

NZ Trade & Enterprise & The NZ Health IT Cluster



JAPAN MARKET FORUM 28 AUGUST 2008



New Zealand Trade and Enterprise and The New Zealand Health IT Cluster invite you to a Forum to explore health technology opportunities in Japan. This Forum will be held in the NZTE Boardroom in Auckland

Forum Outline:

This Forum will overview the health technology market in Japan, focusing on opportunities and challenges. We invite health technology companies interested in exploring the Japan Market to outline their products and services to the forum presenters.

Forum Programme

Confirmed presentations are:

- *"Japan Opportunities" – Mr Hitoshi Iemura*
- *"Doing Business in Japan" – Ms Midori Okobira*
- *Learnings from Japan Study Trip – Samantha Cordeiro NZTE, Andrea Pettett NZHITC*
- *Health Technology Company Presentations*

See over page for information on each presenter.

Forum Details

Date: Thursday 28 August 2008

Venue: New Zealand Trade & Enterprise
Level 11, ANZ Centre, 23-29 Albert Street,
Auckland (Corner of Albert and Swanson
Streets)

Agenda:

10.00am	Welcome (NZTE & NZHITC)
10.05 – 10.45 am	Presentation by Mitsubishi on Japan Opportunities (Mr Hitoshi Iemura)
10.45 – 11 am	Break
11 – 11.30am	Learnings from Japan Study Trip (Samantha Cordeiro & Andrea Pettett)
11.30 – 12 noon	Doing business in Japan (Ms Midori Okobira)
12 noon – 1 pm	Presentations by companies interested in the Japan Market (10 minutes each)
1 – 2pm	Light Lunch

To attend the forum simply fill in the portion below and send it back to the Cluster office at Fax (04) 472-4736 or email to r.borst@healthit.org.nz. Alternatively, telephone the Cluster office at (04) 472-4691.

NZ HEALTH IT CLUSTER JAPAN MARKET FORUM 28 AUGUST 2008

		Cost
Cluster Company/Name of attendee 1		\$ nil
Name of attendee 2		\$ nil
Name of attendee 3		\$ nil
Non-Cluster Company/Name of attendee		\$ 80.00
Total		\$
Please send this portion (with your cheque if applicable) to:		
The New Zealand Health IT Cluster Inc		
P O Box 25233, Panama Street, Wellington		Telephone: (64) (4) 472 4691

ABOUT THE PRESENTERS

Mr Hitoshi Iemura

Education:

March 1986 Bachelor of Arts degrees in Economic, KEIO UNIVERSITY with major in Economic Geography

Professional Experience:

Dec 2006 ~ Present: **Deputy General Manager, Business Development Div M&A, Business Alliance Officer at Mitsubishi UFJ Capital**

Responsibilities:

- Business partnering advisory services such as M&A, business alliance, capital injection

Oct 2003 ~ Nov 2006: **Project Manager at Unisys**

Responsibilities:

- Perform business turn around / revitalization/ restructuring consulting
- Perform business/management strategy consulting
- Perform M&A consulting (corporate valuation, due diligence etc)

Mar 2001~ Sept 2003: **Lead Manager of Japan, Corporate Transaction Services of Accenture Corporation**

Responsibilities:

- Management consulting service about finance, capitalization and IPO strategy for various industry sector clients
- Investment to ICT Venture Companies (corporate valuation, due diligence, financial analysis, Capitalization Table establishment etc) through Accenture Technology Ventures which is private equity fund of Accenture.

Jan 1999 ~ Mar 2001: **Manager of Project Coordination Sect, Overseas Division of Tokyu Corporation**

Responsibilities:

- Project coordination of residential & resort property development in Perth, Seattle and Hawaii

Aug 1995 ~ Jan 1999: **Executive manager of Yanchep Sun City Pty Ltd which is Australian Company (100% subsidiary company of Tokyu Corporation)**

Responsibilities:

- Create the master property development plan in northern suburb of Perth partnering with Western Australia State Government

Jan 1993 ~ Aug 1995: **Assistant manager, Administration sec overseas div of Tokyu Corporation**

Responsibilities:

- Establish the long & medium term business strategy, budget and financial plan of property development and global hotel chain business in USA, Canada, Australia and South East Asian countries.

Sep 1989 ~ Jan 1993: **Deputy General Manager of Community College "TOKYU BE"**

Responsibilities:

- Operate the community college named "TOKYU BE"

May 1987~ Sep 1989: **Subsidiary Companies Management Section of Tokyu Corporation**

Responsibilities:

- Manage and administrate the subsidiary Companies of TOKYU Group RETAILING & DISTRIBUTION companies like TOKYU DEPARTMENT STORE CO,LTD, TOKYU STORE CHAIN CO,LTD, TOKYU ADVERTISING AGENCY INC,TOKYU CABLE TELEVISION CO,LTD etc

Apr 1986 ~ May 1987: **Training on site business**

Apr 1986: **Joined Tokyu Corporation**

Ms Midori Okobira

Education:

Graduate of Sophia University in Tokyo with BA

Professional Experience:

Midori Okobira has been in the stock broking industry, mainly working with selling European Stocks to Pension fund managers in Japan – NatWest securities, UBS, Dresdner BK, Cazenove for 15 years. During those years, she spent in total 4 years in the U.K. working for the head office.

In the past, Midori has spent 3 years of high school years in Auckland, New Zealand and therefore has a passion to become a bridge between New Zealand and Japan. Joined Investment New Zealand in Sept 2006.