

Club JAPON

2021



Biographies of speakers

in partnership with



Franck RIESTER

Minister Delegate for Foreign Trade and Economic Attractiveness

Higher Education

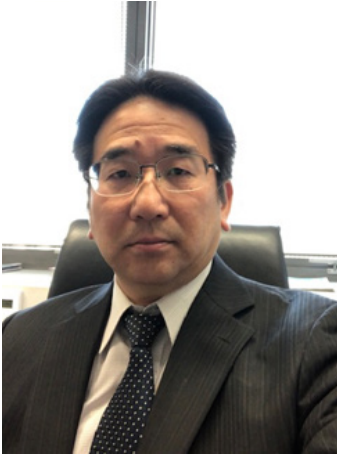
- Graduate of ISG Business School
- Master's in local government from ESSEC Business School

Professional Experience

- Consultant at Arthur Andersen (1998-1999)
- Chief Executive of Riestler SA, Peugeot dealerships (since 2000) .

Electoral mandates and ministerial positions

- Municipal councillor for Coulommiers (1995 to 2001)
- Deputy Mayor of Coulommiers (2001 to 2008)
- National Assembly Deputy for the 5th constituency of Seine-et-Marne (2007-2018)
- Mayor of Coulommiers (2008-2017)
- Member of the Cultural Affairs and Education Committee at the French National Assembly (since 2009) .
- Co-chair of the UDI, Agir et indépendants Group at the French National Assembly (2017-2018)
- Municipal Councillor (since 2017)
- Minister of Culture (2018-2020).



Koji ABE

Chargés d'affaires ad interim, Embassy of Japan in France

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- 1987** Graduate of ISG Business School
 - 1997 – 2000** Master's in local government from ESSEC Business School
 - 2000 – 2002** Principal Deputy Director, International Peace Cooperation Division, Foreign Policy Bureau
 - 2002 – 2003** Counsellor, Cabinet Legislation Office
 - 2003 – 2007** Principal Deputy Director, General Affairs Division, Economic Affairs Bureau
 - 2007 – 2008** Director, Second Countrywise Assistance Division, International Cooperation Bureau
 - 2008 – 2011** Minister-Counsellor, Embassy of Japan, Canada
 - 2011 – 2013** Director, Human Rights and Humanitarian Affairs Division, Foreign Policy Bureau
 - 2014 – 2016** Master of the Ceremonies, Imperial Palace
 - 2016 – 10/2019** Deputy Consul General and Deputy, Consulate General of Japan, New York
 - 11 / 2019** Minister, Embassy of Japan in Paris, France



léaki TAKEDA

Director General,
JETRO (Japan External Trade Organization) Paris

Director General, JETRO Paris, since 10 September 2020.

léaki 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). léaki 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.



Nobuyuki KOBAYASHI

President CCIJF, Director General,
Mitsui & Co. Europe PLC Paris Branch

Nobuyuki KOBAYASHI is Directeur Général of Mitsui & Co. Europe PLC Paris Branch since April 2018, and also President of Chambre de Commerce et d'Industrie Japonaise en France since March 2021.

He joined Mitsui & Co. in April 1985. He is mainly involved in corporate planning and business development in wide range of domains including machinery, marine & ship sectors, and had 3 overseas assignments i.e., France, UK and USA.



Hiroaki NISHIZAWA

Vice President, Head of the Business Environment Committee of the CCIJF, General Manager for France, Belgium and Switzerland of Japan Airlines Co., Ltd

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- 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)



Vincent RAUFAST

Associate Partner EY Consulting, Attractiveness and Competitiveness team

Head of the EY FDI Global Center of Excellence, helping governments attract private sector investment and assisting companies in their international location strategies and expansion plans for the EMEA region.

Advisor to countries, regions and cities in the design of their FDI attractiveness strategies in the EMEA region and Latin America.

Project manager of the EY European Attractiveness survey for the past 15 years and project advisor to country / region specific attractiveness reports.

