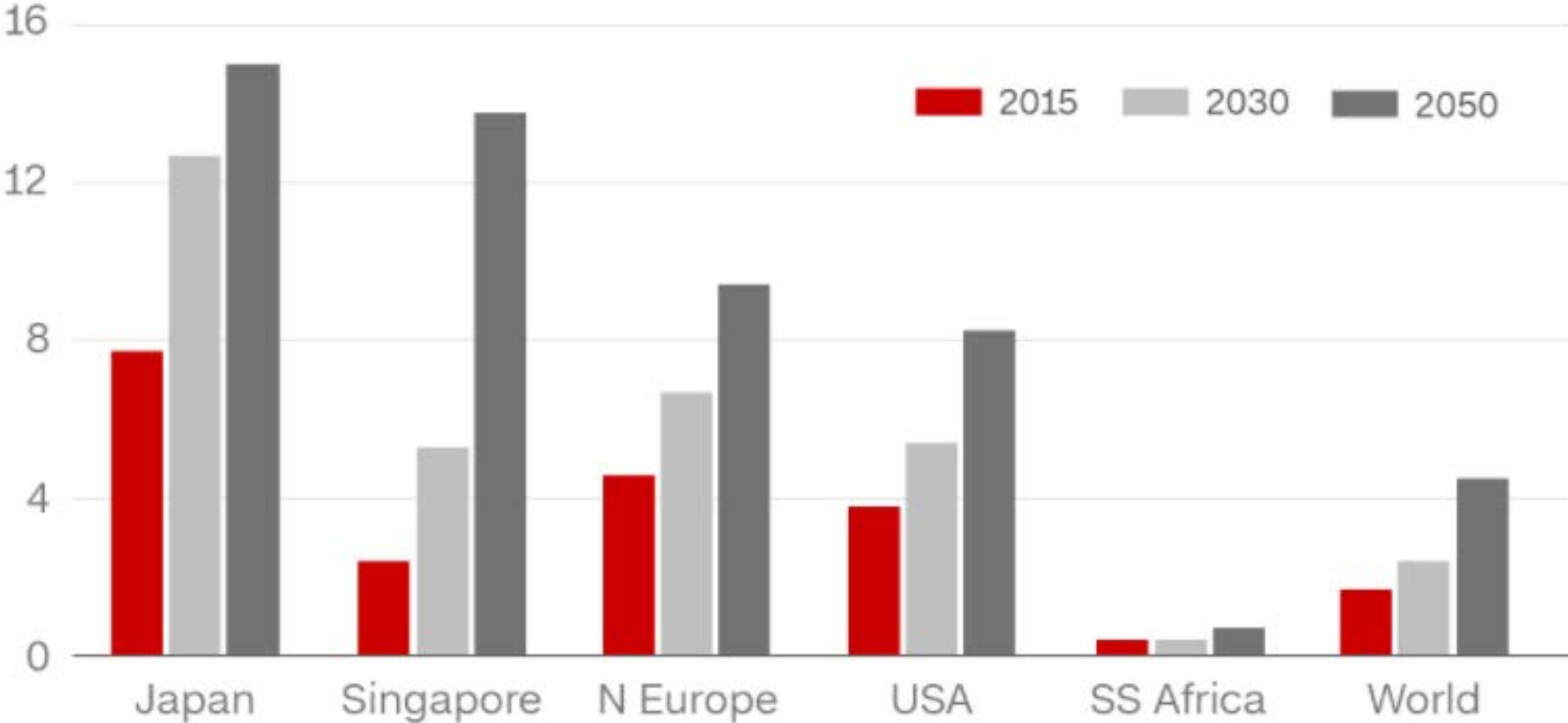


THE GLOBE AND MAIL » SOURCE: UN POPULATION DIVISION

Source: The Globe and Mail (2017) "The Boomer Shift: Japan's Bold Steps" (Accessed: January 16, 2018)
<https://www.theglobeandmail.com/globe-investor/retirement/retire-planning/how-japan-is-coping-with-a-rapidly-aging-population/article27259703/>

