

Delegate Information



JAPANESE CIO

Business & Technology Integration Summit

a **marcusevans** event

8 – 10 July 2009 | Yokohama Royal Park Hotel | Yokohama | Japan

Any sufficiently advanced technology

is **indistinguishable** from

magic

Arthur C. Clarke

The CIO role continues to evolve as technologies mature and businesses move from cost control to boosting productivity and driving competitive advantage. The Japanese CIO Summit focuses on the top priorities of the modern CIO: leading business innovation and growth.

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A Unique Event

During these challenging times, quick thinking and risk taking are key characteristics of today's CIO. It is a time for leadership strategies that will produce real business value. The role of IT in the enterprise is becoming even more critical to achieving success, once again positioning the CIO as the catalyst for change. These times pose the greatest possible test of leadership as CIOs must face difficult decisions such as whether they should focus on cost containment, get their operations and governance in order, or press ahead into emerging markets and new-found opportunities. One thing is certain; standing still is not an option.

In the midst of this evolution, the CIO continues to seek ground-breaking technologies that will positively impact the bottom line and solution providers need to position themselves at those precise IT investment hot-spots to reap the benefits. Modern CIOs will only respond and commit to IT solutions and strategies that drive business innovation and growth.

The inaugural **Japanese CIO Summit 2009** delivers the ultimate point of reference for Japan's most imminent CIOs and IT directors. This summit will highlight the profession's current challenges and opportunities, through visionary keynote presentations and case studies delivered by your most esteemed peers and thought leaders in CIOs community.

The one-to-one meetings with leading solution and service providers will offer a wealth of expertise that will enable the development of eco-friendly energy efficient IT infrastructure to ensure your company's competitive advantage in the current economic downturn. All this seamlessly integrated with informal networking opportunities and leisure activities will provide a unique interactive forum. Do not miss this opportunity to network, establish connections, exchange ideas and gain knowledge!

Key Topic Areas

The primary objective of the is to explore the key aspects and issues related to IT best practices and their application as business drivers for innovation and growth. The summit's programme topics have been pinpointed and validated by the CIO community as the top critical issues they face. Key issues for 2009 include:

- **The Modern CIO** – Driving company-wide innovation and accelerating business projects that deliver rapid competitive advantage
- **IT-Business Convergence** – The ultimate merging of technology capabilities with business strategy
- **Investment & Cost Management** – Operating efficiently at lower costs and higher service levels through optimal IT investment
- **IT Governance** – Ensuring value delivery, measuring performance and monitoring accountability with J-SOX
- **Sourcing & Vendor Management** – Boosting efficiency and optimising costs by building effective partnership with technology suppliers
- **Talent Management** – Acquiring, building, and retaining a winning IT team
- **Green IT** – Driving Eco-Responsibility in the enterprise while constructing a cost-efficient IT business architecture
- **IT Automation** – Generating a seamless IT workflow by optimising IT structure through virtualisation technology
- **Evolving SOA** – Optimising business agility with service orientation
- **IT Security** – Fortifying network security to guard company data and protect the business
- **Future Watch** – Harnessing the potential of the latest IT market trends

Chairman

Hitoshi Kogure, IT Cordinator, Former Professor at Tokyo Management College

Co-Chairman

Eiji Asai, Editor-in-chief, **IT media**

Thought Leaders & Analysts

Faisal Hoque, Global Business Technology Thought Leader

Toshio Obi, Professor, **Waseda University (Chairman of International Academy of CIO)**

