



# **LUNCH SEMINAR** on the Japanese Economy and Society at the Maison franco-japonaise

## **"Japanese New Business Model to Cope With the Open Innovation"**

**Noboru MAEDA**

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Aoyama Gakuin University

青山学院大学

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**Discussant**

**Yveline LECLER**

The Research Institute at the French-Japanese House

**June 29<sup>th</sup>, 2009 (Monday), from 12:30 pm to 2 pm**  
**Maison franco japonaise, room 601 (6<sup>th</sup> floor)**

*With the generous support of the Economic Section of the French Embassy and the French Chamber of Commerce and Industry in Japan*

### **Summary**

The successful Japanese catch-up business model, which brought Japan to the world leading position in the 1980s, is dead. We need to build up a new business model to meet the drastic change of the world business environment. Open innovation with ICT, flat-world, and the growing BRICs are forcing Japan to such a change.

World leading technology and efficient plant operations are no longer the key factor in manufacturing industry. Technology-oriented Japanese mobile phone has lost its leadership, LCD TV is being challenged, while Solar Battery is no longer without competitors. World competitors with less technology are developing new efficient business model with entrepreneurship and global integration.

Professor Maeda will argue some prescription to help the necessary transformation of the Japanese business model.

### **Short Biography of Noboru MAEDA**



Dr. Noboru Maeda, Professor at Aoyama Business School, received his Master Degree from Keio University, and Ph.D from Kochi University of Technology. He has 10 years academic field career in Osaka City University and others. Before that he had worked as an executive manager for IBM and SONY in Japan, USA and Europe during 30 years with positions in product and business plan or development. He had also been Research Associate at NISTEP of MEXT for 10 years.

He published several books on Industry Clusters, Entrepreneurship and Globalization.

### **Short Biography of Yveline LECLER**



- Researcher at Maison franco-japonaise, UMIFRE 19 CNRS - MAE
- Associate Researcher, Institute of Social Science, University of Tokyo
- Associate Professor, Lyon Institute of Political Studies, University of Lyon
- Permanent Member of the Institute of East Asian Studies (Lyon) since its establishment in 1992.

## What is the Lunch Seminar?

This typical event has been organized at the Maison-Franco Japonaise (Nichi-Futsu Kaikan) – Room 601 (6F) from 12.30 to 14.00, since 2004 with the generous support from the Economic Section of the French Embassy and the French Chamber of Commerce and Industry in Japan. For more information, please visit the website of the seminar : [http://www.mfj.gr.jp/lunch\\_seminar/lunch\\_seminar.html](http://www.mfj.gr.jp/lunch_seminar/lunch_seminar.html)

Please note that this is a "brown bag lunch seminar" (please bring your sandwiches or "bento").

## How to attend the Lunch Seminar ?

The participation to the Lunch Seminar is free but **registration is strictly required**. Please apply by e-mail to : [mikasa@mfj.gr.jp](mailto:mikasa@mfj.gr.jp) ; or by fax (03-5421-7652) specifying your :

- |                          |          |
|--------------------------|----------|
| – name                   | – adress |
| – company or institution | – phone  |
| – position               | – e-mail |

**NB : The presentation will be followed by a discussion with the participants (in English, no translation).**

## How to get there ?



**Nichifutsu Kaikan (MFJ) : Shibuya-ku, Ebisu, 3-9-25**

▷ From the Ebisu JR station take the Skywalk Exit, turn left and walk 5 mn alongside Yebisu Garden Place.