JAPAN | As a Front Runner

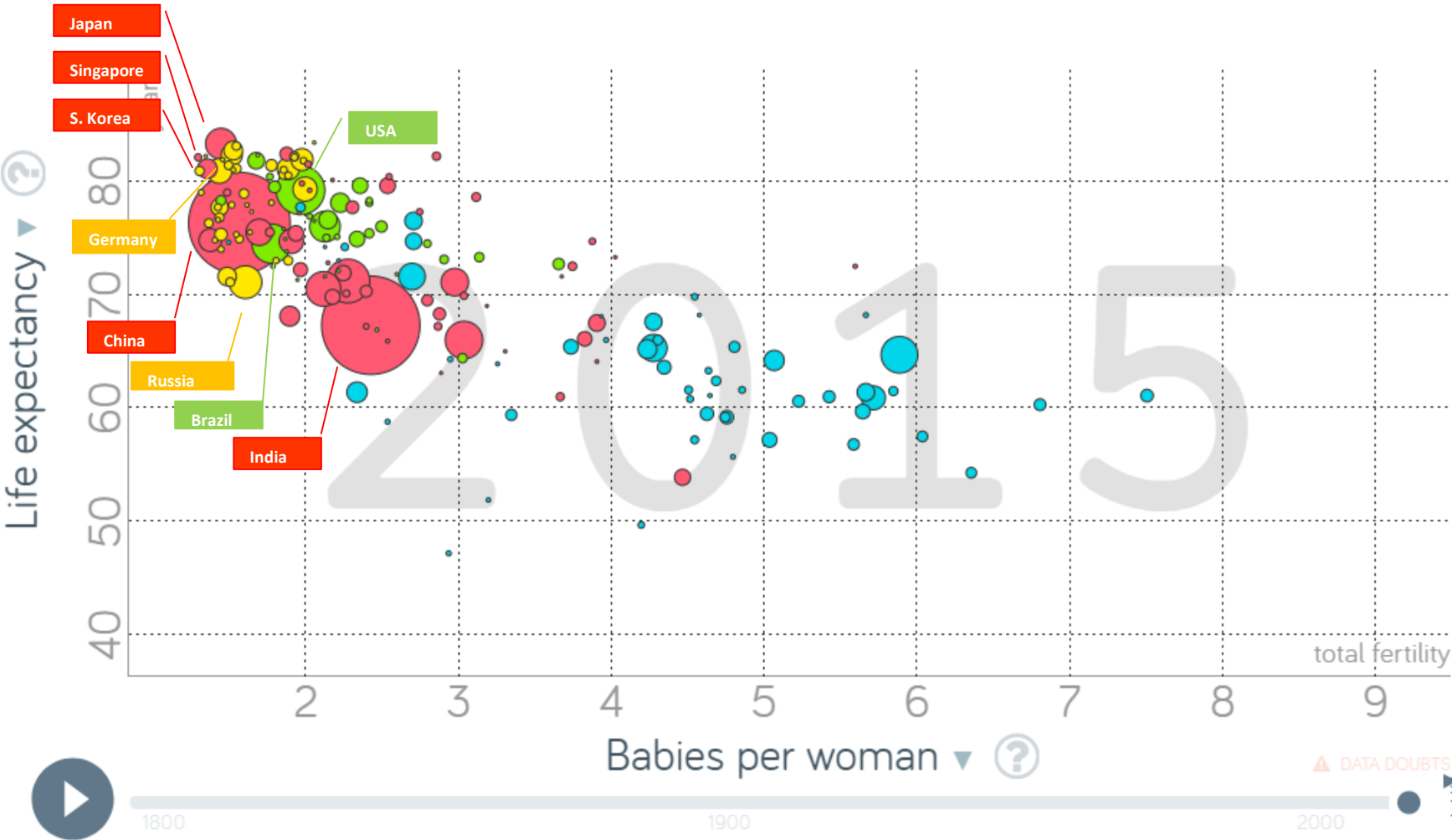
Percentage of population over 80



Source: United Nations, Profiles of Ageing 2015

Source: CNN (2016) "Singapore turns to robots to get seniors moving" (Accessed: January 16, 2018)
<http://edition.cnn.com/2015/10/20/asia/singapore-aging-robot-coaches-seniors/index.htm>

