

NEWS Letter

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Second JAFE Executive Seminar Held

The second JAFE Executive Seminar was held with guest speaker Atsuko Muraki, the Vice Minister of Health, Labour and Welfare, following the first Seminar that featured Hakubun Shimomura, the Minister of Education, Culture, Sports, Science and Technology.

In her lecture titled "My Life," the Vice Minister talked in detail about her career life including the postage fraud case, in addition to other issues such as the declining birth rate and challenges related to the empowerment of women. After the lecture, attendees were honored to have an autographed copy of her book and given an opportunity to speak with her personally.



Excerpts from Vice Minister Muraki's Address at the Executive Seminar



- In 2005, Japan's total fertility rate hit a record low. Since then, the population has been declining with deaths outnumbering births.
- There is a significant gap between the nation's future predicted by the Population Projections (medium estimate in 2006) and the future envisioned by its people. This gap is largely attributable to issues arising from childbirth, child rearing, the way of working, etc., including the stability and continuity of employment, the level of balance between career and personal life, and child-care anxieties.
- The employment rate of women in Japan is characterized by an M-shaped curve that starts to fall in their early 30s, which is earlier than in other developed countries. The primary reason for women leaving their jobs for pregnancy, childbirth, and child rearing is the difficulties in balancing their career and family responsibilities.
- The more socially empowered women are, the higher the total fertility rate in a country.
- For the establishment of society that allows women to continue their career, the government requested the business community to develop a workplace environment in which both male and female employees are encouraged to take a child care leave or work shorter hours until their children reach three years old. In such workplace environment, employees should be entitled to: 1) take a child care leave for any length of time they want; 2) maintain their skills during their child care leave; and 3) return to their former workplace.

- In the postage fraud case, she was able to endure the days in prison because she: 1) had great curiosity; 2) was accustomed to crisis management; 3) had many things she wanted to do (things to devote full attention); and 4) ate and slept properly.
- When she was unofficially told that she would be promoted to the Vice MHLW Minister, she hesitated to accept it, but at the same time she remembered her own words to her juniors, "Don't hesitate to accept a promotion offer."
- She has been able to carry the heavy burden of responsibility because: (1) She did not give adoration to her seniors who had worldly wisdom; she wanted to follow the examples of her seniors who were diligent in fulfilling their duties. (2) She tackled with difficult duties by persuading herself that the experience would present a new stage of career to her.
- In the past, she was often required to give up a career opportunity for her child, especially when he/she was sick. She decided to resign if her best efforts failed. This decision gave her comfort and enabled her to see her job as a catalyst to make her life more efficient. She realized that getting ready for the worst would be a powerful tool to overcome challenges.



Members Introduced at the Executive Seminar



Ms. Ryoko Akamatsu

Honorary member
Chairperson, Japan Committee for UNICEF

She engaged in the drafting of the Equal Employment Opportunity Bill as the Director General of the Women's and Young Workers' Bureau at the then Ministry of Labor. Later, she served as the Education Minister under the Hosokawa and Hata Cabinets. She is also a supporter for her junior, Atsuko Muraki.



Ms. Akemi Ishiwata

Vice President, Planning Department, Corporate Culture & Literature, Corporate Communication Division, Kao Corporation

Since she joined the company, she has been engaged in product development and the identification of various challenges based on the consumer lifestyle research. From this year, she is involved in an initiative to raise corporate brand value from a global perspective.



Ms. Naoko Yamazaki

Director, Wealth Management, UBS AG Tokyo Branch

A private banker specialized in Ultra-High-Net-Worth clients in Japan and a leader for the company's volunteer group named "Team Tohoku." Last year, she won the Global Employment Award as an individual for her contribution of more than 400 hours to volunteer activities.

Report First JAFE Summer Camp in Tateshina

In contrast to regular JAFE seminars, which are usually held in a classroom-lecture style and tend to focus on input actions, the Summer Camp offered programs centered on output actions—the most important actions for business persons.

The first day began when Ms. Yukako Uchinaga, the Board Chair of J-Win took the podium and gave a lecture with the theme of "A Gift from Work." The aim of her lecture was to help participants become more aware of the Camp's theme. Following this, a discussion session was held to share personal experiences and future goals.

On the second day, based on the lessons they learnt on the first day, participants challenged the task of developing a specific action plan to determine "what actions we need to take for the benefit of next generation."

Due to the small scale of the Camp, discussions became very intense and insightful, inspiring participants to take next steps in their career.



Third JAFE Executive Seminar

Thursday, October 30, 2014 (18:00 - 21:00)

Venue: Tokyo American Club (The Manhattan Room)

Theme: "Women's Era Has Come at Last"

Guest: **Mr. Yasuchika Hasegawa**

Representative Director, Chairman of the Board of Takeda Pharmaceutical Company Limited
Chairman of the Japan Association of Corporate Executives

Registration
deadline
coming
soon!

Please visit our website
to register for the Seminar.

www.jafe.jp

Save
Your
Day!!!

JAFE Year-End-Party 2014 Finally decided to be held!

Thursday, December 4, 2014 (18:00 -) Venue: Tokyo American Club (The Manhattan Room)

"A Party in Honor of Female Cabinet Ministers"

Representative promoter: Masako Mori, Member of the House of Councillors (Former Minister of State)

Check our website for the details!

JAFE Secretariat Japan Association for Female Executives

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