Project lead of other EY's thought leadership programs such as the attractiveness of Global Business Districts and the economic impact of the Cultural and Creative industries.





Sébastien ROUX

International Development Manager, Haropa Port

Sébastien ROUX is 45 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's 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).



Benjamin REVCOLEVSCHI

Managing director, Fujitsu France

Benjamin Revcolevschi, 47 years old, is the Managing Director of Fujitsu France since 2015.

Within the digital B2B giant (\$33 B, 130 000 employees), 6th largest global provider of digital services and specialist of co-creation, he developed Fujitsu France, beyond its Data-driven Technology capability (PCs, Servers, Supercomputers), into a consulting and outsourcing organization able to help its French customers to build their future:

- the future of work through a transformed IT user experience (IT helpdesks and support, collaborative tools, ServiceNow integration, ...)
- the future of applications through migration of infrastructures to hybrid clouds
- smarter businesses through data analytics, robotic process automation, blockchain and Arti-

ficial Intelligence-enriched video cameras services

Previously, he worked for 7 years with the telecom operator SFR Business Team, as Managing Director of the Cloud & Internet of things Business Unit, and previously as head of SFR Customer Delivery Operations.

His experience was also enriched by the 7 years spent accompanying the leaders of large French and international companies -especially in manufacturing and telecom- in one of the world leaders of strategy consulting, the Boston Consulting Group.

Benjamin Revcolevschi has an engineering degree from Ecole Polytechnique and Télécom Paris, and an economics degree from Paris-Dauphine University



Jean-Luc GUYON

Vice-President European Operations, JR Automation,
Hitachi Group

Jean-Luc Guyon is Vice-President European Operations at JR Automation, a Hitachi Group Company.

He is a seasoned business developer with strong market, customer, and profitability focus in Automation business. For the past 33 years, Jean-Luc has worked on highly complex and technological projects with automotive and aerospace OEMs in Europe, USA, and Asia.

Since June 2019, Jean-Luc Guyon oversees the implementation of the European operational and strategical development of JR Automation. He is based in Besançon (25)-F

Prior to joining JR Automation (formerly known as FSA Technologies), Jean-Luc Guyon held several leadership roles including membership of the extended board and CEO of the assembly division at ThyssenKrupp System Engineering in Germany. One of the key achievement was to transform the division to become core E mobility supplier through early

innovation and investment in R&D for E Motor and fuel cell automation in cooperation with the RWTH Aachen University.

From 1996 to 2009, Jean-Luc Guyon was successively General Manager then CEO of ThyssenKrupp System Engineering SAS, based in Ensisheim (68)-F. He held the operational and strategic responsibility for the following departments: sales, M+E-Design, R&D, purchasing, production, finance, and administration and quality.

Previously, he held diverse management positions at Johann A. Krause Maschinenfabrik GmbH, a company based in Bremen, Germany.

Jean-Luc Guyon holds a Master Degree in Business, with a specialisation in Marketing and International Trade obtained in Münster, Germany (1987), a Degree in mechanical engineering, obtained in Dijon (1983) and a Bachelor's in Industrial sales obtained in Lyon (1984).





