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## Innovative input

BY IVAN LOH

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New approach: Kawaguchi will be speaking to a 600-strong audience at the conference.



JAPAN's foremost futurist and innovation expert Morinosuke Kawaguchi is set to appear at the second Pangkor International Development Dialogue (PIDD) 2014 as its keynote speaker.

Known for his groundbreaking concept on innovation drawn from Japanese *monozukuri* and *otaku* subcultures, Kawaguchi will be speaking to a 600-strong audience from all over the country during the PIDD, which will be held at the Swiss

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Garden Golf Resort and Spa in Lumut, Perak, from Oct 19 to 21.

Institut Darul Ridzuan chief executive officer Dr Mazalan Kamis said Kawaguchi would bring interesting insights into the subjects of innovation and socio-economic development at the PIDD with the theme "Good Governance for Inclusive Wealth".

"He has a keen eye on grasping and understanding workable and impactful trends based on a community's local culture.

"His speech will focus on how high quality service spurs social economic transformation," he said.

"He will also explore how innovative strategy can improve public and government administration or services and how to establish smart partnership between the public and private sectors," he added.

Kawaguchi is also a renowned strategy expert in technology and innovation management in various industries and the author of the book entitled *Otaku de onnanoko na kuni no monozukuri (Neon Genesis of the Geeky-Girly Japanese Engineering)*, which talks about the advantages of Japan's own unique subcultures and how to leverage them in the technology and engineering spheres.

He is also founder and chief executive officer of Morinoske Co Ltd, a Tokyo-based creative future laboratory and is currently the strategy advisor to the Japanese government and to some of the world's largest multinational companies.

The PIDD, which aimed to be an international platform to promote the exchange of knowledge and ideas in global and state development, was launched recently by Perak Menteri Besar Datuk Seri Dr Zambry Abd Kadir in August.

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