

SPIEF2018 Seminars in Japan Pavilion

Program

As of May 21, 2018 ROTOBO

May 24th (THU)

- 24-1 [10:00-10:30] Digital Economy Seminar: “Japan-Russia Joint VR Project”**
- Lecturers: SAMI LLC
MAKINO Hiroshi, CEO
Video 360 Production
STLYAROV Denis, Technical Director
- Contents: This seminar provides new information of Japan-Russia business project with VR technology and VR-ready 360-degree videos.
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- 24-2 [10:45-11:15] Совместный семинар АНО «Японский центр» и РОТОБО о повышении производительности на российских предприятиях: «Внедрение опыта и лучших практик Японии по методу бережливого производства «Кайдзен» на российских предприятиях»**
- Lecturers: Тойота Инжиниринг Корпорэйшн
СУДЗУКИ Кацухико, Заместитель Генерального директора
- Contents: Об опыте консалтинговой деятельности компании «Тойота Инжиниринг» по внедрению Кайдзен в разных странах, в том числе на примере российских предприятий.
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- 24-3 [11:30-12:00] HOKKAIDO Seminar: “Let's collaborate with HOKKAIDO~building technology in cold climates~”**
- Lecturers: Hokkaido Government
HIRAMUKI Kunio, Director General for Construction Planning
- Contents: Introducing Cold Climate Construction Technology, the development of which has been independently advanced within Japan by Hokkaido, which shares similar climatic characteristics with Russia.

- 24-4 [12:15-12:45] Japanese Tea Seminar: “What is Japanese tea?”**
 Lecturers: Ujinotsuyu Seicha Co., Ltd.
 YOSHIMOTO Mitsumi
 Contents: - Presentation about differences of the tea, varieties of Japanese tea
 and manufacturing process of Japanese tea
 - How to enjoy Sencha
- 24-5 [13:00-13:30] Japanese Confectionery Seminar: “Confectionery, Biscuit, Chocolate export from Japan”**
 Lecturers: JAPAN FOODING JAPAN
 FUJITA Takashi
 Contents: Introduction about the examples of attractive confectionery of Japan, etc.
- 24-6 [13:45-14:15] Совместный семинар АНО «Японский центр» и РОТОБО о повышении производительности на российских предприятиях: «Внедрение опыта и лучших практик Японии по методу бережливого производства «Кайдзен» на российских предприятиях»**
 Lecturers: Тойота Инжиниринг Корпорэйшн
 СУДЗУКИ Кацухико, Заместитель Генерального директора
 Contents: Об опыте консалтинговой деятельности компании «Тойота Инжиниринг» по внедрению Кайдзен в разных странах, в том числе на примере российских предприятий.
- 24-7 [14:30-15:00] Seminar: “JNTO. Activities and development prospects in the Russian market”**
 Lecturers: Japan National Tourism Organization (JNTO)
 MOTOKURA Airi, Moscow Office Executive Director
 Contents: Highlights of JNTO's activities in Russia, dynamics and tendencies of the market Implementation of the global campaign "Enjoy My Japan".
- 24-8 [15:15-15:45] JETRO Seminar: “Beauty in simplicity - Invitation to Japanese beauty with Japanese craftsmanship -”**

Lecturers: JETRO Export Specialist
KUSANO Nobuaki

Contents: Beauty in simplicity is getting more and more popular in global market particularly in categories such as sundries, décor, etc. How THE beauty lies in products and its presentation, and how Japanese craftsmanship enables the beauty will be introduced.

24-9 [16:00-16:30] Japanese Tea Seminar: “Let’s enjoy Matcha!”

Lecturers: Ujinotsuyu Seicha Co., Ltd.
YOSHIMOTO Mitsumi

Contents: - Presentation about Matcha (Manufacturing process, Differences, and Taste)
- How to enjoy a cup of Matcha, Various ways to enjoy Matcha

24-10 [16:45-17:15] Japanese Confectionery Seminar: “The History of Confectionery in Japan”

Lecturers: CORIS Co., Ltd..
INOUE Akinori

Contents: Introduction about the history of Japanese confectionery, current varieties of confectionery, etc.

25-1 [10:00-11:00] Digital Economy seminar: “Japan-Russia Joint seminar for cooperation in Digital Economy”

Lecturers: <Japanese side>

SAMI LLC

MAKIHO Hiroshi, CEO

TalentEx Co., Ltd.

