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

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 (Registration) at a special price of SEK 160.

For more information: Ms. Marie Tsujita Stephenson, Sweden-Japan Foundation, tel +46-8-611 68 73, e-mail info@swedenjapan.se or visit 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**!

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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
   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