

Co-hosted by the Ministry of Economy, Trade and Industry and OECD International Symposium on 'Intellectual Café and Innovation'

~ Promotion of Innovation ~



With increasing international economic activities in recent years, there are growing expectations for innovation as the driving force for economic growth and a solution to problems faced by the international community. Under these circumstances, OECD also is strongly urged to establish an "innovation strategy."

A century ago, Austrian economist Joseph A. Schumpeter pointed out that the keys for innovations are the "fusion of knowledge". Today we are required to build an environment that can facilitate such integration. As one such environment, "Intellectual Café" has been formed to provide opportunities to discuss, from various perspectives, which innovations will be possible and successful and how to promote them. "Intellectual Café" is also sure to contribute to enhance the capabilities to manage intellectual property for value creation.

At this symposium, we will introduce the participants to some "Intellectual Cafés" already run by businesses, academic institutions, and local communities. Then, the participants are expected to exchange opinions on the Intellectual Café's system and discuss what Intellectual Cafe should be in the future in order to encourage innovations.

This symposium is held as part of the "Intellectual Property Week 2007".



Outline of the Symposium

Date	Thursday 8 November 2007 13:00 to 18:00 (Acceptance starts at 12:30)	Friday 9 November 2007 9:30 to 17:30 (Acceptance starts at 9:00)
Venue	Keidanren Kaikan (Golden Room) http://www.keidanren.or.jp/english/profile/map.html	
Participants	Up to 200, with 100 for each session	
Participation Fees	Free	

Hosts and Supporter

[Host]
Organisation for Economic
Co-operation and Development (OECD)
Ministry of Economy, Trade and Industry (METI)



[Supporter]
The New Club of Paris



Contact

Ministry of Economy, Trade and Industry, Industrial Science and Technology Policy and Environment Bureau, Technology Promotion Division, Junichiro Yoshime / Yasunori Maeda
E-mail i-cafe@meti.go.jp URL >>> <http://www.intellectual-cafe.jp>

[Secretariat]
Mitsubishi Research Institute, Inc., Management Consulting Division, Kawamura / Yoshimura / Kitada
E-mail cafe-mri@mri.co.jp

Please register Now !



<http://www.intellectual-cafe.jp>

International Symposium on 'Intellectual Café and Innovation'

~ Promotion of Innovation ~

Program



Thursday 8 November 2007, 13:00 ~ 18:00

Keidanren Kaikan International Conference Hall (Golden Room)-11F-

13:00 – 13:10

[Opening speech]

• Kanae Yamamoto (Vice Minister of Economy, Trade and Industry)

13:10 – 14:00

[Plenary session 1 : Keynote speech]

• Ikujiro Nonaka (Professor emeritus, Hitotsubashi University)

14:00 – 14:50

[Plenary session 2 : Japan-U.S.-Europe talk]

• Ikujiro Nonaka (Professor emeritus, Hitotsubashi University)

• Debra Amidon (ENTOVATION International Ltd.)

• Leif Edvinsson (Professor, University of Lund)

Moderator:

• Takayuki Sumita (Manager, Information and Communication Electronics Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry)

Discussant:

• Ahmed Bounfour (Professor, Innovation, Strategy, Intellectual Capital, University Paris XI)

14:50 – 15:30

[Plenary session 3 : Cases in Europe]

Moderator:

• Ahmed Bounfour (Professor, Innovation, Strategy, Intellectual Capital, University Paris XI)

Presentation:

• Yutaka Yoshimoto (Director, Paris Office, New Energy and Industrial Technology Development Organization, Office)

Discussant:

• Leif Edvinsson (Professor, University of Lund)

15:30 – 16:00

Break

16:00 – 17:50

[Plenary session 4 : "Creative Offices" inducing Knowledge Creation]

Moderator:

• Dai Senoo (Associate Professor, Tokyo Institute of Technology)

Panelists:

• Yoshimitsu Isoi (Director, Chief of Public Relations Division, Mori Building Co, Ltd.)