Tatsuya AKASHI

Managing Director, Itoh Denki Europe

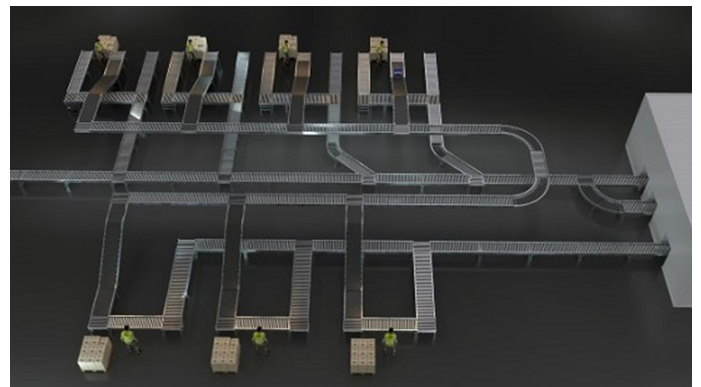
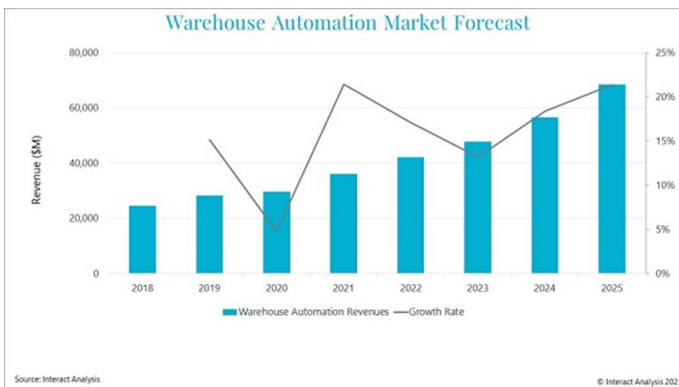
Hello, my name is Tatsuya AKASHI. People call me Ted.

I am the managing director of Itoh Denki Europe, since 2016.

My role is to manage the sales and marketing of Itoh Denki products for Europe, Russia, Middle East, and Africa.

We have a knock down assembly plant in France which is a part of my responsibility, too.

Thanks to the growth of European automation industry especially in distribution centers, we could grow our business almost 3 times since 2015. We estimate the global market will continue to grow by 2 digit for the next 5 Years. I believe European automation industry (especially in distribution centers) is a good market to invest in.



I am graduate of Dusseldorf Japanese School. I stayed in Germany, UK and France for about 5 Years each during my previous job at SONY. Probably I am half-European Japanese.

I wish I can leverage my skills and experience to bridge Japan and Europe with latest technology in automation to contribute to both societies.

I love to play guitar, and surf during my holidays.



Nobushige ICHIKAWA

President, Kubota Europe, Vice President,
Kubota Holdings Europe

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- 1990 Apr. -** Validation Engineer, Kubota corporation., Vehicle base technology engineering dept
 - 2004 Apr. -** Project manager, Kubota corporation., Tractor engineering dept
 - 2015 Apr. -** General Manager, Kubota corporation., Vehicle base technology engineering dept
 - 2018 Jan. -** General Manager, Kubota corporation., Farm Machinery Engineering Europe Dept
 - 2019 Jan. -** President, Kubota Europe S.A.S., Vice President, Kubota Holdings Europe B.V



Laurent DEMORTIER

President, Nidec Europe

COMPANY:

Nidec

TITLE:

President and GM Energy and Infrastructure Division Worldwide

President Nidec Europe/ President Nidec Leroy-Somer SA/ Chairman of the Board Emotors (JV Stellantis/Nidec)

BACKGROUND:

- Laurent has spent all his career in the Electrical sector. He held various executive management position in Honeywell and Alstom in USA/ Europe and Asia. Previously to join Nidec, he served as the MD and CEO of the listed Electrical company Crompton Greaves (CG Global) based in Mumbai India.
- Laurent is a specialist of turnaround of large

industrial group leveraging on sales, technology, supply chain, employee, globalization and digitalisation of operations.

- He joined Nidec in 2016 to lead the acquisition of Leroy-Somer. He is currently President of the Nidec Energy and Infrastructure Division worldwide (E&I), and in charge of Nidec Europe including the former Leroy-Somer company headquartered in France and the newly created Joint-Venture with Stellantis Group: Emotors (Automotive traction motor business).

EDUCATION:

- Laurent is Graduated from the Wharton School of University of Pennsylvania (WG90) and an alumni of the Ecole Centrale Marseille (ECM84)

FAMILY:

- He is married and the father of four daughters, and resides in Paris, France.



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

