



LUNCH SEMINAR

on the Japanese Economy

at the Maison franco-japonaise

" Architecture-based Comparative Advantage "

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Thursday June 29th, 2006, from 12:30 pm to 2:00 pm
Maison franco-japonaise (MFJ), room 601 (6th floor)

With the generous support of the
Economic Section of the French Embassy フランス大使館経済部 and the
French Chamber of Commerce and Industry in Japan 在日フランス商工議所

■ Summary

In this paper, we propose an architecture-based hypothesis of comparative advantage, which predicts that a good "fit" between "organizational capacities of manufacturing" — that companies have built up over their histories — and product-process architecture (i.e., basic design concepts for product function, structures and processes), tends to result in international competitiveness. This hypothesis is supported by an empirical analysis. It suggests the possibility of a new development direction in international trade theory.

■ Biography



Takahiro FUJIMOTO is professor at the Faculty of Economics, University of Tokyo and executive director of the Manufacturing Management Research Center (21st Century COE Program). The MMRC aims to be an international research center on the Manufacturing Systems of Japanese firms, particularly on theoretical and empirical studies on the Integral Manufacturing (Production, Development and Purchasing) System, which has been formed among certain postwar Japanese manufacturing firms. Professor Fujimoto's long-term research objectives have been technology and operation management, especially in three areas: production management, product development, and suppliers' management. He is a worldwide recognized specialist of the Toyota Productive System and the author of numerous books and articles, among others: *The Evolution of a Manufacturing System at Toyota*, Oxford University Press, New York, 1999; *Product Development Performance: Strategy, Organization, and Management in the World Auto Industry*, Harvard Business School Press, Boston, 1991 (with Kim B. Clark).

■ 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 : lechevalier@mfj.gr.jp ; or by fax (03-5421-7652) specifying your :

name | company or institution | position | address
phone number | e-mail.

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

■ How to get there ?



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