



KEIZAI SOCIETY U.S. - JAPAN BUSINESS FORUM

日本の将来の3つのシナリオ 我々はどこからどこへ行くのだろうか？

パネリスト:

海部美知, CEO of ENOTECH Consulting
ロッシェル・カップ, Managing Principal of Japan Intercultural Consulting
キンバリー・ウィーフリング, Founder and President of Wiefing Consulting

2010年3月18日(木)

レジストレーションとネットワーキング: 5:30 – 6:00 p.m.

イベント: 6:00 – 8:00 p.m.

(NEW) 場所: 801 California St. 1st Floor

Mountain View, CA

Fenwick & West LLP

軽食

参加費:

\$20: 3月14日(午前0時)まで登録の方

\$35: 3月17日(午後5時)までに登録の方

\$50: 当日参加(当日参加も歓迎致しますが、席に限りがあります。)

服装: ビジネスカジュアル

登録は経済ソサイエティのウェブサイトをお願いします。

<http://www.keizai.org/>

Ustream からインターネット放送も実施します(日本時間3月19日午前10時15分開始)。

今まで地域の関係で参加できなかった方も是非この機会に参加してください。

料金: 無料(3月16日午後5時まで登録した方)。

登録受付は www.keizai.org をお願いします。

登録した方には、インターネット放送の詳細を3月17日にお送りいたします。

(注) 講演は全て英語で行われます

概要

どれだけ多くの日本人がオバマ大統領の「Change」というスローガンに心を奪われたのでしょうか？しかし、日本企業、日本国民そして日本という国は本当に変わることが出来るのでしょうか？そもそも、本当に変わりたいと思っていのでしょうか？日本の将来はこの「変わることが出来るかどうか」にかかっています。もちろん、道は一つだけとは限りません。裕福というぬるま湯に浸かって海外の言葉や文化と関わるのを避け、日本は内向的になってしまうのでしょうか？それとも世界とは多少繋がっていくが、少しずつ的外れな方向に動いていくのでしょうか？もしくは世界に率先して、リーダーシップを発揮しグローバルな重要問題を解決する一員となるのでしょうか？

今回のイベントは、日本企業と密接に関連しながら働いている、海部美知、ロッシェル・カップ、キンバリー・ウィーフリングの三人のコンサルタント／著者が、日本や日本企業が今後どこに行くのか？そしてそれはあなたにとってどんな意味を持つのかというトピックについて議論してもらいます。

今年の経済ソサイエティのテーマは「Catch the Next Wave – New Opportunities for 2010」です。2010年最初のこのフォーラムでは、日本が如何にして次の「波」をキャッチして不況から脱出できるのかという興味深い内容をお届け致します。不況の時期では、ネットワークや助け合いは重要なことです。なるべく多くの名刺をお持ちになり参加者やパネリストと名刺を交換してください。また、このフォーラム案内を知り合いの方々に転送して頂ければ幸いです。



Michi Kaifu is founder and CEO of ENOTECH Consulting, a management consulting firm specializing in global telecom, mobile and the internet industry, and the author of *Paradaisu Sakoku* (“Seclusion in Paradise”). Michi has provided strategic analysis and business development advice to a wide range of clients, from small start-ups to major multinational corporations, based on her unique experience in the crossroads of telecom, Japan and Silicon Valley. With a belief that mixing diverse elements from different markets and culture is an important driver, she is interested in driving innovation in the global telecom/mobile/Net industry. In her popular Japanese blog “Tech Mom from Silicon Valley”, in addition to the technology and cultural aspects, she is also advocating the same view to solve problems in the society, such as issues of children with special needs. Before founding ENOTECH, Michi worked in business development for a mobile start-up company and NTT America, and international sales at Honda Motor Co. Michi holds an MBA from Stanford University's Graduate School of Business, and a BA from Hitotsubashi University in Tokyo, Japan. Her English blog is at http://hogacentral.blogs.com/japan_tech_blog/



Rochelle Kopp is founder and Managing Principal of Japan Intercultural Consulting, an international training and consulting firm focused on Japanese business. As a consultant specializing in cross-cultural communications and human resource management, she has extensive experience working with Japanese organizations and their non-Japanese suppliers and partners. She has worked with numerous Japanese multinationals to help them improve their global human resource management. She is currently focused on helping Japanese companies be more successful in Silicon Valley, offering assistance on effective human resource management practices, organization development, and cross-cultural training and teambuilding. Rochelle gained firsthand experience of Japanese corporate culture when she lived in Japan and worked at the Tokyo headquarters of a major Japanese financial institution. She speaks, reads, and writes Japanese fluently. Rochelle is the author of *The Rice-Paper Ceiling: Breaking Through Japanese Corporate Culture* and over twenty books in Japanese. Rochelle writes for various Japanese and American publications, including regular columns for *The Nikkei Weekly*, *Nikkei Woman*, and *U.S. Frontline News*. Prior to establishing Japan Intercultural Consulting, Rochelle worked at two U.S.-based international consulting firms. She holds a B.A. in History from Yale University and an M.B.A. from the University of Chicago's Graduate School of Business.



Kimberly Wiefling, Executive Editor of the Scappy About Series, is the author of one of the top project management books in the US, *Scappy Project Management – The 12 Predictable and Avoidable Pitfalls Every Project Faces*, one of the top project management books in the US, a book growing in popularity around the world, and recently published in Japanese by Nikkei Business Press. She is the founder of Wiefling Consulting, LLC, a global leadership and business management consulting firm. Kimberly specializes in enabling her clients to achieve what seems impossible, but is merely difficult. A physicist by education, and a successful business leadership and project management consultant for the past 8 years, she began her professional career with 10 years at HP working in product development project management and engineering leadership. She spent 5 years in the wild and whacky world of Silicon Valley startups, including a Xerox Parc spinoff where she was the VP of Program Management. In 2001 she rose from the ashes of the dot-com bust, launched her consulting practice, and never looked back. In typical Silicon Valley style, Kimberly has helped to start, run and grow a dozen small businesses. Four of the startups that she co-founded are still in business and profitable. She currently spends about half of her time traveling in Japan facilitating leadership, innovation and execution excellence workshops to help Japanese companies solve global problems profitably.