KOSHI Yojiro, CEO

Skylight Consulting Inc. OGAWA Ikuo, Lead Expert

NEC Neva Communications Systems JSC

KAWADA Hiroshi, General Director

<Russian side>

Foundation «Skolkovo» PARSHIN Konstantin, Vice President and
Executive Director of IT Technology Cluster

Internet Initiatives Development Fund (IIDF)

BORISOV Evgeny, Director for Development

VRTech Group Europe NEYAGLOV Dmitry, Director

RAIDIX

FEDEROV Andrey, General Director

Contents: This seminar is a further step for enlargement of economic relation between Japan and Russia. Digital Economy – it is one of the most potential field, which encourages technical advantages in both of countries.

25-2 [11:15-11:45] Japan-Russian University Exchange Seminar: “The Development of Japanese-Russian Core Human Resources to Focus on Monodukuri”

Lecturers: <Japanese side>

Kindai University Rector HOSOI Yoshihiko

<Russian side>

Lomonosov Moscow State University Rector

SADOVNICHY Victor Antonovich

Contents: The introduction of the multi-faceted areas of Russian-Japanese university level exchange which includes Kindai University’s initiative of advancement in industry-academic cooperation (The Development of Japanese-Russian Core Human Resources to Focus on Monodukuri). In addition, the

introduction of concrete examples of the exchange program presently underway between Lomonosov Moscow State University and Kindai University.

25-3 [11:50-12:20] Совместный семинар АНО «Японский центр» и РОТОБО о повышении производительности на российских предприятиях: «Внедрение опыта и лучших практик Японии по методу бережливого производства «Кайдзен» на российских предприятиях»

Lecturers: Japan Association for Trade with Russia & NIS
OKADA Kunio, Director-general, Institute for Economic Studies
Тойота Инжиниринг Корпорэйшн
СУДЗУКИ Кацухико, Заместитель Генерального директора

Contents: В мае 2016 года во время встречи глав государств Премьер-министр Японии Синдзо Абе предложил Президенту России Путину В.В. на рассмотрение «План японо-российского сотрудничества для проведения инновационной реформы в промышленности и экономике России», состоящий из 8 пунктов. Согласно одному из пунктов: «Поощрение диверсификации промышленной структуры России и повышение производительности» в прошлом году были проведены мероприятия по поддержке 12-ти российских компаний, в результате которых многие компании смогли не только повысить производительность, но и значительно улучшить качество продукции, что дает надежду на дальнейшее укрепление кооперации с японскими компаниями.

25-4 [12:30-13:45] Seminar by Cabinet Office: “Science, Space & Technology”

Opening Remarks: MATSUYAMA Masaji

Minister of State (Science and Technology Policy/Space Policy)

Presentation1: "Enhancement of Societal Resiliency against Natural Disasters"

HORI Muneo, Program Director for "Enhancement of Societal Resiliency against Natural Disasters" by SIP, Cabinet Office

Contents: To better protect our society against natural disasters such as earthquake, tsunami, heavy rain, tornado and volcano eruption, we are developing systems that share disaster related information in real time,

by taking full advantage of ICT and AI technologies.

Presentation2: "Development of CO2-free Ammonia Value Chain"

SHIOZAWA Bunro, Sub-Program Director for "Energy Carriers" by SIP, Cabinet Office

Contents: Our program has revealed a great potential of Ammonia (NH₃) as hydrogen energy carrier and CO₂ free fuel. By constructing a supply chain of CO₂ free NH₃, unutilized renewable energy, such as hydraulics and winds energy abundantly endowed in Russia can be un-exhaustible and exportable energy resources.

Presentation3: "Innovative Structural Materials for Aircraft"

KITAOKA Yasuo, Sub-Program Director for "Structural Materials for Innovation (SM4I) " by SIP, Cabinet Office

Contents: The objectives of our program are the development of tough, light-weight and heat-resistant structural materials for aircrafts and power generators in order to encourage the aviation industry and to save energy and reduce CO₂ emission by improving thermal efficiency.

Presentation4: "ZERO Burdening-care Society "

SANKAI Yoshiyuki, Program Manager of the IMPACT Program- Cabinet Office

Contents: Burdening situations in nursing-care is becoming more common and serious social problem in advanced countries with high longevity. To solve this problem, we are developing innovative Cybernic System such as HAL(Hybrid Assistive Limb) to realize "ZERO Burdening-care Society" by improving brain-neuro-physical function of patients and elderly people as well as by reducing care-givers' burden.

Presentation5: "ispace: a lunar resource development and next ground of your business"

NAKAMURA Takahiro, Director & COO of ispace, inc.

**ispace is a private lunar exploration company with a vision to extend human presence beyond Earth.*

Contents: ispace has raised over \$90 million in Series A funding, which is the largest amount in the global commercial space sector. ispace is planning two lunar missions to orbit around and land on the Moon. In this seminar, we will talk about a lunar resource development and the possibility of new industry.