JAPAN | As a Front Runner



Source: Gapminder, accessed January 16, 2018
https://www.gapminder.org/tools/#_state_marker_opacitySelectDim:1&axis/_x_which=children/_per/_woman/_total/_fertility&domainMin:null&domainMax:null&zoomedMin:null&zoomedMax:null&scaleType=linear;&axis/_y_zoomedMin:40;;&ui_presentation:true;&chart-type=bubbles

JAPAN | Opportunities and Challenges



Source: <https://www.slashgear.com/robot-robots-take-care-of-japan-elderly-population-2737078/>
Source: <http://techwireasia.com/2017/08/population-rapidly-aging-japan-touts-robots-future/>
Source: <https://www.economist.com/news/business/21731677-around-5000-nursing-care-homes-across-country-air-testing-robots-japan-embracing>
Source: <https://www.roboticstomorrow.com/article/2015/12/the-new-family-member-a-robotic-caregiver/7312/>
Source: <https://www.theglobeandmail.com/news-technology/retirement/retire-planning/how-japan-is-coping-with-a-rapidly-aging-population/article2737078/>
Source: <https://towardsdatascience.com/raising-roboter-walk-understanding-softbanks-purchase-of-boston-dynamics-67e37e99b86c>
Source: <http://www.japantimes.co.jp/news/2014/01/27/national/social-issues/development-care-robots-growing-aging-japan/#.W3x651JU>
Source: http://olsonfarlow.com/editorial_opinions/shopping-and-companion-robots-and-for-elderly-kyoto-japan
Source: <http://indianexpress.com/article/business/companies/toyota-unveils-robot-baby-kirobo-mini-tug-at-maximal-institution-aging-japan-3062635/>

2. THE PROGRAM

INNOVATION X GLOBALIZATION | SUPER AGING SOCIETY JAPAN



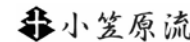
SUPER AGING SOCIETY JAPAN | Description

- **WHEN:** June 11-15, 2018
- **WHO:** 22 EMBA's from 6 GNAM partner business schools
- **WHAT:** To help GNAM EMBA candidates understand the unique challenges and opportunities facing aging societies. Classroom sessions, company visits, and a group project exposes you to the issues we will encounter globally in the coming few decades. Looking through the prism of Japan, participants will see the future of global society, just like a time traveler. Come join us in Tokyo, Japan, where the future is happening now!

- **Classroom sessions at:**



- **Speaker/company sessions by (tentative):**



- **Group Project with (tentative):**



SUPER AGING SOCIETY JAPAN | Objectives

The program aims to help GNAM EMBA candidates learn:

- **Japan as National Innovation System** | How has Japanese business and economy developed their strengths and weaknesses? How is Japan now trying to maintain its core excellence while adapting to a quickly globalizing and digitizing world economy?
- **Japan as Super Aging Society** | What challenges and opportunities does aging bring to Japanese companies and multi-national corporations operating in Japan?
- **Potential of Digital Technology** | How will the emerging technologies – AI, AR/VR, IoT, Robotics, and so forth – help business identify and capture opportunities while addressing social issues?
- **Global Implications** | What kind of new learning and insights can we gain from the Japanese experience, and extrapolate them to the rest of the world?

SUPER AGING SOCIETY JAPAN | Curriculum

Students will participate in foundation sessions, guest speaker sessions, company visits, and a group project, which together will help them gain deeper insights into business challenges in the aging society.

PROJECT | Time Travel to the Global Super Aging Society

- The group project will be jointly run with Tokyo FabHub (<http://tokyofabhub.com/>).
- Project clients include:
 - Orix Living
 - Hokan Tokyo Business Service

SPEAKER SESSIONS

- Pasona - Business Solutions to Social Issues (Aiko Umehara, Pasona Group)
- IGS - AI, Big Data, and HRM in Super Aging Society (Masahiro Fukuhara, Institute for Global Society)
- Konica Minolta - Imaging & Sensing Technology for Aging Manufacturing/Service Sites (Yuji Ichimura, Executive Director, Konica Minolta)
- Kotoen - Inter-generational Approach to Aging Issues (Daiji Sugi, Director, Kotoen Nursery)

