

§39. Activity Update on the Gifu Academy of Wisdom for Business Elites in 2008

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A series of meetings for business elites, referred to as the Academy of Wisdom (Kenzaijuku in Japanese), have been held at the National Institute for Fusion Science (NIFS) since 2006. The first director was Dr. H. Yanagida, a professor emeritus of the University of Tokyo and Dr. A. Sawaoka, President of Daido Institute of Technology took over in 2007. Since Dr. Yanagida's passed away, T. Kado and M. Yamada have been serving as the coordinators for these meetings

These activities have been supported the Gifu Industries Association and also Gifu Prefecture. The main emphasis in the lectures delivered in these meetings has been on the following points: (1) planning on the business expansion along with the market situation; (2) business strategy and problem solving; (3) new materials and new technologies; and (4) presentation skills.

The forth meeting of this series was held for Aug. 21st through 23rd and Aug. 30th and 31st, which attracted 22 participants. They shared the same accommodation during these four days of sessions. All these participants are business elites; some are at the director's level at large firms, and others are perspective successors of small businesses., all of them enhanced to generate a good atmosphere to learn from each other. The best part is that these participants can interact with lecturers after the sessions because, again, they shared the same accommodation.

The lectures delivered are summarized as follows:

Day-1(Aug. 21st):

A keynote lecture was given by Dr. A. Sawaoka on "Organization and crisis management". Also, lectured by Prof. N. Kanda of Seijou Univ. was on "7 most important hints to create commercially successful products".

Day-2(Aug. 22nd):

M. Nishiura of Attax Group gave a talk on "What does it take to maintain the business growth in economic recessions?" Also, case studies were conducted by the meeting coordinators and lecturers.

Day-3(Aug. 23rd):

As the coordinators, M. Yamada and T. Kado presented the results of the case studies on business strategies.

Day-4(Aug. 30th):

M. Yamada gave a talk about "Impact of products color on their sales". K. Kondo of Chubu Economic Federation gave a lecture on "Commercially successful products". T. Takamura, President of Serendip Consulting Corporation, gave a talk on "The requirements for firms to maintain growth".

Day-5(Aug. 31st):

A lecture on "Communication skills in the business scenes" was given by I. Akita, President of Emuzu Corporation. Also, M. Yamada and T. Kado presented the results on the "Core competence and its evaluation case studies".

It is believed that all the participants learned a lot about business competence and strategies from these lectures. A follow-up seminar was also held on Feb. 20th and 21st, 2009 at NIFS. The next academy meeting is currently planned to be held in the summer of 2009.