• Hidehito Obayashi (President, Chief Executive Officer and Director, Hitachi High-Technologies Corporation)

• Ryusuke Naka (Professor, Kyoto Institute of Technology)

• Nachiko Yamamoto (Principal / Managing Director, Gensler and Associates / International Limited)

18:00 – 20:00

Reception (Place for intellectual exchange) ☆Diamond Room☆ -12F-

Friday 9 November 2007, 9:30 - 17:30

- Parallel session A - (Room 1001)

- Parallel session B - (Room 1002)

09:30 – 11:20

09:30 – 11:20

[Parallel session 1a: Effort at businesses]

Moderator:

- Manny W. Schecter (Associate General Counsel, IP Law, IBM Corporation.)

Speakers:

- Yoshiko Shibasaka (Senior Manager, KPMG AZSA & Co.)
- Setsuko Morishita (Director, Actcell Corporation)
- Takanobu Natsume (Technology Marketing Group Chief, Advanced Device Institute, Technology Headquarters, OMRON Corporation)
- Peter Pawlowsky (Professor, Dr. Chemnitz University of Technology)
- Lutz Gerlach (Chemnitz University of Technology)

[Parallel session 1b: Effort beyond organizational Boundaries]

Moderator:

- Akihiro Sawa (Professor, Research Center for Advanced Science and Technology, University of Tokyo)

Speakers:

- Masaaki Honma (Principal Facilitator of the Program "Manufacturing Shokason-Juku" of NPO CAFE)
- Yoshikazu Oya (NPO UDCK / Professor, Graduate School of Frontier Sciences, the University of Tokyo)
- Junji Itoh (Vice President / Innovation Architect, National Institute of Advanced Industrial Science and Technology)
- Annabel Bismuth (Economist, Directorate of Financial Affairs, OECD)

11:20 – 11:40

Break

11:40 – 13:30

11:40 – 13:30

[Parallel session 2a: Effort in local communities]

Moderator:

- Debra Amidon (ENTOVATION International Ltd.)

Speakers:

- Kazumi Matsushige (Vice President, Kyoto University)
- Stephen Cohen (Professor, UC Berkeley)
- Jun Imai (Iwate INS / Associate Professor, Iwate University)
- Hideyuki Suzuki (Senior Managing Director, IA-M Inc.)

[Parallel 2b: Technology and Kansei - Kansei and Value Creation Initiative]

Presentation:

- Manabu Akaike (Science and Technology Journalist / President, Universal Design Intelligence., Inc.)
- Kiyoyuki Okuyama (Industrial Designer)

Talk session:

- Manabu Akaike × Kiyoyuki Okuyama

13:30 – 14:30

Lunch

14:30 – 15:50

[Plenary session 5 : Cafe for innovation and intellectual Asset-Based Management (IAbM)]

Moderator:

- Takayuki Sumita (Manager, Information and Communication Electronics Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry)

Presentation:

- Manny W. Schecter (Associate General Counsel, IP Law, IBM Corporation.)
- Yasuhito Hanado (Professor, Graduate School of Asia-Pacific Studies, Waseda University)
- Debra Amidon (ENTOVATION International Ltd.)
- Yoshiro Tojo (Special Councilor, Science and Technology Policy Division, OECD)

16:00 – 17:20

[Policy round table]

Moderator:

- Takayuki Sumita (Manager, Information and Communication Electronics Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry)

Panelists:

- Yoshiro Tojo (Special Councilor, Science and Technology Policy Division, OECD)
- Stephen Cohen (Professor, UC Berkeley)
- Manny W. Schecter (Associate General Counsel, IP Law, IBM Corporation.)
- Jean-Eric Aubert (World Bank Institute Lead Specialist)
- Futoshi Nasuno (Manager, Technology Promotion Division, Industrial Science and Technology Policy and Environment Bureau, Ministry of Economy, Trade and Industry)

17:20 – 17:30

[Closing Speech]

- Futoshi Nasuno (Manager, Technology Promotion Division, Industrial Science and Technology Policy and Environment Bureau, Ministry of Economy, Trade and Industry)