



Club

JAPON



2022

Biographies of speakers

In partnership with



Olivier BECHT

Minister Delegate for Foreign Trade and Economic Attractiveness

Born in 1976, Olivier Becht is a former student of the École National d'Administration (ENA; Senghor promotion – 2002). At the end of his course at the ENA, he joined the administrative judiciary.

In 2008, he left his post to devote himself to several local elective mandates: Mayor of the municipality of Rixheim (Grand Est region) until 2017; Deputy President and Departmental Councilor for the Mulhouse Alsace Agglomeration, Vice-President of the Departmental Council of Haut-Rhin. At the same time, from September 2008 he became a lecturer in law, geopolitics and public finance at the University of Haute-Alsace.

In 2017, Olivier Becht was elected as a Deputy for the fifth constituency of Haut-Rhin. He became a member of the office of the National Defense and Armed Forces Commission.

In January 2020, he became Chairman of the Culture, Science, Education and Media Committee of the Parliamentary Assembly of the Council of Europe. In the same year, he created the "Agir Ensemble" ("Act Together") parliamentary group at the National Assembly, of which he became President.

Re-elected MP in 2022, Olivier Becht was appointed, in July 2022, as Minister Delegate reporting to the Minister for Europe and Foreign Affairs, with responsibility for Foreign Trade, Economic Attractiveness and French Nationals Abroad. He remains Municipal Councilor of Rixheim and Community Councilor of Mulhouse Alsace Agglomeration, while devoting himself to his ministerial portfolio.



H.E Junichi IHARA

Ambassador of Japan to France

IHARA Junichi Ambassador Extraordinary and Plenipotentiary of Japan to France

Date of Birth : April 18, 1956

Oct. 1978 Passed Higher Diplomatic Service Examination

Mar. 1979 Graduated from Faculty of Law, Kyoto University

Apr. 1979 Joined the Ministry of Foreign Affairs

Aug. 1995 Executive Assistant to the Vice-Minister for Foreign Affairs

Jul. 1997 Director, First Southeast Asia Division, Asian Affairs Bureau

Aug. 1999 Director, WTO Division, Economic Affairs Bureau

Jul. 2002 Director, Financial Affairs Division, Minister's Secretariat

Feb. 2004 Councillor for Inspection

Jul. 2004 Minister, Embassy of Japan in the United States of America

Dec. 2006 Deputy Director-General, Asian and Oceanian Affairs Bureau

Mar. 2008 Consul-General of Japan in Los Angeles

Sep. 2011 Director-General, North American Affairs Bureau

Jun. 2013 Director-General, Asian and Oceanian Affairs Bureau

Nov. 2015 Ambassador Extraordinary and Plenipotentiary, Permanent Representative of Japan to the International Organizations in Geneva

Nov. 2019 Ambassador Extraordinary and Plenipotentiary of Japan to France



Iéaki TAKEDA

Director General, JETRO Paris

Director General, JETRO Paris, since 10 september 2020.

Iéaki TAKEDA was born in Nara on 27 February 1971. He joined MITI in 1994 and held several positions in the field of trade policy. In 2010, he was appointed Director of Japan-U.S. Security and Defense Cooperation at the Ministry of Defense before being appointed Commercial Counsellor at the Embassy of Japan in France (2012-2017). Iéaki Takeda is quite familiar with France where he studied (University of Paris 1 and IEP Paris) and was previously First Secretary at the Embassy of Japan (2003-2007).

Before coming to Paris, he was Director of International Exhibitions Promotion at METI and was the Japanese Delegate to the Bureau International des Expositions, BIE (2012-2020).

In these capacities, and after a hard-fought election, he led Japan to the podium as the host country of Expo 2025.

Since April 2022, he acts as Advisor to Japan Association for the 2025 World Exposition.



Hiroaki NISHIZAWA

President, CCIJF

General Manager for France, Belgium and Switzerland of Japan Airlines Co., Ltd.

April 1992 : Started career at Japan Airlines Co., Ltd.

May 2000 : Chief of International Passenger Sales Section.

August 2004 : Manager of Human Resources Department.

November 2014 : Brand Strategy Deputy Director of Corporate Brand Promotion Department.

April 2018 : Director of Tokyo 2020 Olympic and Paralympic Games Promotion Department.

June 2019 : Japan Airlines General Representative for France. (Present).



Bruno BONNELL

General Secretary for investments, in charge of France 2030

Secretary General for Investment Since January 31, 2022.

Chemical Engineer from CPE Lyon, and a graduate of Paris Dauphine-PSL University.

1983: Founder and director of INFOGRAMES/ATARI

1995: Founder and Director INFONIE pioneer of the Internet,

2000: Director of GAME ONE

2008: Director of ROBOPOLIS

2017 – 2022: Member of Parliament for the 6th constituency of the Rhône

Bruno BONNELL, 64, began his career in business. Chemical Engineer from CPE Lyon, and a graduate of Paris Dauphine-PSL University, he founded and managed several companies in the digital and innovation sector: 1983 INFOGRAMES/ATARI video game publisher, 1995 INFONIE pioneer of the Internet, 2000 GAME ONE first television channel dedicated to digital, 2008 ROBOPOLIS in service robotics. He was a promoter of innovation by creating the INNOROBO exhibition then by creating in 2013 ROBOLUTION CAPITAL, the first investment fund dedicated to start-ups in robotics. Ardent advocate of lifelong training, he was Chairman of the Board of Directors of EM Lyon Business School for seven years. PACTE law and carried out the "Territories of Industry" mission entrusted by the Prime Minister. He is the father of six children.



