

# The 3rd JETRO International Symposium on Service Industry

The Fullerton Hotel  
Ballroom II

13 OCT 2015, 09:00 - 11:50

## Seminar Outline

JETRO is organizing the 3rd International Symposium on Service Industry in Singapore this year on 13th October, with the aim of strengthening cooperation in the service industry between Japan and ASEAN.

The Japan Association of Corporate Executives is conducting the 41st ASEAN-Japan Business Meeting (AJBM, on 12th October, 2015), and we have agreed on one common theme of "service industry" as these two events will be held consecutively.

For this symposium, we are inviting leading service industry business owners in Japan and ASEAN to share their experiences in their keynote speeches, which will be followed by a panel discussion.

Target Audience:

- Service industry managers from Japan and ASEAN
- Executives of Singapore companies in the service industry

Register your attendance now:

<https://www.jetro.go.jp/form5/pub/spr/20151013>



ORGANIZER:

**JETRO**  
Japan External Trade Organization

SUPPORTING ORGANIZERS:



# > Programme\*

09:00 - 09:05

**Opening Remarks**

Mr. Hironobu Kitagawa, Director-General,  
Service Industry Department, Japan External  
Trade Organization (JETRO)

09:05 - 09:10

**Remark**

Mr. Toshiyuki Shiga, Vice Chairman, Japan  
Association of Corporate Executives

09:10 - 09:15

**Remark**

Ms. Choy Sauw Kook, Assistant Chief  
Executive, SPRING Singapore

09:15 - 09:20

**Remark**

Mr. Naohiro Tsutsumi, Deputy Chief of  
Mission, Minister, The Embassy of Japan in  
Singapore

09:20 - 09:25

**Remark**

Mr. Yasuhiro Maeda, Deputy Director-  
General (Commerce and Information Policy  
Bureau, in charge), Ministry of Economy,  
Trade and Industry (METI)

09:25 - 09:35

**Speech**

Ms. Yuri Sato, Executive Vice President,  
Japan External Trade Organization (JETRO)

09:35 - 09:55

**Keynote Speech 1 (Singapore)**

Mr. Liew Mun Leong, Chairman, Changi  
Airport Group

09:55 - 10:15

**Keynote Speech 2 (Thailand)**

Mr. Piya Nguiakaramahawongse,  
Co - Group CFO, Central Group

10:15 - 10:35

**Keynote Speech 3 (Japan)**

Mr. Tadimitsu Matsui, Honorary Adviser,  
Ryohin Keikaku Co.,Ltd. (MUJI)  
President of MATSUI office corporation

10:35 - 10:50

**Coffee Break**

10:50 - 11:50

**Panel Discussion**

**Panelists:**

- Mr. Liew Mun Leong, Chairman, Changi Airport Group
- Mr. Tadimitsu Matsui, Honorary Adviser, Ryohin Keikaku Co., Ltd. (MUJI) President of MATSUI office corporation
- Mr. Piya Nguiakaramahawongse, Co - Group CFO, Central Group
- Mr. Kei Inoue, General Manager, Overseas Department, Muginoho Co., Ltd. and Managing Director, MUGINOHO GLOBAL PTE. LTD. (Beard Papa)

**Moderator:**

- Dr. Yoshinori Fujikawa, Associate Professor, Hitotsubashi University Graduate School of International Corporate Strategy (ICS)

11:50 - 12:50

**Networking Lunch**

*\*The programme is correct at time of release and subject to change without notice.*

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