FIELD VISITS

- Cyberdyne (Cyborg-like robot suit for the disabled/senior citizens)
- Fujisawa SST (Sustainable city for the future)
- Kashiwa-no-ha Smart City (Smart city and community)
- Ogasawararyu Reihou Institute (Bushido lessons)

FOUNDATION | Japan – Culture, Demography & Economy

- Japan as National Innovation System – Past, Present, and Future (Y. Fujikawa, H. Ono)
- Japanese Culture – Bushido, Zen, and Japanese Management (M. Kimura, M. Nishisaka)

SUPER AGING SOCIETY JAPAN | Schedule

	DAY 1 Jun 11 (Mon)	DAY 2 Jun 12 (Tue)	DAY 3 Jun 13 (Wed)	DAY 4 Jun 14 (Thu)	DAY 5 Jun 15 (Fri)	
8:30						8:30
9:00	INTRODUCTION & TEAM BUILDING Y. Fujikawa & T. Ito 0830-0930 @ICS	PROJECT Kickoff Y. Fujikawa, T. Ito, & T. Furukawa (Tokyo FabHub) 0830-0930 @ICS	SPEAKER SESSION Inter-generational Approach to Aging Issues Speaker: D. Sugi, Kotoen 0830-1000 @ICS	GATHER AT ICS at 08:30 BUS TO CYBERDYNE 08:30 - 10:15	PROJECT Final Presentation Preparation Group Work 0830-1200 @ICS	9:00
9:30						9:30
10:00	FOUNDATION SESSION Japan as National Innovation System - Past, Present, & Future Y. Fujikawa & H. Ono 0930-1230 @ICS	BREAK 0930-1000	BREAK 1000-1030	FIELD VISIT Cyberdyne Studio Y. Fujikawa, T. Ito, & T. Furukawa (Tokyo FabHub) 1015-1145 @ Tsukuba		10:00
10:30		SPEAKER SESSION Business Solutions to Social Issues in Super Aging Society Speaker: A. Umehara, Pasona Inc. 1000-1130 @ICS	SPEAKER SESSION AI, Big Data & HRM in Super Aging Society Speaker: M. Fukuhara, IGS 1030-1230 @ICS			10:30
11:00						11:00
11:30						11:30
12:00		BUS TO FUJISAWA SST (LUNCH BOX) 1130-1300		BUS TO KASHIWA 1145-1230		12:00
12:30					LUNCH 1200-1300 @ICS	12:30
13:00	FOUNDATION SESSION Japanese Culture - Bushido, Zen, & Japanese Society M. Kimura & M. Nishisaka 1230-1400 @ICS w/LUNCH	FIELD VISIT Panasonic Fujisawa SST Y. Fujikawa, T. Ito, & T. Furukawa (Tokyo FabHub) 1300-1500 @Fujisawa SST	LUNCH 1230-1330 @ICS	LUNCH 1230-1330 @ Kashiwa-no-ha T-SITE	PROJECT Group Presentation Session Y. Fujikawa, T. Ito, & T. Furukawa (Tokyo FabHub) 1300-1500 @ICS	13:00
13:30						13:30
14:00			SPEAKER SESSION Imaging & Sensing Technology for Aging Manufacturing/Service Sites Speaker: Y. Ichimura, Konica Minolta 1330-1530 @ICS	FIELD VISIT Kashiwa-no-ha Smart City Y. Fujikawa, T. Ito, & T. Furukawa (Tokyo FabHub) 1330-1730 @ Room 1, Conference Center Kashiwa-no-ha		14:00
14:30	BUS TO OGASAWARA 1400-1440	BUS TO ORIX LIVING 1500-1600	BUS TO HOUKAN TOKYO 1530-1600		BREAK 1500-1530	14:30
15:00	FIELD VISIT Ogasawara Reihou Institute M. Kimura & M. Nishisaka 1440-1715 @ Roka Koen, Setagaya	FIELD VISIT Orix Good Time Living Center Minami Y. Fujikawa, T. Ito, & T. Furukawa (Tokyo FabHub) 1600-1730 @Center Minami, Yokohama	FIELD VISIT Hokan Tokyo Business Service Y. Fujikawa, T. Ito, & T. Furukawa (Tokyo FabHub) 1600-1730 @Hokan, Sengenjaya		PROJECT Individual Takeaway Workshop Y. Fujikawa, T. Ito, & T. Furukawa (Tokyo FabHub) 1530-1700 @ICS	15:00
15:30						15:30
16:00						16:00
16:30						16:30
17:00					WRAP-UP SESSION Y. Fujikawa & T. Ito 1700-1730 @ICS	17:00
17:30	BUS TO PRINCE PARK 1715-1800	BUS TO ICS 1730-1900	BUS TO ICS 1730-1800	BUS TO ICS 1730-1900	CERTIFICATE AWARD RECEPTION 1730-1830 @ICS	17:30
18:00	WELCOME RECEPTION 1800-1930 @Prince Park Tower		Dinner on your own, group project work, and/or individual preparation			18:00
18:30						18:30
19:00						19:00
19:30		Dinner on your own, group project work, and/or individual preparation		Dinner on your own, group project work, and/or individual preparation		19:30
20:00	BUS TO ICS 1930-2000					20:00

