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PRESENTATION ABSTRACTS

THURSDAY, 19 MAY

CLOSING KEYNOTE SPEAKER

Japanese Culture and Innovation

Morinosuke Kawaguchi, Futurist and Designer / Founder, Morinoske, Japan

Through a mixture of funny examples and Kawaguchi's own analytical models, this presentation uncovers a unique analysis of Japanese culture and mentality, and what kind of innovation this culture and way of thinking can create.

It is through these tools that the audience is invited to do the same and check other cultures for business and innovation opportunities. Some of these findings may be of great surprise, others might be more familiar, and the message intends to challenge the audience. Japan's girly and cute culture. The market of the herbivores. Japanese examples, from subculture to high-tech and brain research, dominate the presentation, and they are often benchmarked against other cultures and markets to underscore that what is often perceived as Japanese uniqueness has its analogy – and business opportunities – in other markets.