Miki Imazu, President, **WinDo's**

Fujio Maruyama, Visiting Professor, **Waseda University Graduate School**

Kunio Otsuyama, President, **@Venture**

Leading CIO Presentations from Japan

Yasuo Nakata, CEO, **Calbee**

Akihito Tsuji, Managing Officer – Global Audit Division, **Toyota Motor Japan**

Mitsuhiro Ikuno, CIO, **Ricoh Company, Ltd.**

Susumu Ikehara, CIO, **Nikko Citigroup Securities**

Peter Aiello, CIO, **Banyu Pharmaceutical Co., Ltd.**

Hideo Susa, CIO, **Janssen Pharma KK**

Shuichi Yoshida, CIO, **Japanet Takata**

Sean Nishikawa, CIO, **Trial Company**

Yuichi Kijima, Deputy Director, **National Police Agency**

Global CIO Perspective

Noble. F. Coker, VP Park Operation (Former CIO), **Hong Kong Disneyland**

Rainer Schimpf, CIO APAC, **BBraun**

Rahul Mohod, CIO, **Goodman**

Summit Programme

Keynote Presentation

CIO Leadership in Japanese Enterprises

Yasuo Nakata, CEO, **Calbee**

Due to the current economic climate, Japanese companies are having difficulties sustaining social contribution to the stakeholders. And it is CIOs' role that is to lead the companies out of the economic uncertainty. In this session, the CEO and CIO of Calbee, one of the biggest Japanese confectionary companies, Yasuo Nakata will share his view on CIO leadership for optimising corporate strategies.

- Defining the role of CIO in Japan
- Exploring career paths of CIO and assess if that lead to CEO
- Identifying how CIOs exercise leadership under the current financial crisis

Keynote Presentation

IT Security – Accelerating the Strategies on Internal Control and Risk Management

Akihito Tsuji, Managing Officer – Global Audit Division, **Toyota Motor Japan**

Achieving comprehensive security protection has become more difficult, with the advent of mobile technology and as the threat environment has continued to develop new forms of attack with ever increasing levels of sophistication. Networks are becoming increasingly complex, with multiple servers handling different tasks, some even existing together within the same system, through virtualisation. At the same time, regulatory and general business requirements are broadening the territory that must be secured. This session will examine the issues in security today. The session will also highlight ways for you to improve the security of your enterprise including operating systems, databases, web/application servers and applications. Just a few of the security "best practices" this session will cover are:

- Maintaining superior security infrastructure
- Ensuring that adequate information is available for configuration and vulnerability management
- Vigilant testing and reviewing of security infrastructure

Keynote Presentation

Green IT: Pursuing Corporate Social Responsibility Strategies while Creating a Cost-Efficient IT Infrastructure

Mitsuhiro Ikuno, CIO, **Ricoh Company, Ltd.**

Green IT as a new buzzword had been much trumpeted in the IT industries in 2008. In order to shift from theory to practice under the strong regulation of electric power consumption imposed on companies, today's CIO's role is to create a CSR minded IT strategies while sharing the vision of Green IT across the board.

- Constructing a highly scalable IT structure to pursue Green IT
- Refining office air conditioning systems to promote energy savings
- Pursuing active contribution from IT division to Ricoh's CSR and environmental communication campaign and to the stakeholders

Keynote Presentation

Defining the Role of CIO: Building IT Business Operation for Maximising Corporate Value

Toshio Obi, Professor, **Waseda University (Chairman of International Academy of CIO)**

Only 40 percent of the companies in Japan have a strategic CIO role, compared to 90 percent in the US. However within the financial sector in Japan, 70 percent have a CIO position showing the importance of IT business operation strategy within the industry. It is becoming increasingly

clear that the CIO needs to play a major role in maximising corporate value through IT business management. In this session, Toshio Obi, the Founder of International Academy of CIO, will share his analysis of the evolving role of the CIO in the global and Japanese market.

- Understanding power of alignment with CFO and CTO
- Developing inter-departmental IT integration and standardisation
- Evolving EA to SaaS, SoA and SCM to gain competitiveness in the global market
- Gaining insights into the role of the CIO as a mediator between enterprise activity and IT
- Maximise ROI on IT and leveraging your business through successful information management

Keynote Presentation

Appraising IT Investment: Analyzing its ROI and Learning Technology Investment Portfolio Evaluation

Susumu Ikehara, CIO, **Nikko Citigroup Securities**

Adjusting your IT strategy in times of exceptional operating conditions is essential in order to ensure the IT function copes with the changes in market environment and business demand. The CIO must support the objectives of the business and often this requires discipline into technology investments. This session will cover:

- Recognising the need to adjust your technology investment strategy for capturing opportunity under economic downturn
- Consolidating the short term cost of effective tactical investments while balancing the long term strategy of "Quality of IT Spend"
- Analysing IT spend and evaluating ROI on IT investment portfolio

Keynote Presentation

Convergence – The Wave of Future Success Managing Innovation, Agility and Growth in Today's Economy

Faisal Hoque, Global IT Thought Leader

Today's economic landscape requires new thinking and next generation management capabilities to gain the full value of technology by converging it with the business to create a 'whole-brained' enterprise. Innovative thought leader, author, and Chairman & CEO of BTM Corporation, Faisal Hoque will define the key management capabilities needed to shift focus from quarter-to-quarter thinking toward the fundamentals of how enterprises will be shaped under the current global climate.