PROGRAM DIRECTORS | Faculty Leads

Tomonori (Tom) Ito

Professor & EMBA Program Director

http://www.ics.hub.hit-u.ac.jp/faculty/profile/ito_tomonori_tom.html

Tomonori (Tom) Ito received his MBA from Harvard Business School and his BA from the University of Tokyo, Faculty of Economics. Prior to joining ICS, Professor Ito spent 32 years in finance and investment banking. He worked for UBS as an investment banker, during which time he held the position of (co-)Head of Investment Banking for UBS in Japan. He maintains an extensive network of relationships, developed over the length of his career as an investment banker, incorporating a significant proportion of the senior management of major Japanese corporations. As a Managing Director in areas such as M&As, privatizations, IPOs, equity finance, debt finance, and structured financings, Professor Ito personally led many high profile transactions. Before joining UBS in 1995, he worked for the Bank of Tokyo, including five years in New York.



Yoshinori (Yoshi) Fujikawa

Associate Professor & MBA Program Director

http://www.ics.hub.hit-u.ac.jp/faculty/profile/fujikawa_yoshinori_yoshi.html

Yoshinori (Yoshi) Fujikawa received his BA in Economics and MA in Commerce from Hitotsubashi University in Tokyo, Japan; MBA from Harvard Business School in Boston, Massachusetts; and PhD in Marketing from Pennsylvania State University in University Park, Pennsylvania. His business experience includes marketing research and strategic consulting work with Olson Zaltman Associates, the inventor of the patented research method ZMET (Zaltman Metaphor Elicitation Technique). Professor Fujikawa joined ICS as an Assistant Professor in 2003. Prior to joining ICS, he was a Lecturer and Research Assistant at Pennsylvania State University. He also worked as Research Associate at the Mind of Market Laboratory and the Division of Research, both at Harvard Business School.



FOUNDATION SESSIONS | Session Instructors

Japan as National Innovation System – Past, Present, and Future

Yoshinori “Yoshi” Fujikawa, Associate Professor & Faculty in Charge of MBA Program

Yoshi Fujikawa is an Associate Professor and Faculty in Charge of Academic Affairs, MBA Program, at Hitotsubashi University's Graduate School of International Corporate Strategy (Hitotsubashi ICS). Prior to joining ICS as an Assistant Professor in 2003, he was a Lecturer and Research Assistant at Pennsylvania State University. He also worked as Research Associate at the Mind of Market Laboratory and the Division of Research, both at Harvard Business School. His business experience includes marketing research and strategic consulting work with Olson Zaltman Associates, the inventor of the patented research method ZMET (Zaltman Metaphor Elicitation Technique). Yoshi holds PhD in Marketing from Pennsylvania State University (University Park, PA), MBA from Harvard Business School (Boston, MA), MA (Commerce) and BA (Economics) from Hitotsubashi University (Tokyo, Japan).



Demographic Issues in Japan – Opportunities and Challenges

Hiroshi Ono, Professor

Hiroshi Ono received his BE in mechanical engineering from Waseda University, and his MA and PhD in sociology from the University of Chicago. He was later awarded Docent (equivalent to second doctoral degree) in economics from the Stockholm School of Economics, and Docent in sociology from Stockholm University. Professor Ono joined ICS in 2014. His broad international experience includes professional and academic positions in the U.S., Sweden and Japan. With a career-long interest and experience in both the academic and business sectors, he integrates theory, evidence and actual practice in his research and teaching. In parallel with his extensive academic record, Professor Ono's work has won recognition in business-oriented settings including Best International Paper Award from the Labor and Employment Relations Association and Top 20 Paper Award from the Rosabeth Moss Kanter Award for Excellence in Work-Family Research.