Sébastien ROUX

International Development Manager, Haropa Port

Sébastien ROUX is 46 years old and obtained several diplomas:

Master 2 in urban planning and city management

Master degree in economics

Business Studies in commercial action

He has 25 years' experience within transport & logistics and especially 2 years within the major French transport and logistics federation. Before HAROPA PORT, he worked several years for Paris Chamber of Commerce and Industry and then for Paris City Hall as urban planner in charge of the city master plan and especially the freight transport scheme.

He stepped in HAROPA PORT in 2011 as Paris Area Business Development Manager. He was in charge of mass retailing, luxury and cosmetics goods as well as some VIP freight forwarders as Key Accounts Commercial Officer.

He was also dealing with the creation of relationship with Paris-Roissy Charles de Gaulle Airport and all the stakeholders of the air cargo industry. Furthermore, he also took care of developing the set-up of shippers, real estate companies and retailers on HAROPA PORT's territory.

In 2016, he has been appointed International Development Manager of HAROPA.

Within his new mission, he is in charge of:

Coordination of the international representatives' network (9 current representatives and a network of 7 offices: North-America, Mercosul/Brazil, Great China (Shanghai & Hong-Kong), Taiwan, Japan, South Korea and India).

Promotion and development of the HAROPA international offer to international prospects and customers (with a focus on the European decision-makers).



Jean-Daniel PICK

Ex-Partner & Senior Advisor, EY

Career & Education

- Education : HEC
- Career

EY : ExCom member of the Global Strategy practice (EY Parthenon) ; founder of EY Parthenon France

OC&C –Global Consumer Goods practice leader, and leader of the French Retail practice. In charge of the French PE practice

McKinsey (Manager)

8 years in Sales & Marketing in FMCG, incl.: Adidas (Marketing Director), Unilever (Sales rep., Promotions, Marketing)

- President of HEC Alumni Retail Group
- Strategy professor (HEC, Sciences Po Paris)
- Incubateur HEC : Investor & Coach
- Board member (5 à Sec)
- Co-author of the book « E-Markets, les nouveaux modèles du B2B », foreword by Danone's CEO

Expertises

Broad experience in Agriculture, Consumer Goods and Retail

Agriculture :

20+ years servicing Cooperatives (Dairy, Poultry, Maize, Seeds, etc.)

Investor in Agri Tech ventures

Consumer Goods and Food

Clients : World leaders, Mid size companies/Private Label manufacturers, Private Equity funds

Sectors : Food & Drinks, Electricals, Beauty, Fashion & Apparel, etc.

Retailing :

Food/Grocery, Electricals & Multimedia, Beauty, Furniture & Decoration, DIY, etc.)

Investor in Marketing Tech, Retail Tech ventures

Functional skills

Strategy : setting priorities (portfolio, investments, development), international growth, new concepts, distribution strategy, etc.

Performance & Organization : Priorities for performance improvement, Sales & Marketing effectiveness, Revenue management, Transformation



Matthieu MAXANT

Supply Chain Director EMEA, SAKATA Vegetables Europe

As a farmer's son, Matthieu naturally pursued studies in the plant sector, before gaining more than 20 years' experience in the seed industry.

He first started in field crops at Syngenta where he evolved within 9 years from the position of Inventory Manager to EMEA Operations Manager.

In 2010, he joined Sakata EMEA - a key player in the vegetable seed business - as Industry Director. Two years after, in 2012, he was entrusted with the management of the Supply Chain: 100 people, 2 industrial sites in France and 1 in South Africa, and a stock of

850 varieties delivered to 82 countries.

Matthieu Maxant is part of Sakata EMEA Executive Committee. In April 2023, he will be nominated VP – Chief Operating Officer (in charge of Sales, Marketing, Supply Chain and IT) for Sakata EMEA.

Matthieu Maxant completed studies in plant physiology and international agricultural economy (University of Sciences of Montpellier, University of Economics of Sceaux, Orsay Paris XI and Agro Paris Tech).



Luis URIBE

President, Nutrition & Santé Group

Luis joined Nutrition & Santé in 2001 as France/Spain Sales & Marketing Director, subsequently leading the Export business in 2007. He became General Manager of the Iberia business unit in 2012 and in 2018 was also appointed as General Manager of the France business unit.

As president of Nutrition & Santé Group since 2019, Luis and his teams are leading the Nutrition & Santé ambition, to be the recommended partner for active and natural nutritional solutions..

Luis is French and was born July 12th, 1966, he holds an MBA from the International Institute for Management Development, Lausanne, Switzerland.

About Nutrition & Santé Group

Nutrition & Santé is anchored in the South-West of France and exports its products to more than 15 countries. Each product category is tailored to adapt to local specificities and needs while preserving the very essence of N&S: our connection with nature and its well-being. Our global reach allows us to develop synergies, both at product category and industrial levels.

- Founded in 1972
- Headquartered in Revel (Haute-Garonne), France
- 418m€ in turnover, 1500 employees across Europe



Eric LE HENAFF

President, Cité Marine

Education

He is graduated from the « Ecole Nationale Supérieure Agronomique » of Rennes (Agrocampus) with an engineer diploma.

Background

He has spent all his career in the food business sector, he started 30 years ago with industrial function and he took quickly executive management position in several companies and sectors

- CEO of Doux group France (poultry)
- President of food division of Roullier Group (fertilizer)
- CEO of Gelagri, joint-venture between Eureden cooperative and Bonduelle group (frozen vegetables)

He joined Cite Marine and Nissui Group 9 years ago as President



Marie-Cécile TARDIEU

COO, Business France

A former student of the Ecole nationale d'Administration, Marie-Cécile TARDIEU has been committed since 1999, at French Treasury, in support to the internationalization of French companies, from France

or in emerging countries (Brazil, Hungary, Vietnam, Morocco). She is Chief Operating Officer Invest at Business France.