

June 22<sup>nd</sup>, 2005

International Corporate Communication Symposium  
to be held at Aichi EXPO  
~ Exploring dialogue and further collaboration

Japan Society for Corporate Communication Studies (JSCCS; Chairperson: Fujio CHO) has celebrated its 10<sup>th</sup> anniversary in March. Commemorating the occasion, JSCCS is to hold an international symposium with a theme of “mutual understanding through public relations ~ Japan-China dialogue and further collaboration” on Sunday, August 7<sup>th</sup> at Rotary Hall of Nagakute, Aichi EXPO 2005. The event is co-organized by Japan Institute for Social and Economic Affairs (Keizai Koho Center) and Public Relations Society of Japan (PRSJ).

China with its remarkable development in a global community is on its way to evolve in every field including politics, economy, and society. Japan and China are urged to strengthen solidarity especially in a context of the East Asia Community. These two countries are not only to concern over the recent anti-Japanese demonstrations in China, but also to explore more constructive perspectives in overcoming this critical momentum and leading into a better relation. The business community today in both countries needs to further promote dialogue and collaboration upon mutual recognition of differences and similarities.

Chinese enterprises as well as Western MNCs in China have been vigorously pushed forward their PR activities, enhancing mutual understanding with the local community and market and reinforcing their base in business development. The Japanese counterparts, however, are yet to establish the ground for PR in China, which calls for a synthetic approach to PR in advancing in their business.

Supported by China International Public Relations Association (CIPRA), Shanghai Public Relations Association (SPRA), and Hong Kong Trade Development Council, this symposium will address issues in corporate communication by inviting Japanese and Chinese PR experts as speakers and panelists to share their practical viewpoints on Japan-China relations.

JSCCS also plans to hold its 11<sup>th</sup> Research Presentation with a unified theme of “outlook for PR communication innovation” on Saturday, August 6<sup>th</sup>, preceding the symposium.

For enquiries, please contact

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**【Event outline】**

Event name: JSCCS 10<sup>th</sup> Anniversary International Symposium

Theme: Mutual understanding through public relations

Sub-theme: ~Japan-China dialogue and further collaboration~

Main organizer: Japan Society for Corporate Communication Studies (JSCCS)

Co-organized by: Japan Institute for Social and Economic Affairs (Keizai Koho Center),  
Public Relations Society of Japan (PRSJ)

Supported by: Ministry of Economy Trade and Industry / China International  
Public Relations Association (CIPRA) /  
Shanghai Public Relations Association (SPRA) / Hong Kong Trade  
Development Council / Central Japan Industries Association /  
Japan Airlines Co., Ltd.

Date: Saturday, August 6<sup>th</sup> Welcome Reception  
++ “JSCCS 11<sup>th</sup> Research Presentation” to be held concurrently  
Sunday, August 7<sup>th</sup> International Symposium

Venue: Rotary Hall (at Rotary Pavilion, Nagakute, Aichi EXPO)

Official language: Japanese and Chinese

Target audience: members of the main organizer and co-organizers,  
PR and media representatives, journalists, students, etc.

**【International Corporate Communication Symposium Program】**

<b>Opening</b>	10:20	<b>Fujio CHO</b>	Chairperson of JSCCS and Acting Chairperson of Keizai Koho Center
<b>Keynote speech</b>	10:30	<b>“ Expanding China market and role for PR”</b> <b>ZHENG Yannong</b>	Executive Vice President & Secretary-General of China International Public Relations Association (CIPRA)
<b>Keynote speech</b>	11:30	<b>“Opportunity and risk in China business for Japanese enterprises”</b>	

		<b>Shunichiro AOKI</b>	President, Japan-China Economic Relations and Trade Center
<b>Case study</b>	13:00	<b>“Brand penetration in the fast growing China market”</b>	
		<b>Yasuhira MINAGAWA</b>	President, Omron (China) Co., Ltd.
<b>Case study</b>	13:45	<b>“PR in China and case studies for FMCG PR”</b>	
		<b>David LIU</b>	General Manager, Weber Shandwick Beijing
<b>Panel discussion</b>	14:50	<b>“Societal evolution in China and challenges for PR”</b>	
		<b>Satoshi SUGITA</b>	Executive Vice President, Prap Japan
		<b>Shinji SHIMAHARA</b>	Director, Japan-China Investment Promotion Organization
		<b>Kohei WATANABE</b>	Associate Professor, Hokkaido University
		<b>XU Xiangdong</b>	CEO, Cast Consulting
		<b>Akiko AOKI</b>	Non-fiction writer and former China International Broadcasting anchor
<b>Wrap-up</b>	16:30	<b>Yukihiro UENO</b>	President, JSCCS
<b>Closing</b>	16:50	<b>Michinori KATAYAMA</b>	President, PRSJ