- Analysing current macro market trends
- Evaluating qualities of a converged enterprise
- Financial returns from convergence
- Understanding what business capabilities are needed to deliver agility on an ongoing basis
- Preparing your organisation to continue to innovate and grow during an economic downturn.

Keynote Presentation

CIO Succession Planning and Leadership

Noble. F. Coker, VP Park Operation (Former CIO), **Hong Kong Disneyland**

CFO plays an extremely critical role, hence succession planning has to be done prudently in the current era of economic turmoil. In this session, Noble will introduce the case study of CIO leadership and CIO succession planning of Hong Kong Disneyland in order for delegates to grasp key points for training the future CIO to lead the company in the current economic downturn.

- Identifying the conditions to select future CIO candidates
- Learning key points of conducting med- long term CIO training

Case Study

Keep the Ball Rolling: Enhancing your IT Business Continuity Management (BCM)

Shuichi Yoshida, CIO, **Japanet Takata**

In order to maintain healthy growth of the company it is essential to mitigate risk that results in suspension of business such as natural disasters. Besides, pandemic threats such as bird's flu have recently been recognised as a risk for Japanese companies. Now that CIOs must align with both Chief Risk Officers and other division heads to cohesively construct a comprehensive business continuity plan.

- Consolidating an IT infrastructure that secures company's data assets
- Mitigating risks while automating the disaster recovery system
- Identifying the role of CIO when implementing a company-wide BCM

Case Study

IT Outsourcing: Maximise IT Efficiency while Minimising Costs

Sean Nishikawa, CIO, **Trial Company**

In-sourcing or outsourcing? That is the question for CIOs when it comes to IT portfolio optimisation process. In this session, delegates will understand the advantages and the disadvantages of IT outsourcing and learn the key points to implement IT outsourcing that comply with corporate goals.

- Appraising the cost advantage of an IT outsourcing strategy
- Examining the accountability of the outsourcees when problems arise
- Exploring the advantages and the disadvantages of IT Offshoring strategies

Case Study

Digital Forensic: Case Study of National Police Agency

Yuichi Kijima, Deputy Director, **National Police Agency**

The advantage of utilising Digital Forensic technology is being in attention when it comes to minimising damage to the company when an internal fraud occurs. The technology is already introduced and exercised in the US and leading companies across the globe and the National Police Agency has started to prompt forensic approaches in their tasks. In this session, delegates will understand the advantage of forensic technology and its structure and seek feasibility of the technology to refining internal control.

- Understanding the current fraud crimes in cyber space
- Preparing to protect your company from a variety of malicious threats in the internet
- Obtaining key points to implement digital forensic through the case studies of the National Police Agency

Case Study Presentation

Customer service management – Delivering beyond Expectations to Internal and External Customers

Rahul Mohod, CIO, **Goodman**

Delivering the best possible service to your business in the most effective and efficient manner gets tougher as the operating environments become dynamic and users demand more from their IT department. The need for the IT function to be more agile and transparent is increased and this is no easy task. Rahul talks about his experience in Goodman and how he has delivered beyond his Customer's expectations.

- Exploring the role and usefulness of qualitative and quantitative methods and how a blended approach can maximise effectiveness
- Identifying use and criticality of demand management as a foundation for setting customer expectations
- Identifying opportunities to introduce innovative service technologies to increase value

Presentation

Business Innovation: Fostering Competitive Advantage through Successful IT Strategies

Rainer Schimpf, CIO APAC, **BBraun**

It is lessening the benefits of adopting new IT technologies in order to add value to companies' competitive advantage strategies. This is due to the fact that modern IT technologies are under the influence of commoditisation. Although companies' innovations have historically been generated in Research & Development division, it is also an eminent task for CIOs to construct a customer-linked innovation process that generates higher revenues.