FOUNDATION SESSIONS | Session Instructors

Japanese Culture – Bushido, Zen, and Japanese Society

Motoko Kimura, Visiting Lecturer (Founder and Co-Executive Director, WaNavi Japan)

Motoko Kimura received her BA in Policy Science from Keio University. Previously, she worked for the Japan Bank for International Cooperation (JBIC) on research projects and development policies focused on reconstruction and peace building through ODA (Official Development Assistance) in post-conflict countries. Subsequently, Ms Kimura became a professional teacher of Japanese language and culture, teaching students from many countries as well as supporting asylum seekers set-up their lives in Japan. In the wake of the Great East Japan Earthquake in 2011, she founded the not-for-profit organization WaNavi Japan to support international residents in Japan and raise funds for the disaster-victims in Tohoku. As WaNavi Japan's Founder and Executive Director, she continues to provide various services that empower international residents to be able to live comfortably and confidently in Japan.



Mina Nishisaka, Visiting Lecturer (Co-Executive Director, WaNavi Japan)

Mina Nishisaka is the Co-Executive Director of WaNavi Japan, a not-for-profit organization that provides various services to empower international residents to live comfortably and confidently in Japan. Ms. Nishisaka earned her MA in Communication Management from the University of Southern California, and her BA in Environmental Information from Keio University. She previously worked for The Monex Group under CEO Oki Matsumoto, where she was in charge of corporate communications. She currently leads WaNavi's business development and communication initiatives. Alongside WaNavi, she was a consultant to Kabuki actor Ebizo Ichikawa for his overseas promotions. At the Graduate School of International Corporate Strategy of Hitotsubashi University (ICS), Ms. Nishisaka teaches the Japanese Culture Course as an Adjunct Assistant Professor and also facilitates Tokyo Orientation and Disaster Preparedness Workshop during the foundation week to support international students' smooth set-up of their lives in Japan.



SPEAKER SESSIONS | Expert Guest Speakers



 **PASONA Business Solutions to Social Issues**
Aiko Umehara
Senior Manager
Public Relations Department
Pasona Group Inc.

<https://www.pasonagroup.co.jp/english/>
<https://www.pasonagroup.co.jp/jobhubsquare/>



Inter-generational Problem Solving Opportunities
Daiji Sugi
Director
Kotoen Nursery
Facility for child care and elderly care

<http://www.kotoen.or.jp/>
https://www.gov-online.go.jp/eng/publicity/book/hlj/html/201512/201512_04_en.html

SPEAKER SESSIONS | Expert Guest Speakers



**AI, Big Data & HRM in
Super Aging Society**
Masahiro Fukuhara
Founder & CEO
Institution for a Global Society
GROW, an AI-based HRM solutions
<https://www.i-globalsociety.com/en/>



KONICA MINOLTA

**IoT, Sensing Technology,
and Aging Manufacturing Industries**
Senior Executive Officer & President
Industrial Optical System Business Hqs.
Business Innovation Center
Konica Minolta, Inc.
https://www.konicaminolta.com/com_message/sp/monitoring_solution/index.html

FIELD VISITS



ホウカンTOKYO
ビジネスサービス株式会社

訪問看護の
「未来」をささえる

HOKAN Tokyo Business Service
“Visiting Nursing Service” Startup
<https://www.htbs.co.jp/>



