

Treasury and Finance Network for the Executives

# CFO FORUM Japan

Chief Financial Officer

**The 13th CFO Forum Japan 2013**

## The Upcoming Daybreak for a New Economic Growth



### **Implementation Report**

**December 2013**

**Japan Association for CFOs  
CFO Headquarters Co., Ltd.**

Produced and Hosted by Japan Association for CFOs  
Co-produced by Kinzai Institute for Financial Affairs, Inc.

[www.cfo.jp](http://www.cfo.jp)

## To our valued sponsors,

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Thank you very much for your sponsorship of the 13th CFO Forum Japan 2013 with a great success result of 369 applicants and 329 actual attendees, which was far beyond our target.

We are also receiving a lot of positive feedbacks from its attendees.

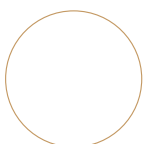
This big success was brought by your continuous support and strong contribution to the Forum.

We again would like to express our thanks to your sponsorship.

This marked the 13th occasion for the CFO Forum Japan, and we have prepared the "CFO Japan 2013 Implementation Report" wishing that it would be helpful to our sponsoring companies as an analyzing the event for your marketing initiatives.

We hope it would be also useful for you to think about your marketing plan and strategy.

We at JACFO are looking forward to closely working with you again in the near future.



**CFO Headquarters, Inc.**

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## The 13th CFO Forum Japan 2013

# The Upcoming Daybreak for a New Economic Growth

### Overview

[Capacity] 300

[Date] Thursday, December 5, 2013

9:00-19:30 (Registration starts at 8:30)

[Venue] Keidanren Kaikan (International Conference Hall/Keidanren Hall)

1-3-2 Otemachi, Chiyoda-ku, Tokyo 100-0004

Tel: 03-6741-0222 / Fax: 03-6741-0233

[Fee] 21,000 yen for non-members

12,600 yen for members of JACFO

[Attendee profile] **Corporates:** CFOs and other C-level executives, finance officers, financial directors, controllers, treasurers and other finance and accounting managers

**Financial institutions:** C-level executives, directors and managers of corporate client services

### Main speakers (Names in order of Japanese syllabary)



**Masahiro Sakane**  
Councillor, Komatsu Ltd.



**Makoto Kubo**  
Director,  
Representative Executive Officer and  
Corporate Senior Executive Vice President,  
Toshiba Corporation



**Uichiro Niwa**  
Former Ambassador Extraordinary and  
Plenipotentiary to the People's Republic of China  
Former Chairman of ITOCHU Corporation  
University Professor of Waseda University

### Sponsors (Company names listed in order of Japanese syllabary)

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(Congress bag sponsor)