- Refining internal/external communication process to make it smoother
- Enhancing your IT structure standardised and automated
- Accelerating chemical reaction to promoting innovation by facilitating interdivisional cooperation

Presentation

Weathering the Storm: Minimising the Effects of the Economic Crisis on IT's Capabilities

Peter Aiello, CIO, **Banyu Pharmaceutical Co., Ltd.**

During such challenging times for the global economy, no one is left unaffected. CIOs are under pressure to shrink their budgets, cut costs while meeting their company's mandate. IT needs to be seen as a producer of value for the business if it wants to minimise the effects of this economic uncertainty.

Presentation

IT Governance

Hideo Susa, CIO, **Janssen Pharma KK**

The more progressive a company's network becomes, the more important IT governance appears. Consolidating IT governance is not merely to mitigate risks but is vital to maximise revenue by making the most of today's technologies. In this session, Hideo Susa will share his case study on how he consolidated global IT governance structure.

Discussion Panel

Modern Information Technology: Grasping global technology trends and learn its implementation in Japan

Eiji Asai, Editor-in-chief, **IT media (Facilitator)**

Miki Imazu, President, **WinDo's**

Fujio Maruyama, Visiting Professor, **Waseda University Graduate School**

Kunio Otsuyama, President, **@Venture**

One of the urgent issues for today's CIOs is to improve business processes. In this discussion panel, Japan's opinion leaders will discuss the next generation technologies around the globe, and explore how to acquire and implement new technologies to your company in order to enhance your customer-linked competitive edge in Japan.

The Executive Delegation

The Executive Delegation at the **Japanese CIO Summit 2009** is an assembly of senior executives and key decision-makers within the Japanese CIO community. Delegates are invited to attend according to the organisation they represent scope of responsibility and sign-off authority within their capacity.

Delegates representing all major industries will include:

- Chief Information Officer
- Chief Technology Officer
- Vice President Information Technology / Information Systems
- Director Information Technology / Information Systems

The Sponsors

To ensure the success of the **Japanese CIO Summit**, **marcus evans** is pleased to partner with a limited number of companies offering valuable solutions and expertise. The event sponsors are leaders in the provision of services, technology and information to senior IT executives. They will provide state of the art solutions to forward thinking corporations interested in staying ahead of the market.

Delegates will participate in the unique opportunity to meet with representatives from these leading solution provider companies on a one-to-one basis and discuss specific and individual needs and become aware of the latest key services available in the market. These meetings provide a vital forum for dialogue and information sharing enabling delegates to identify the latest appropriate solutions regarding the achievement of specific investments.

The Venue

Occupying the top floors of Japan's tallest building, the Landmark Tower, the Yokohama Royal Park Hotel is truly unique. Inaugurated in 1993, the hotel is the stunning centrepiece of the Minato Mirai 21 area, a city within a city concept in Yokohama, which combines state-of-the-art facilities with a warm welcoming atmosphere. Whether you are staying for business or pleasure, you'll enjoy being pampered by world-class service in lavish surroundings. Spacious rooms boast breathtaking views of Yokohama Bay Bridge and the snow-clad slopes of Mount Fuji beyond. Meticulous attention to detail, superb amenities and first-class hospitality combine to create a hotel which has scaled new heights of luxury.

For more information, please visit: www.yrph.com/en

The Organisers

One of the world's leading business information companies, **marcus evans** is dedicated to the provision of global business intelligence and information to assist in strategic and effective decision-making. Established in 1983, **marcus evans'** international network of offices produces more than 150 of the world's leading business and economic summits for senior decision-makers.

Our aim is to provide first class business information, through a variety of media, which enables clients to sustain a valuable competitive advantage while making a positive contribution to their success. This information is disseminated through the following business divisions: summits, conferences, business training, market analysis and corporate hospitality.

...a dominant force in the delivery of strategic business information

A well-organised conference with high-calibre speakers, participants and suppliers. Very thought-provoking and worthwhile.

CIO, Avis Europe

The event covered up-to-date and interesting topics relevant to today's CIO. A great networking opportunity & extremely well organised to make the most of everyone's time.