ホウカンTOKYO
代々木上原 支所

元気に楽しく
親切と笑顔
を届けます♡

ご訪問エリア
世田谷区・渋谷区
新宿区・杉並区



FIELD VISITS

PRODUCTS SERVICES STUDIO ABOUT US SERVICES STUDIO SERVICES STUDIO ABOUT US SERVICES STUDIO ABOUT US

CYBERDYNE
CYBERDYNE
CYBERDYNE
CYBERDYNE

Cyberdyne HAL

World's First Cyborg-type Robot

TOPIC
5.22 [IR News] Notice regarding issuance of stock options (stock acquisition rights)
5.15 [IR News] Notice of issuance of Financial Results for the Year Ending March 31, 2017
5.15 [IR News] Notice of Business/Capital Alliance with Works Applications
5.10 [News] Announcement of joint press conference with Works Applications
5.08 [News] Dai-ichi Life Insurance launches the first new product to guarantee state-of-the-art treatment with Medical HAL for intractable diseases

Facebook Facebook Page

THIS SITE ACCESS IR INFORMATION CONTACT

Fujisawa SST

Grand opening on November 27, 2014

Fujisawa SST

Sustainable Smart Town

<http://fujisawasst.com/EN/>

Kashiwa-no-ha Smart City

A New Vision for the Cities of Tomorrow

<http://www.kashiwanoha-smartcity.com/en/#1>

PROJECT | Time Travel to Global Super Aging Society

- The participants will be divided into 4 groups and each group will be assigned to one of the two companies as its client:
 - ORIX Living Co., Ltd.
 - HOKAN Tokyo Business Service Co., Ltd.
- Group project consists of:
 - Pre-Trip Assignment (which helps participants to get familiar with frameworks to use during the week and to gain background knowledge to grasp issues facing super aging society)
 - Sessions, Visits, and Workshops (which provides participants with opportunities to learn from managers, residents, and other stakeholders in super aging society), and
 - Final Presentations (at which each group presents final proposal to the client, and each participant shares his/her own individual takeaway with each other).

- For further details:
Check out the project website!
<http://superageingsociety.com/>

- The group project will be run with Taku Furukawa, Founder & Organizer, Tokyo FabHub (<http://tokyofabhub.com/>).



TOKYO
FABHUB

SUPER AGING SOCIETY JAPAN

HOME
PROJECT OVERVIEW
ASSIGNMENTS
FRAMEWORKS
ORIX
HOKAN
WORKSHOP
REFERENCES

**CAPSTONE PROJECT
TIME TRAVEL TO GLOBAL
SUPER AGING SOCIETY**

あした

INNOVATION x GLOBALIZATION
GLOBAL NETWORK WEEK
JUNE 11-15, 2018

HITOTSUBASHI UNIVERSITY

- Founded in 1875
- The first national university in Japan, specialized exclusively in social sciences
- Located in Kunitachi City (Western Suburb of Tokyo)

 **HITOTSUBASHI UNIVERSITY**

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[JAPANESE](#) [CHINESE](#) [KOREAN](#)

Prospective Students	Current Students	Alumni & Donors	Visitors		
ABOUT US	FACULTIES & SCHOOLS	ADMISSIONS	RESEARCH	LIBRARIES	CAMPUS LIFE

**CAPTAINS OF
INDUSTRY,
INNOVATORS IN
SOCIETY**



The government announced the recipients of the 2018 Spring Awards of the Order of the Sacred Treasur ...

[Read More »](#)

HITOTSUBASHI ICS

- Founded in 2000
- Japan's first national university business school, providing 100%-English MBA
- Located in Hitotsubashi, the birthplace of the university in downtown Tokyo.

Hitotsubashi University Business School
School of International Corporate Strategy

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EN JP

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The Global Knowledge Hub in Tokyo

Global Network

Hitotsubashi ICS is a founding member, and the only member in Japan, of this alliance of 32 leading business schools around the world connecting our students to exceptional global opportunities.

GLOBAL NETWORK FOR ADVANCED MANAGEMENT

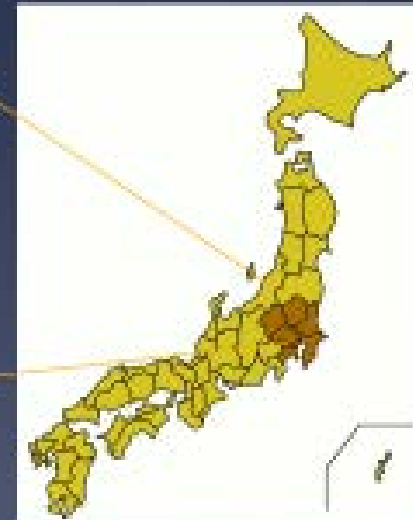
About Hitotsubashi ICS

<http://www.ics.hub.hit-u.ac.jp/>

HITOTSUBASHI ICS | Where We Are



Kanto Region (Greater Tokyo)
10% of Japan's land mass.
33% of population (42M).
40% of GDP.

