

# MEETING POINT JAPAN 2018



150  
SWEDEN-JAPAN  
日本 スウェーデン 2018

**Time:** February 19, 2018, 16:30–20:00 (registration open from 16:00)  
**Venue:** Stockholm School of Economics, Bertil Ohlins väg 4, Stockholm



## PRACTICAL INFORMATION

Register electronically at [www.meetingpointjapan.se](http://www.meetingpointjapan.se)

Please register no later than February 14, 2018. Your registration is binding. The fee is SEK 200 for students and members of SJF, and SEK 400 for non-members, and includes a delicious buffet.

The fee also includes one free copy of the 2018 celebration book **Sverige-Japan – 150 år av vänskap och samarbete**. You will get your copy at the conference. The book can be ordered independently at [www.meetingpointjapan.se](http://www.meetingpointjapan.se) (Registration) at a special price of SEK 160.

For more information: Ms. **Marie Tsujita Stephenson**,  
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e-mail [info@swedenjapan.se](mailto:info@swedenjapan.se) or visit [www.swedenjapan.se](http://www.swedenjapan.se)

# Welcome to **MEETING POINT JAPAN 2018** – the year of celebrations!

Dear friend of Japan-Sweden relations, we look forward to seeing you at **MEETING POINT JAPAN 2018**, a gathering open to all with an active professional interest in Japan.

We are very excited to present key players from industry. Mr. **TOSHIYUKI SHIGA** of Nissan Motor Co., Ltd. and Innovation Network Corporation will speak about why innovation is key to the future success of Japanese industry. Mr. **JACOB WALLENBERG**, of Investor will discuss how both our countries can strengthen their competitiveness by cooperating and innovating. Mr. **YASUO ANNO** of Northvolt AB will talk about the building of Europe's largest lithium-ion battery factory, an extraordinary Swedish-Japanese industrial cooperation project.

2018 is also a year of celebration for our two countries, marking 150 years of diplomatic collaboration. H.E. Ambassador **JUN YAMAZAKI** and H.E. Ambassador **MAGNUS ROBACH** will present some of the grand events that will take place in Sweden and Japan, respectively. Mrs. **CECILIA LEIRAM** of Business Sweden will explore options for partnerships and inform about the Sweden-Japan Business Summit in Tokyo in April.

Last but not least, come and enjoy the **TRADITIONAL MINGLING AND RECEPTION** with us, talk to the speakers and other participants, and meet new collaborators and innovators, and receive your free copy of the celebration book **SVERIGE-JAPAN – 150 ÅR AV VÄNSKAP OCH SAMARBETE!**



Ylva Berg  
President & CEO  
Business-Sweden



Marie Söderberg  
Professor and Director  
European Institute  
of Japanese Studies



Edvard Fleetwood  
Secretary General  
Sweden-Japan  
Foundation

# PROGRAM

16:00 **Registration**

16:30 **Welcome address and opening remarks**

Prof. *Marie Söderberg*, European Institute of Japanese Studies  
Mr. *Edvard Fleetwood*, Sweden-Japan Foundation

## **SESSION 1: OPPORTUNITIES IN A CHANGING BUSINESS ENVIRONMENT**

16:40 The 2018 Robert Stenram lecture: **“Issues of Japanese industry-Innovation Creation”**

Mr. *Toshiyuki Shiga*, Member of the Board of Directors of Nissan Motor Co., Ltd.; Chairman and CEO, Member of the Board, Innovation Network Corporation, Japan

**“Common Denominators Between Japan and Sweden: How to increase competitiveness through innovation and collaboration?”**

Mr. *Jacob Wallenberg*, Chairman, Investor AB

**“Swedish-Japanese Cooperation: Challenges for building one of Europe’s largest battery factories”**

Mr. *Yasuo Anno*, Chief Strategy & Technology Partnership Officer, Northvolt AB

## **SESSION 2: JAPANESE – SWEDISH COOPERATION AND CELEBRATIONS 2018**

18:00 **“2018, an occasion to deepen and widen the ties between Japan and Sweden”**

H.E. Mr. *Jun Yamazaki*, Japanese Ambassador to Stockholm

**“The anniversary year, a tool to strengthen longterm Sweden-Japan relations”**

H.E. Mr. *Magnus Robach*, Swedish Ambassador to Tokyo

**“The Future of Swedish-Japanese Business Relations: Why innovation, partnerships & people are more important than products”**

Mrs. *Cecilia Leiram*, Trade Commissioner Japan, Business Sweden

18:55 **Ending Japanese style**

19:00–  
20:00 **Reception with mingling and networking**

in co-operation with The Royal Swedish Academy of  
Engineering Sciences, JSPS Stockholm Office,  
Embassy of Japan, Stockholm Seminar on Japan, Ministry for  
Foreign Affairs & Japanese Business Men’s Club