

NEWS Letter

<http://www.jafe.jp/>

The 13th JAFE Seminar

On January 17, 2019, Mr. Muneaki Masuda, CEO and President of Culture Convenience Club Co., Ltd. (herein-after called CCC), talked about the provision of lifestyle contents, which is the philosophy of CCC, the three pillars of the current management of CCC, the planning of the platform represented by TSUTAYA BOOKS, the planning and production of lifestyle contents, and the database marketing of T-card information.



Summary of the speech given by Mr. Muneaki Masuda, President and CEO of Culture Convenience Club Co., Ltd.

The goal of CCC, from the time of establishment to the present, is to help customers realize themselves through the provision of lifestyle contents. In the '80s and '90s at the time of its establishment, sharing music and movies in the form of rentals enriched the lives of young people who were the main target. In 2011, we started Daikanyama TSUTAYA BOOKS as a place where “everyone” can enjoy culture regardless of age or assets.

At the beginning of the store opening, we were worried from the parties involved that there would be no profit at TSUTAYA BOOKS. There was such concern because there was a cafe in the store where you could read books before purchasing it, and people may just read the books in the store without purchasing



them. However, that concern was overwhelmed, and many people not only went to Daikanyama TSUTAYA BOOKS but also Daikanyama TSUTAYA BOOKS succeeded commercially and TSUTAYA BOOKS were opened in other regions such as Hokkaido and Kochi.

CCC, which has created a new lifestyle content provision site called TSUTAYA BOOKS, also involves in the production and transmission of contents. For example, Ginza TSUTAYA BOOKS emphasizes the arts field, especially Japanese culture, and also publishes photo books of contents such as Kabuki from affiliated publishers. Because Ginza has a large number of foreign tourists coming to the store, we intend to showcase and sell books related to Japanese culture so that foreign tourists can purchase books as memories of Japan.

Following the opening of TSUTAYA BOOKS, requests for library planning and operation were sent to CCC from Takeo City and other local govern-



ments. With the renewal of facilities, the number of visitors has increased rapidly. In the library, various events such as yoga are held in collaboration with the local people, making it a place for local communities. Furthermore, in Takeo City, a children's library was set up in addition to the regular library. It became a public facility where “everyone” can enjoy culture which revitalized the city.

Besides, T-card that can be used as point cards for TSUTAYA and other affiliated stores nationwide serves as a database for lifestyle proposals tailored to each individual and are designed to make people's lives more fulfilling.



Report 1

Honorary Member's Luncheon WS/ Xmas Luncheon



On December 13th, 2018, we invited Ms. Haruno Yoshida and held the Honorary Members' Luncheon WS/ Xmas Luncheon. Ms. Yoshida retired from President of BT Japan Co., Ltd. and continues to be successful as Co-head of W20. Ms. Yoshida pointed out that women around the world will be enriched by them being decision-makers in business to expand the business. Also, when she looks back on her life, she realizes that her young child had hard times because of her work. However, she encouraged the members by telling that she believes that such experiences would be a life asset for mothers and children.

Report 2

Honorary Member's WS

We invited Ms. Naoko Saiki and held the Honorary Members' Luncheon in January. Ms. Saiki was assigned the position of Head of Economic Affairs Bureau, International Legal Affairs Bureau, Training Institute at Ministry of Foreign Affairs of Japan on February 28th, 2019. Ms. Saiki, who was one of the few female bureaucrats who entered the ministry in 1982, has been working for the public with the desire to create a better society. We heard valuable stories that we cannot usually hear, such as the way of working in the Ministry of Foreign Affairs, the system of promotion by merit-based in the Ministry of Foreign Affairs, the attitude of learning necessary for diplomats, and the strategies necessary for Japanese diplomacy.



Report 3

2way Seminar

On November 20th, Mr. Youichi Ito, President of Yahoo!Academia and author of bestseller book "Ippun de Hanase - Sekai no Toppu ga Syousan shita Daiji na Koto dake Shinpuru ni Tsutaeru Gijyutu", talked about "how to think and convey". He stated that when giving presentations, it is important to convey the main points in a way that is easy to understand to make the listeners understand, agree, and furthermore take voluntary



actions to advance the project. He mentioned the following tips to do this with specific examples. First, briefly tell the content of the story to make it easier for the listeners to understand. Second, show the reasons and results and tell the story logically. Third, use pictures to tell concrete images. Fourth, use keywords that summarize what you want to convey. Fifth, understand what you want to tell, practice in advance, and speak with passion and confidence. During the seminar, participants practiced the above conveying method and realized how presentations can be difficult and interesting.

Introduction of Members



Ms. Midori Tomita

Joined Sony Corporation in 1984. Group Strategy Department and CEO's Office Manager at Sony Corporation in 2009. In charge of SVP Strategy at Sony Mobile Communications Japan, Inc. in 2012. Currently VP in charge of UX Business Development, Brand Strategy, Sony Corporation

Report 4

JAFE Travel Session

On November 27th, 2018, we invited JAFE members Ms. Hiroko Kawamoto, Executive Vice President of ANA Research Institute, Ms. Fukiko Sakamoto, Sales Manager of JR East Corporate Officer and Railway Business Division, Mr. Kuniko Tsuji, JTB Executive Officer and Japan Tobacco Industry, who are active in the travel industry as panelists, and Ms. Atsuko Nagata, Full-time Corporate Auditor at Japan Tobacco Inc., as a moderator, to hold a JAFE Travel Session on the theme of travel. We were able to hear about a part of the travel industry, including career success and failure experiences, learning from overseas experience, each

company's approach to diversity, and prospects. In addition, after the session, we were able to visit the inside of NIPPON GALLERY TABIDO MARUNOUCHI which was the venue for the event. NIPPON GALLERY TABIDO MARUNOUCHI introduces the Japanese tourism culture of Toppan Printing and is not usually open to the public but we were able to specially visit which enabled us to have a good morning time.