CIO, PepsiCo Australia & NZ

What makes the Japanese CIO Summit 2009 Different

- A strictly invitation-only event; selection of delegates according to criteria such as scope of responsibility and size of company
- Restricted number of delegates in order to facilitate successful networking
- Keynote presentations, case studies and interactive sessions by world-class industry experts and pioneers
- Personalised presentation and meeting schedule to suit individual requirements and provide an efficient use of time
- A relaxed but professional business environment in which to explore new ideas, strategies and technical developments with industry peers and experts
- Access to secured summit website, providing information on other delegates and sponsors prior to the event
- Individual pre-arranged one-to-one business meetings with senior representatives from key industry sponsor companies
- An invitation which covers two nights' accommodation at the Yokohama Royal Park Hotel, all summit materials, meals and leisure activities

Secured Summit Website

- Summit session overviews allow delegates to choose from a selection of sessions to best suit their business needs
- Presenter biographies determine which presenters are most likely to assist in benchmarking and improving initiatives
- Profiles of attending sponsors provide relevant information to enable delegates to plan their personal event schedule
- Social activities inform delegates of social activities taking place at the event
- Post-event summit documentation provides complete documentation of all executive presentations immediately after the summit

It's a good place to be if you want to know what other leading company are doing inside IT departments to improve business results.

CIO Europe, Novartis

I had great fun at your summit. The discussions were fruitful and I hope I could help with my presentation about Audi IT, that the whole conference was a success for you.

CIO, Audi

This has been a state-of-the-art event with a venue and speakers/presenters of high class. The one-to-one meetings opened eyes for new possibilities.

CIO, AstraZeneca

The speakers are top-notch: highly qualified and thought-provoking.

CIO, Jaguar & Land Rover

I found the networking very constructive and invaluable.

Head of Consumer Technology, Citibank

Excellent location, relaxed atmosphere and well co-ordinated.

General Manager IS, Vodafone

Samples of Attendees from Our Global CIO Summit Series

Head IT Infrastructure
Adidas Group

Executive Vice President & CIO
Air France

CIO
AstraZeneca

CIO
Allianz Investment Bank

CIO
Audi

CIO
Avis Europe

Manager – Services Management
Bank of New Zealand

CIO
Boehringer Ingelheim

Director for Special Projects
Bertelsmann

Director IT Compliance
& Performance Management
British Telecom

Head of Consumer Technology
Citibank Pty Ltd

IT Director
Czech National Bank

VP Research Design & Engineering
Dassault Aviation

Director Strategy & Innovation
Group Technology
Deutsche Bank AG

CIO
DaimlerChrysler

IT Director
Embraer Europe

SVP & CIO
Emirates Group

CIO
Electrolux

General Manager Information Technology
Fairfax Digital

IT Director
Fiat

SVP IT Development
France Telecom

Head of IT
GE Money Bank

Regional Head of IT – Switzerland
& Benelux
General Motors Europe AG

Divisional CIO Private Wealth Management
Goldman Sachs JB Were

Senior IT Manager
Harrods

CIO
H&M

CIO
Henkel

CIO
IKEA

CIO
Indesit Company

Vice President & CIO
InBev

CIO
Jaguar and Land Rover

CIO & General Manger IT
Jetstar Airways

Regional IT Director
Manufacturing EMEA
Johnson & Johnson

CIO
McDonald's Europe

IT Lead Germany & Austria
Monsanto GmbH

CIO
Nationwide

GLOBE Category Manager
Nestle' Italiana

CTO
Nokia Corporation

CIO Europe
Novartis

Vice President Technical
Orange

CIO
PricewaterhouseCoopers

CIO
Roche

Director IS/IT
SAAB Aircraft

Head of Information Systems
Sanofi-Aventis

CIO
San Pellegrino

CIO
Schering

Global CIO
Shell

CTO
Skandia

Former Global
Information Officer
Swiss Re

CIO
The Swatch Group

Head of IT-BSM-SAP
Thomas Cook AG

ICS Director Australasia
& Asia Pacific
TNT Express

Senior Manager Business Solutions
Toyota Financial Services

Technology Manager
Tyco Fire & Security

VP Data Services
Universal Music

CIO
University of Newcastle

Deputy Director – ITS
University of Wollongong

CIO
UPS Europe

Group CIO
Volkswagen

Regional CIO Sales & Marketing
Whirlpool Europe