[Co-producer] 一般社団法人 金融財政事情研究会

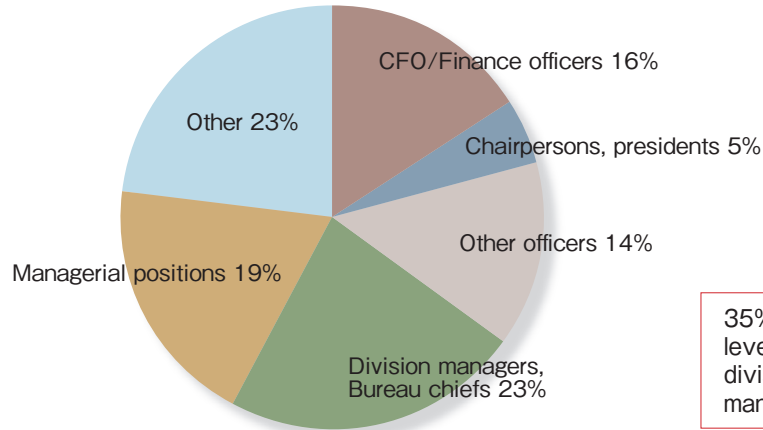
## Program

9:00-9:05	Greetings from Host: <b>Sumitaka Fujita</b> Chairman, Japan Association for CFOs	
9:05-10:05 <b>Keynote Speech</b>	<b>Key points of management for the global growth</b> <b>Masahiro Sakane</b> Councilor, Komatsu Ltd.	
10:05-10:55 <b>CFO Speech</b>	<b>Japanese companies' challenges and leadership in the context of global competition</b> <b>Makoto Kubo</b> Director, Representative Executive Officer and Corporate Senior Executive Vice President, Toshiba Corporation	
11:05-11:55 <b>Professional Session ①</b> 2 venues (Elective)	<b>An M&amp;A strategy for bringing in growth</b> — Global trends and the state of Japanese companies — <b>Hikaru Okada</b> Executive Officer and Partner, KPMG FAS Co., Ltd.	<b>The ever-evolving role of CFO</b> — From value integrator to performance accelerator — <b>Mie Matsuo</b> IBM Japan Strategic Consulting Group Partner, Global Business Services Business
12:05-13:10	<b>CFO Luncheon</b>	
12:10-12:30	<b>Presentation</b>	
12:30-13:10 <b>Special Speech</b>	<b>Future vision for the Japanese economy</b> — With an eye on the Chinese economy — <b>Uichiro Niwa</b> Former Ambassador Extraordinary and Plenipotentiary to the People's Republic of China Former Chairman of ITOCHU Corporation University Professor of Waseda University	
13:20-14:10 <b>Professional Session ②</b> 2 venues (Elective)	<b>Toward strategic reform of the overhead cost process</b> — What is the top issue a CFO should tackle now? — <b>Masamune Mimura</b> Chief Executive Officer, Concur Japan, Ltd.	<b>Management advancement as practiced by leading global companies, and the secret to its success</b> — A look at the CFO's role and cutting-edge management systems — <b>Shigeru Shiinoki</b> Vice-President and Executive Officer, Application Business Management, Oracle Corporation Japan
14:20-15:30 <b>Panel Discussion</b>	<b>Considering Corporate Governance in Japan</b> <b>Panelists</b> <b>Bruce Aronson</b> Professor, Graduate School of International Corporate Strategy, Hitotsubashi University <b>Kazuhiko Ishimura</b> President & CEO, Asahi Glass Company <b>Junji Ota</b> Chairman, Japan Audit & Supervisory Board Members Association Executive Adviser, Nippon Steel & Sumitomo Metal Corporation <b>Noriaki Nagai</b> Chief Legal Officer (CLO), Nomura Holdings, Inc., Executive Officer Managing Executive Officer in Charge of Legal Affairs and Office Administration, Nomura Securities Co., Ltd. <b>Moderator</b> <b>Sumitaka Fujita</b> Chairman, JACFO	
15:40-16:20 <b>Professional Session ③</b> 2 venues (Elective)	<b>Optimization of overhead costs and the CFO's role in an age of global competition</b> <b>Eiji Kobayashi</b> Senior Business Leader, Customer Relations, MasterCard Worldwide Japan Office	<b>Toward achieving global cost control</b> — Achievement model and approach in the manufacturing industry — <b>Shinhachiro Nakajima</b> Senior Manager, Process & Technology Division 1 FMC Sector, ABeam Consulting, Ltd.
16:30-17:10 <b>Professional Session ④</b> 2 venues (Elective)	<b>Cost management for surviving amid global competition</b> <b>Takashi Sugino</b> Representative Director and CEO, CPA, Layers Consulting Co., Ltd.	<b>Capturing global money</b> — The shape of treasury management behind global growth — <b>Keisuke Hioki</b> Global Management Institute Partner, Deloitte Tohmatsu Consulting Co., Ltd. <b>Kaoru Ito</b> Global Management Institute Director, Deloitte Tohmatsu Consulting Co., Ltd.
17:20-18:30 <b>Panel Discussion</b>	<b>Restructuring of CFO Division aiming to perfectly fit for new management model and challenges of the education for the next CFO generation</b> <b>Panelists</b> <b>Kenji Ema</b> Former Executive Officer & CFO, HOYA CORPORATION <b>Naohide Nomura</b> Managing Director, Finance and Business Management Group Accenture, Management Consulting Headquarters <b>Toru Fukazawa</b> Director, Finance and Accounting Department Chief, Toray Industries, Inc. <b>Moderator</b> <b>Kunio Ito</b> Professor, Graduate School of Commerce and Management, Hitotsubashi University	
18:30-19:30	<b>Reception</b>	

## Profile of attendees

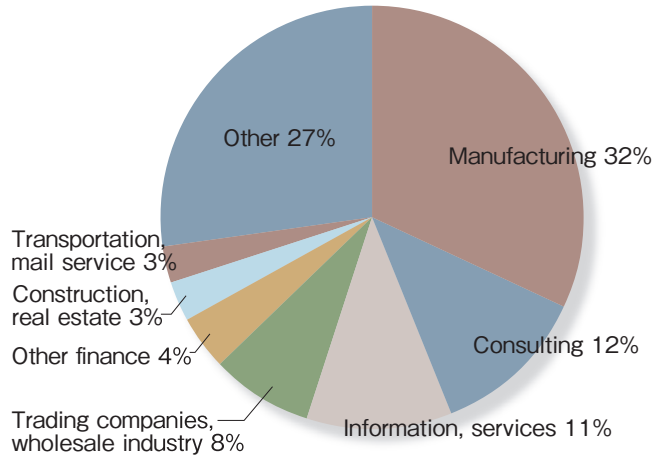
Applicants: 369 (actual attendees: 329)

### Positions



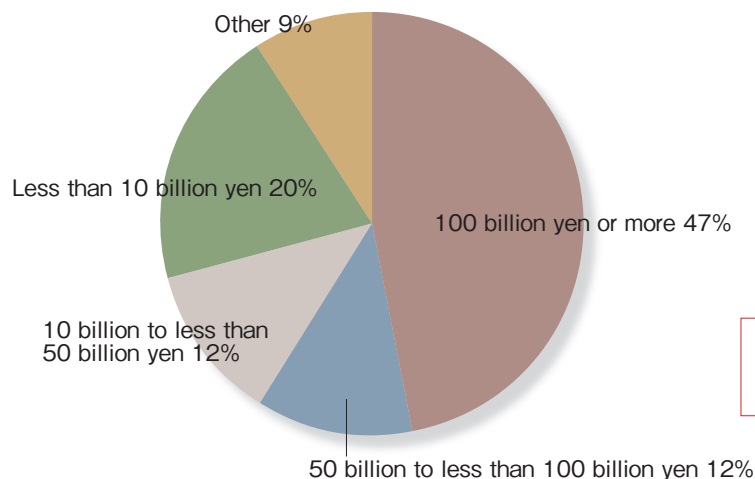
35% (115) were executive levels, and 42% (138) were division managers or other management levels.

### Type of business



Manufacturing and service industries (including other finance) account for 67% (220).

### Company size



47% (154) work for companies with sales of 100 billion yen or more.