

JAPAN DAY PROGRAMME

Monday 15 March 2010 – 09:00 – 15:00

Sir Dennis Rooke Building, Holywell Park, Loughborough

09:00 Registration

09:30 Welcome - Professor Neil Halliwell - Provost and Deputy Vice Chancellor, Loughborough University
Introduction - Peter Hogarth - International Trade Director - UK Trade & Investment

09:45 Japan and the UK - A Business, Economic and Political Perspective – David Warren - British Ambassador to Japan
David will touch on some of the East Midlands companies that have succeeded in the market, and give a few thoughts on what opportunities exist and how to approach Japan

10:10 Japan – Open for Business - Shin Ebihara - Japanese Ambassador to the United Kingdom
The Japanese Ambassador, Shin Ebihara, will talk about Japan's current economic situation, and the Japanese Government's interest in generating inward and outward investment.

10:25 Taking a Concept to Market in Japan – Company Case Study – Dr Michael Tusch, Apical Ltd
Dr Michael Tusch CEO of Apical Imaging will talk about how his local company took a technology idea from work done at Leicester University, and built a strong presence and well known brand in Japan, with limited budget and resources.

10:45 Coffee Break

11:00 Support for Success in Japan – Takashi Funaki, Director General, Japan External Trade Organisation (Jetro)
Mr Funaki is the Director General of Jetro will talk about the initiatives Jetro has in place to help UK companies to do business in Japan.

11:15 Company Case Study – Dr Jon Moore, Director of Communications and founder, Intelligent Energy

11:35 An Introduction to Japanese Culture and Etiquette – By local school children from Southwold School

11:45 Preparing for Success – Goldie Sayers, Double Javelin Thrower and double Olympian
Goldie Sayers is a double Olympian javelin thrower. Goldie achieved a 1st in Sports Science from Loughborough University, competed in Japan at the World Championships in Osaka in 2007 and also finished 4th at the Beijing Olympics. Goldie is a superb speaker and will talk about preparing for success.

12:05 Question Time

12:30 Lunch, Networking and Exhibition

13:30 Break out Workshop Sessions (choose your appropriate session)

Delegates have the opportunity to take part in a variety of workshop sessions, facilitated by UK Trade & Investment Sector Champions and featuring relevant speaker case studies.

13:30 – 14:00 Workshops Session 1

- Healthcare Opportunities in Japan – with a case study by Roger Carline, CEO at Eminate in BioCity Opportunities for Transport Technologies Businesses - with a case study by Yasuhiro Shimasaka, Trade Development Manager, British Embassy Tokyo
- Creative Industries and the Japanese Market - with a case study by Wolfgang Buttress, Sculptor
- Doing Business in Japan - Steve Crane – Business Link Japan. Practical tips and tricks for opening doors and closing deals in Japan.

14:05 - 14:35 Workshop session 2

- Food & Drink Opportunities in Japan – with a case study by Andy Jones - Foster Foods
- Environmental Technology – Prospects in Japan – (including green build and low carbon housing)
- Doing Business in Japan – Steve Crane – Business Link Japan

15:00 Close