



APO *news*

Top Management Forum: Corporate brand management

The theme of this year's APO Top Management Forum, the 22nd in the series, held at the Kyoto International Conference Hall, 6–9 March, was Corporate Brand Management. This project was co-hosted by the Ministry of Economy, Trade and Industry (METI) of Japan, and Japan Productivity Center for Socio-Economic Development (JPC-SED). The objectives of the forum were to develop a profound understanding of the drastic changes in the management environment today; recognize the significance of corporate brand management for the sustainable development of business corporations; and discuss how APO member countries can promote brand management for future growth.

In addition to the 27 international participants, around 40 local participants attended the forum. Opening addresses were given by APO Secretary-General Shigeo Takenaka, JPC-SED President Tsuneaki Taniguchi, and Kozo Shindo of the Kansai Productivity Center. Director Takuki Murayama, Research and Planning Department, APO Secretariat, in his introductory presentation, noted that the three basic requirements for corporate brand management were “a clear vision, consistency, and strong leadership.” The nine forum speakers from the Machine Industry Memorial Foundation, METI, KPMG Azsa & Co., Honda Motor, Wacoal, Matsushita Electric Industrial, Dai-ichi Mutual Life Insurance, Oriental Land, and Central Japan Railway concurred with those requirements. In addition, their presentations stressed the importance of intellectual capital, disclosing intangible assets, customer relationships, and making each employee a representative of the corporate brand. They noted that a strong corporate brand must be founded on a clear mission that is emphasized by managers who believe in it sincerely.



CEO Takeo Fukui, Honda Motor, speaking at the forum

During the forum, presentations were also made by Janususilo of Indonesia and Abdul Hafeez Chaudhry of Pakistan to share their experiences in the APO Member Country Support Program. Subsequent group discussions were facilitated by Masahiro Ota, a JPC-SED management consultant.

Kawashima Textile Manufacturers Ltd., a maker of traditional clothing, artistic textiles, and fabric for automobile, train, and aircraft interiors, hosted an observational visit by participants. 🌐

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**“Science succeeds by failure,
just as surely as it works by
success. We slowly come to
know how the physical
world works by learning
that what we thought was
true is all wrong.”**

Laurie Zoloth

INSIDE

- 2... p-Watch—Australia
- 3.... p-TIPS
- 4... Productivity enhancement at
community level: OVOP
movements in Thailand and Japan
- 4.... Common Sense Talk
- 5.... SME development in the Mekong
region
- 5.... First 5S model companies in
Cambodia
- 6.... Greening the agri-food supply chain
for enhanced food safety,
competitiveness, and sustainable
agriculture development
- 7.... p-Experts
- 7.... APO-NPO Update
- 7.... Program calendar
- 7.... South African delegation visits
Secretariat
- 8.... National productivity promotion
events in Lao PDR

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