

Global Network Week for Executive MBA Students

Hitotsubashi ICS

Tokyo, Japan | June 2018

“Innovation X Globalization | Super Aging Society Japan”

1. BRIEF DESCRIPTION

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!

The EMBA GNW Tokyo Program hosted by Hitotsubashi ICS is designed to help GNAM EMBA candidates understand the unique challenges and opportunities facing aging societies. Classroom sessions and company visits will introduce relevant market phenomena and corporate practices in Tokyo and Japan. The group project “Time Travel to the Global Super Aging Society” exposes you to the issues we will be encountering 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!

2. 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?

3. PROGRAM FORMAT

Students will participate in faculty 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. At least 50% of the week will be based in the classroom with the remainder consisting of company visits and group work on the assigned project.

- **Foudation Sessions (tentative)**

- Japan as National Innovation System – Past, Present, and Future | Yoshinori “Yoshi” Fujikawa | http://www.ics.hub.hit-u.ac.jp/faculty/profile/fujikawa_yoshinori_yoshi.html
- Japanese Culture – Bushido, Zen, and Japanese Society | Motoko Kimura and Mina Nishisaka | http://www.ics.hub.hit-u.ac.jp/faculty/profile/kimura_motoko.html, http://www.ics.hub.hit-u.ac.jp/faculty/profile/nishisaka_mina.html
- Demographic Issue in Japan – Opportunities and Challenges | Hiroshi Ono | http://www.ics.hub.hit-u.ac.jp/faculty/profile/ono_hiroshi.html

- **Speaker Sessions (tentative)**

- 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) | https://www.konicaminolta.com/com_message/sp/monitoring_solution/index.html
- Inter-generational Problem Solving Opportunities | Daiji Sugi, Director, Kotoen Nursery (Joint 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

- **Field Visits (tentative)**

- Orix Living (High net-worth targeted nursing home using robotics) | <https://www.orixliving.jp/>, https://www.gov-online.go.jp/eng/publicity/book/hlj/html/201512/201512_04_en.html
- Sony Aibo (Dog-shaped human companion robotics) | <https://www.sony.net/>
- Ogasawaryu Reihou Institute (Bushido lessons) | <http://www.ogasawaryu-reihou.com/>

- **Group Project (tentative)**

- The group project, titled “Time Travel to the Global Super Aging Society” will be jointly run by Tokyo FabHub (<http://tokyofabhub.com/>). The group project consists of a 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.

4. 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.

5. CONTACT INFORMATION

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