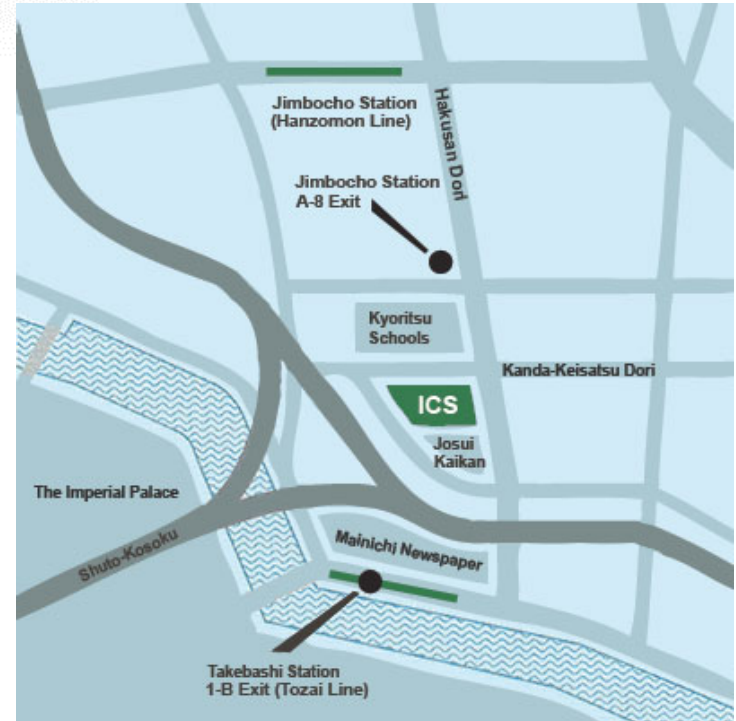


HITOTSUBASHI ICS | Where We Are



(http://mapsof.net/uploads/static-maps/tokyo_political_map.png)

HITOTSUBASHI ICS | Getting to ICS



Address:

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Hitotsubashi University
2-1-2 Hitotsubashi, Chiyoda-ku, Tokyo 101-8439 Japan
Phone: +81.3.4212.3094/3154

From Stations Nearby:

- From Jimbocho Station: 3 min. walk from A-9 exit.
- From Takebashi Station: 4 min. walk from 1-B exit.

HITOTSUBASHI ICS | Getting to ICS

From NRT: Narita International Airport

From NRT to Tokyo Station

- Railway 1: JR Narita Express – 56 min. to Tokyo Station
- Railway 2: Keisei Skyliner – 41 min. to Ueno Station (From Ueno to Tokyo Station – 7 min. by JR)
- Limousine Bus: 75 – 110 min. to Tokyo Station
- For further information: <http://www.narita-airport.jp/en/access/index.html>

From Tokyo Station to ICS

- Walk from Tokyo Station to Otemachi Station (5 min.) or Take Marunouchi Line from Tokyo to Otemachi.
- Then take Tozai Line from Otemachi to Takebashi Station, or Mita Line/Hanzomon Line to Jimbocho Station.
- For further details: <http://www.tokyometro.jp/en/subwaymap/>

From HND: Tokyo International Airport (Haneda)

From HND to ICS

- Railway 1: Keihin Kyuko Line (30 min.) to Mita Station, and Subway Mita Line to Jimbocho Station (12 min.)
- Railway 2: Tokyo Monorail Line (20 min.) to Hamamatsucho Station, and take JR to Tokyo Station (6 min.)
- Limousine Bus: 25 – 45 min. to Tokyo Station
- For further information: <http://www.tokyo-airport-bldg.co.jp/en/access/#t1>

From Tokyo Station to ICS

- Please refer to the above.

HITOTSUBASHI ICS | Contact Information

If you have any inquiries regarding EMBA GNW Tokyo Program, please contact:

Lead Faculty Members:

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- Akiko Munakata
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