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and many more...



"thebrandlaureate"  
THE AWARD FOR BRANDS & BRANDING

03 October 2014

Mr Morinosuke Kawaguchi  
(Present)

Dear Mr Morinosuke Kawaguchi

### Conferral of The BrandLaureate International Brand Personality Award

On behalf of the **Asia Pacific Brands Foundation (APBF)**, I am pleased to write and inform your admirable self that you have been chosen for the conferral of **The BrandLaureate International Brand Personality Award 2014**.

Let me start by first introducing the APBF and its activities.

**The Asia Pacific Brands Foundation (APBF)** is a not-for-profit organization and the world's only branding foundation. As a trend-setter in branding, the foundation is dedicated to the promotion of brands and best-branding practices. While brands are often represented by organizations, products and services, they also encompass individuals who are outstanding personalities in their own right.

Brands with strong identities and values play an important role universally as they are able to influence the well being of society as a whole through their thought and action. Prominent brands are a noteworthy source of inspiration for others.

**The BrandLaureate International Brand Personality Award** honours and recognizes outstanding individuals who have set benchmark of excellence in their respective industries - remarkable epitomes who have contributed significantly to the world and society at large through their varied fields of expertise.

Some noteworthy recipients of awards from the **APBF** include the late Former President Nelson Mandela, Hillary Clinton, the late Steve Jobs, Professor Robert Fry Engle III (*Nobel Laureate for Economics*), Professor Ferid Murad (*Nobel Prize in Physiology/Medicine*) & Mark Zuckerberg (*Facebook founder*); leadership gurus - Tony Buzan & John Maxwell; sports personalities - Joseph Sepp Blatter (FIFA President), Wladimir Klitschko (IBF, WBO & WBA), Michael Schumacher, Ivan Lendl & Tiger Woods; entertainers - Sir Cliff Richard, Kitaro, Neyo, Lea Salonga, Earth Wind and Fire, Johnny Tillotson, Taylor Swift as well as a host of other illustrious names.

[www.thebrandlaureate.com](http://www.thebrandlaureate.com)

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The Asia Pacific Brands Foundation, with sublime admiration, is thrilled to confer The BrandLaureate International Brand Personality Award upon your magnificent self as a trendsetter who appreciates the present enough so as to package it futuristically for the better, inadvertently outlining the shores of immortality with awe-inspiring vision for generations to come. Hailed as a legend among the living in Japan, you are believed to be the inventor of the concept in product engineering and technology development of drawing from Japanese culture, especially in the *monozukuri* and *otaku* subculture vantages.

As a Japanese futurist and innovation expert, your masterful visions have indeed infused the much needed gusto and passion into the forward-gazing realm. Having founded Morinoske Company Ltd., a Tokyo-based management and design consultancy, you have intravenously blessed the realm of *Terra* with your signature style that has been exploring the human perception limitation – befitting such a prolific futurist of epitomic calibre! Alas, the inspiring persona you embody projects an individual destined to give a 'new twist' to the otherwise colourless perspectives of life; for you have, in your immaculate passion for systematic gaze, opened the eyes of many on how to leverage Japanese subculture for top-tier product development and innovation that will benefit the globe.

Good sir, you are a beacon to *homo sapiens* when it comes to overcoming entrenched challenges with earnest determination, ultimately arriving at the unattainable, accomplishing the improbable, transforming the unchangeable, in the mystical seas of the futuristic arena – and all this with your personalized style, augmented by your unique approach characterized by your foresight of unique concept in technology and design – even how machinery and products can make our lives happier, plus what the future of all machines will look like, leaving a riveting impression in the souls of all who are immersed in your works; in other words – your own personalized style of branding!

Flashing back, between 2002 to 2013, you were attached to Author D. Little Japan. You lectured in the postgraduate program at the *Tokyo Institute of Technology* and *Doshisha Business School*. Your approach to Japanese subculture and how it comprises a competitive advantage in R&D has indeed made you a household name in your motherland, Japan, with fame transcending the borders of *The Land of the Rising Sun*.

Today, you continue to set larger-than-life trends as a profound author, with your book, *Otaku de onnanoko na kuni no monozukuri (Neon Genesis of Geeky-Girly Japanese Engineering)*, 2007, which earned the exalted *Nikkei BP BizTech Book Award 2008* and was translated into four languages, *Sekai ga zessan suru «Made by Japan» (The World Acclaimed «Made by Japan»)*, 2010, and your latest book, *メガトレンド2014-2023 (Megatrends 2014-2023)*, 2013. Your writings further augment your stature as a bilingual lecturer, radio and TV show special guest and Japanese technology development author who continually creates a bridge between the set industry and creative subculture.

Beyond all this, you have a heart that bleeds for truth and the people, evidenced by your involvement as a Committee Member of the *Fukushima Project* – a government-independent, crowd-funded investigation focused on the *Fukushima Daiichi Nuclear Disaster* as well as the role of *TEPCO's* top management in the catastrophe. You even co-authored a book uncovering several contradictions in *TEPCO's* communication to the public and events at the power plant (2012).

Filled with never-ending drive and unsung determination, you are able to take the reins of destiny and motivate your fellow human beings to see beyond personal limitations and circumstantial barriers along probable megatrends – a true blessing for the ever-attentive stage of the ultimate sphere! And as a renowned strategy expert in *Management of Technology (MOT)*, *Intellectual Property Management* and also *Technology & Innovation Management (TIM)* in various industries such as telecommunications, electronics and the automotive industry, your mark, dear sir, has unquestionably been ingrained upon the universe, actual and *anime-manga*, via your remarkably real and prevailing style; proving beyond the shadow of a doubt that you are a TRUE Brand Laureate at the nucleus!

It would most certainly be our sincere honour to be given the opportunity to present this grand tribute of due recognition, in the form of an award, to your most excellent self on 20 October 2014 at the Pangkor International Development Dialogue held at Swiss Garden Golf Resort & Spa Damai Laut, Lumut, Perak.

In the meantime, please do provide us with the proper mailing address and you may revert with your acceptance to the following emails - [kkjohan@thebrandlaureate.com](mailto:kkjohan@thebrandlaureate.com) and [sweeching@thebrandlaureate.com](mailto:sweeching@thebrandlaureate.com).

Thank you.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'M' and 'L' with a horizontal line extending to the left.

Dr. KK Johan  
President  
Asia Pacific Brands Foundation