25-5 [13:55-14:35] Seminar: “Global tourism promotion campaign "Enjoy My Japan"”

Lecturers: Japan National Tourism Organization (JNTO)
MOTOKURA Airi, Moscow Office Executive Director

Contents: Implementation of the global campaign "Enjoy My Japan".

25-6 [14:45-15:15] HOKKAIDO Seminar

Presentation1: The Charms of Hokkaido

Lecturers: Governor of Hokkaido
TAKAHASHI Harumi

Presentation2: Intravenous Infusion of Autologous Mesenchymal Stem Cells from Bone Marrow for Spinal Cord Injury Patients”(P)

Lecturers: Sapporo Medical University
TSUKAMOTO Taiji, Chairperson and President

Contents: Taiji Tsukamoto, M.D., D.M.Sci., M.B.A., President, will give an outline of neural regenerative treatment for spinal cord injury using autologous mesenchymal stem cell transplantation developed at Sapporo Medical University. He will elaborate on its late Phase II clinical trial and its implications in the treatment of the condition.

25-7 [15:25-15:55] Japanese Tea Seminar: “Let’s enjoy Matcha!”

Lecturers: Ujinotsuyu Seicha Co., Ltd.
YOSHIMOTO Mitsumi

Contents: - Presentation about Matcha (Manufacturing process, Differences, and Taste)
- How to enjoy a cup of Matcha, Various ways to enjoy Matcha

25-8 [15:55-16:25] Japanese Confectionery Seminar: “Confectionery, Biscuit, Chocolate export from Japan”

Lecturers: JAPAN FOODING JAPAN
FUJITA Takashi

Contents: Introduction about the examples of attractive confectionery of Japan, etc.

25-9 [16:35-17:05] JETRO Seminar: “Beauty in simplicity - Invitation to Japanese beauty with Japanese craftsmanship -”

Lecturers: JETRO Export Specialist
KUSANO Nobuaki

Contents: Beauty in simplicity is getting more and more popular in global market particularly in categories such as sundries, décor, etc. How THE beauty lies in products and its presentation, and how Japanese craftsmanship enables the beauty will be introduced.

May 26th (SAT)

- 26-1 [09:30-10:00] JETRO Seminar: “Beauty in simplicity - Invitation to Japanese beauty with Japanese craftsmanship -”**
- Lecturers: JETRO Export Specialist
KUSANO Nobuaki
- Contents: Beauty in simplicity is getting more and more popular in global market particularly in categories such as sundries, décor, etc. How THE beauty lies in products and its presentation, and how Japanese craftsmanship enables the beauty will be introduced.
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- 26-2 [10:15-10:45] Seminar: “JNTO. Activities and development prospects in the Russian market”**
- Lecturers: Japan National Tourism Organization (JNTO)
ANTSIFEROVA Maria, Moscow Office Travel Trade Specialist
- Contents: Highlights of JNTO's activities in Russia, dynamics and tendencies of the market Implementation of the global campaign "Enjoy My Japan".
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- 26-3 [11:00-11:30] Fukuoka City Seminar: “Japan’s No.1 Startup City: Fukuoka”**
- Lecturers: TAKASHIMA Soichiro, Mayor of Fukuoka City, Japan
- Contents: Fukuoka City is the only city in Japan designated as a National Strategic Special Zone for Startups and Job Creation. Fukuoka is known for having the highest business entry rate among major cities in Japan, and is also home to a very lively startup scene. The highlights are the profile of Fukuoka City and its policies designed to support startups.
- *reference: 「STARTUP CITY FUKUOKA」 is the fastest growing startup hub in Japan ! We have been supporting startups' overseas business expansion with the startup bases in Russia since we attended to the Global economic forum in Sankt Petersburg. We look forward to welcoming you at our event if you wish to expand your business to Japan or Asia and to have collaboration with Japanese startups.*

26-4 [11:45-12:15] Japanese Tea Seminar: “What is Japanese tea?”

Lecturers: Ujinotsuyu Seicha Co., Ltd.
YOSHIMOTO Mitsumi

- Contents:
- Presentation about differences of the tea, varieties of Japanese tea and manufacturing process of Japanese tea
 - How to enjoy Sencha

26-5 [12:30-13:00] Japanese Tea Seminar: “Let’s enjoy Matcha!”

Lecturers: Ujinotsuyu Seicha Co., Ltd.
YOSHIMOTO Mitsumi

- Contents:
- Presentation about Matcha (Manufacturing process, Differences, and Taste)
 - How to enjoy a cup of Matcha, Various ways to enjoy Matcha

