

**SEMINAR – Japanese studies**  
*Culture of Challenge, Creativity & Innovation*  
*~ Invitation to Essential Deliberation ~*

**By Prof. Saburo Kobayashi**

**Seminar 1**

Date and Time: 13 October 2010, 11:00-

Place: Romanian-American University, Aula Magna Hall, B-dul Expozitiiei, nr.1B, Sector 1, Bucharest

**Seminar 2**

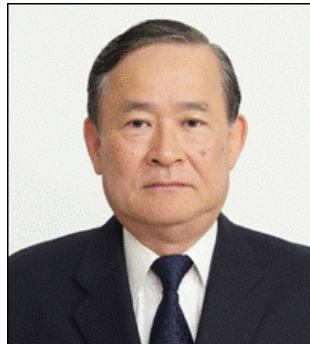
Date and Time: 14 October 2010, 10:00-

Place: Bucharest University, Sala Senatului Hall, B-dul Mihail Kogalniceanu, nr. 36-46, Sector 5, Bucharest

The source of innovation that supported the strong economic growth of Japan after the World War II lies not in a particularly talented group of engineers, nor in an elite of managers with MBA, but in some visionary leaders that continuously thought about what the real purpose of a company is and what real “value” means, and also in the specificity of Japanese company culture, possibly due to the enthusiasm and the patience of the technical staff responding to that “vision”.

Taking HONDA Company as an example, which, from a provincial plant, in just a few decades has become a world-known company, this seminar analyses what kind of “values” the companies could stand for in society, on a business globalization background.  
The seminar will be held in English.

**Prof. Saburo KOBAYASHI**



Bachelor in Mechanical Engineering at Waseda University, 1968 and Master of Science in Mechanical Engineering at Univ. of California, Berkeley, 1970.

From 1971 to 2005 works for Honda Company, assigned to research airbags.

Current: Visiting Professor at Chuo University (Graduate School of Strategic Management)

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