Tokyo Program

INNOVATION X GLOBALIZATION | Super Aging Society Japan

Program Overview
January 17, 2018
INNOVATION X GLOBALIZATION | Super Aging Society Japan

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

JAPAN AS A FRONT RUNNER OF THE AGING SOCIETIES

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!

JAPAN | As a Front Runner

Percentage of population aged 65-plus
- Japan
- World

30% As of July 1

JAPAN | As a Front Runner

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
2. THE PROGRAM

INNOVATION x GLOBALIZATION | SUPER AGING SOCIETY JAPAN
SUPER AGING SOCIETY JAPAN | Brief Description

- **WHEN:** June 11-15, 2018
- **WHO:** 25 EMBAs from 12 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 | Learning 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?
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/).
- Possible group project sites include:
  - Kashiwa-no-ha Smart City | Mitsui Fudosan | http://www.kashiwanoha-smartcity.com/en/
  - Fujisawa Sustainable Smart Town | Panasonic | http://fujisawasst.com/EN/

**SPEAKER SESSIONS**
- AI, Visualization Technology, and Aging Society (Masahiro Fukuhara, Institute for Global Society)
- IoT, Sensing, and Aging Manufacturing Industries (Yuji Ichimura, Executive Director, Konica Minolta)
- Inter-generational Problem Solving Opportunities (Daiji Sugi, Director, Kotoen Nursery)

**FOUNDATION | Japan – Culture, Demography & Economy**
- Japan as National Innovation System – Past, Present, and Future (Y. Fujikawa)
- Japanese Culture – Bushido, Zen, and Japanese Management (M. Kimura, M. Nishisaka)
- Demographic Issues in Japan – Opportunities and Challenges (H. Ono)

**FIELD VISITS**
- Orix Living (High net-worth nursing home using robotics)
- Sony Aibo (Dog-shaped human companion robotics)
- Ogasawararyu Reihou Institute (Bushido lessons)
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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.
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

AI, Visualization Technology, and Aging Society
Masahiro Fukuhara
Founder & CEO
Institution for a Global Society
GROW, an AI-based HRM solutions
https://www.i-globalsociety.com/en/

IoT, Sensing Technology, and Aging Manufacturing Industries
Yuji Ichimura
Executive Director
Konica Minolta
Gas monitoring solutions
SPEAKER SESSIONS

Inter-generational Problem Solving Opportunities
Daiji Sugi
Director
Kotoen Nursery
Facility for child care and elderly care
http://www.kotoen.or.jp/

Project: Time Travel to Global Super Aging Society
Taku Furukawa
Founder & Organizer
Tokyo FabHub
Network of 100+ small factories and craft workers in Tokyo
http://tokyofabhub.com/

TENTATIVE
January 17, 2018
FIELD VISITS

Orix Living
High net-worth nursing home using robotics
https://www.orixliving.jp

Sony Aibo
Dog-shaped human companion robotics
https://www.sony.net

Ogasawararyu Reihou Institute
Bushido lessons
http://www.ogasawararyu-reihou.com
The group project will be jointly run with Taku Furukawa, Founder & Organizer, Tokyo FabHub (http://tokyofabhub.com/).

The group project consists of:
- Pre-program assignment (which gives participants a simple framework to think through issues involved in analyzing an aging society)
- Kickoff session (which sets the agenda and explains steps in detail)
- Field visits (which provides participants with opportunities to engage in dialogue with senior citizens and executives leading “smart city” projects (see below), and
- Final presentation on the group proposal to the smart city initiative and individual takeaways for implications to participants’ parts of the world.

Possible group project sites include:
- Kashiwa-no-ha Smart City | Mitsui Fudosan | http://www.kashiwanoha-smartcity.com/en/
- Fujisawa Sustainable Smart Town | Panasonic | http://fujisawasst.com/EN/

The group project will be assessed. Groups will be assigned in advance of the program and will be required to begin collaboration on their project before the week commences.

Groups will be required to present their project proposal at the end of the week.
3. THE SCHOOL

HITOTSUBASHI UNIVERSITY & HITOTSUBASHI ICS
HITOTSUBASHI UNIVERSITY

- Founded in 1875
- The first and the only university in Japan to specialize exclusively in social sciences
- Located in Kunitachi City (Suburb of Tokyo)
HITOTSUBASHI ICS

- Founded in 2000
- Japan’s first national university business school, providing 100%-English, DBA Program, Full-time MBA Program, and Executive MBA Program
- Located in Hitotsubashi, the birthplace of the university and at the central downtown Tokyo.

WEB: http://www.ibs.ics.hit-u.ac.jp/

VIDEO: MBA in Japan, Hitotsubashi
https://www.youtube.com/watch?v=qYMrP06JNlQ
HITOTSUBASHI ICS | Where We Are

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

(Source: Global Network Week Tokyo Program, Innovative City Tokyo? (M. Korver), Slide #3.)
HITOTSUBASHI ICS
Where We Are
Address:
Hitotsubashi ICS
Graduate School of International Corporate Strategy, 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.
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

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 | Lead Faculty Members

Tomonori “Tom” Ito
Professor & Faculty in Charge of Executive MBA Program
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 & Faculty in Charge of Academic Affairs, MBA Program
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.
If you have any inquiries regarding EMBA GNW Tokyo Program, please contact:

**Lead Faculty Members:**

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