

Leadership Series:

P&G Max Factor Japan-The Success Behind SK-II and Why Diversity Grows Business



DATE: Monday, Oct 27, 2008

TIME: Presentation: 7:00pm - 8:00 pm

Networking 8:00pm - 9:00pm

COST: Members and spouses 6,000 yen, Guests 8,000 yen
(buffet & drinks included)

VENUE: Hilton Osaka, 2F, Seasons

MAP:

http://www1.hilton.com/en_US/hi/hotel/OSAHITW-Hilton-Osaka-hotel/directions.do#localmap

*Speech will be in English with simultaneous Japanese interpretation.

(interpretation headsets are available to rent for 1,000 yen extra)

Diversity, especially gender diversity, has become a very hot topic in Japan in response to a decreasing population/labor force and a highly educated pool of women who aspire to seek for opportunities as professionals. However, compared with countries like the U.S., there seems to be less acceptance of diversity here in Japan.

Ms. Mari Nogami, P&G Max Factor Godo Kaisha President, was brought up in a P&G culture that truly believes in diversity as a business strategy. She is now a strong believer of diversity herself, and will share her personal stories on how she came to believe in diversity and the opportunities P&G offers to deliver business results through it.

For an example of a diversity-related success story, one can look back at P&G's acquisition of Max Factor and its SK-II product line back in 1996. The struggling Max Factor company was given new life through P&G's marketing and branding know-how, which has led to the success of the SK-II product line making it one of the best known skin care brands in Japan.

NOTE: The contents of this program are OFF THE RECORD.

Registration deadline is Friday, October 24

ACCJ Office TEL: (06) 6345-9880 FAX: 06-6345-9890

OCCI Office TEL: (06) 6944-6400 FAX: 06-6944-6293

(OCCI) Registration Form Fax: 06-6345-9890 (Attention: Mr. Justin Hanus)

The details given below are used by ACCJ and OCCI only for contacts concerning this event, as well as for information on participants to be provided to the lecturer.

Name: _____

Membership (OCCI) ID#: _____

Company: _____

Guests: _____

TEL: _____ FAX: _____ E-mail: _____