

Program

13:00 Registration

13:30 Opening addresses

Jean-François Paroz, Ambassador of Switzerland to Japan

Tsunekazu Takeda, President, Japanese Olympic Committee

13:45 Key Note

Dominique Turpin, The Dentsu Professor, Dean of External Relations, IMD

14:00 Panel 1: Sports Values and Corporate Sponsoring:

For What and for Whom?

Kohzoh Takaoka, President and CEO, Nestlé Japan

Tom Toida, Prof. Sports Marketing, Juntendo University /

Former Executive, Descente

Axel Kuhr, Managing Director, ABB Japan

Moderator: Dominique Turpin

15:00 Break / Tea, coffee and networking

15:15 Panel 2: Sports Values for Motivation and Productivity

Jean-Claude Biver, Non-Executive President of LVMH Watches Division / Hublot, Zenith, Tag Heuer

Miyako Tanaka-Oulevey, Sport Psychology Consultant, IOC Marketing Committee Member, Olympic Medallist

Isamu Tatsuno, Founder and CEO of Montbell

Moderator: Makiko Eda, Chief Representative Officer,

WEF Japan Office

16:15 Conclusion: Naoshi Takatsu, Managing Partner,
North East Asia, IMD

16:30 Reception with Swiss wine tasting, kampai speech by the
President of the Swiss Chamber of Commerce and Industry
in Japan