**【Words from President Japan Society for Corporate Communication Studies】**

Fostering a sense of identity through dialogue with a society, PR and communication activities to motivate self-transformation lead to a critical strategy for an organization. The Japanese business community has been well recognized such a state, while concrete implementation methods are yet to be in a midst of a trial and error.

Various movements in recent China have certainly raised a need for enterprises and the government to step in further utilizing PR and communication in order to promote better mutual understanding.

We hope this forward-looking dialogue will bring us onto a new sphere of learning and understanding created through the PR experts from Japan and China, and practitioners and researchers from their respective point of view.

This symposium shares the same philosophy as “Aichi EXPO” aiming to go forward for a better future of the earth through individual participation.

**Yukihiro UENO**

President, Japan Society for Corporate Communication Studies

Vice President, Shizuoka University of Art and Culture

**【Words from Secretary General Keizai Koho Center】**

Keizai Koho Center(Japan Institute for Social and Economic Affairs) have been developing communication activities both domestically and internationally to convey directions and opinions of the business community and real state of the enterprises in Japan.

Our overseas activities currently focus on Asia especially in China due to its strategic position in the world economy, while various issues and differences lie between Japan and China which are to be overcome through dialogue and wisdom in establishing a better relation.

Over the years our institute has organized seminars and lectures with Japanese business leaders at influential universities in China. Last year we invite Chinese journalists, to try to improve understanding of Japan business community. Moreover, we would like to utilize TV programs in China this year to portray Japanese companies in promoting communication between the two countries. We also plan to send a delegation to China for a corporate PR & communication survey for the first time in three years to grasp the PR activities of the Japanese enterprises.

We believe this symposium will set a starting point for both China and Japan to reflect upon two-way communication in a broader perspective.

**Tadashi HAYASHI**

Managing Director

Secretary General

Keizai Koho Center

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**[Words from President      Public Relations Society of Japan]**

Public Relations Society of Japan (PRSJ) sent its delegation members including then-President Masaaki SHIBATA as the head to Beijing and Shanghai in November 2003.

The delegation visited China International Public Relations Association (CIPRA), meeting Chairman Li Daoyu and exchanging “intent of cooperation” with Vice Chairman Zheng Yannong. In Shanghai, Chairman Mao Jingguan and Vice Chairman Qian Li of Shanghai Public Relations Association (SPRA) greeted the members, discussing the future collaboration.

Today a growing number of Japanese companies are engaged in various activities in China, and we feel our responsibilities in a PR sphere have increasingly become significant in promoting further mutual understanding.

In light of strengthening the partnership, this symposium marks the very first footprint in history for both the Japan and China PR community to assemble.

We hope PRSJ will maintain a friendly and cooperative relation with CIPRA, SPRA, and other Asian PR organizations.

**Michinori KATAYAMA**

President

Public Relations Society of Japan

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## NEWS RELEASE

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### 【about JSCCS】

- Name:** Japan Society for Corporate Communication Studies  
(JSCCS - Nihon Koho Gakkai in Japanese)
- Founded on:** March 24<sup>th</sup>, 1995
- Membership:** individual – 503 / corporate – 58 (with 218 registered members)
- Board members:** Chairperson – Fujio CHO (President & CEO, Toyota Motors)  
Vice Chairperson – Seiya IKARI (Honorary Professor, Tokyo Keizai University)  
Vice Chairperson – Takahiro MORI (Corporate Communication Director,  
Matsushita Electric Industrial Co., Ltd)  
President – Yukihiro UENO (Vice President, Shizuoka University of Art and Culture)
- Purpose:**
- (1) Systematizing theories of PR and communication activities for corporations by conducting both academic and practical researches to be released and presented.
  - (2) Exploring forward-looking corporate communication activities and open-door corporations, analyzing required policies to achieve the favorable state and developing methods and techniques.
  - (3) Contributing to fostering a PR mind set prevalent in a global community.
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