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# Japanese Business Innovation – present and future challenges



Breakfast Seminar with an introductory lecture by:  
Professor **Seiichiro Yonekura**, Director, Institute of  
Innovation Research, Hitotsubashi University

In his introduction Prof Yonekura will give a perspective on Japanese business development in the past and in the future. In his outlook for the future he will address management challenges such as:

- Social and Business Innovation for the Post-Industrial Society
- Innovation Strategy for the 21st century

After the introduction the audience will be invited to a discussion on these and related topics.

Professor Yonekura is leading a group of 20 Japanese and foreign innovation researcher at the prestigious Hitotsubashi University in Tokyo. His group focuses on the Japanese busi-

ness sector, including in depth studies ranging from patent strategies to social innovation in the service sector.

He holds a Ph.D. (in History) from Harvard Graduate School of Arts and Sciences and Business history and Economic history degrees from Hitotsubashi University. His current research interests are on the history of game software industry, and future potential of eco-friendly industries. His book publications include: *Model J: The Neo IT Revolution* and *Entrepreneurship and Organization: The Role of the Entrepreneur in Organizational Innovation*.

Most welcome!

**Edvard Fleetwood**, Secretary General,  
Sweden-Japan Foundation

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**Time:** February 19, 2010, 08.00–09.00 hrs. Breakfast will be served from 07.30.

**Venue:** IVA's Conference Center, Grev Turegatan 16, Stockholm.

**Registration:** RSVP to [info@swejap.a.se](mailto:info@swejap.a.se) with name, position and organization no later than February 16. Please remark if you would like to have breakfast. The seminar is free of charge.