

2021 AOTS Webinar [KRIN04]

Business strategy and DX in times of change: benefits and challenges

Organized by The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS)

Collaborated by AOTS Alumni Societies in India

BACKGROUND

The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) is an organization for human resources development mainly in overseas countries to promote technical cooperation through training, experts dispatch and other programs. Through those programs, we aim at contributing to the mutual economic growth of developing countries and Japan as well as enhancing friendly relations among those countries.

The AOTS webinar "Business strategy and DX in times of change: benefits and challenges" is an online webinar aimed mainly at company owners, executives, senior managers from manufacturing companies who want to improve their competitiveness by promoting Digital Transformation (DX) within their companies.

OUTLINE

In the wake of the spread of COVID 19, India is witnessing more than ever a digital transformation (DX) of businesses, especially in the retail and financial sectors. In this context, there is a need for the manufacturing sector to proactively adopt digital technologies and radically improve its business processes to increase productivity and enhance competitiveness.

This webinar is aimed mainly at company owners, executives, and senior managers from manufacturing companies. The webinar aims to provide participants with an understanding of the benefits of DX in the manufacturing industry, the process of promoting DX, and the challenges involved in promoting DX so that they are able to lead companies to successful DX.

OBJECTIVES

We aim for mainly company owners, executives and senior managers from manufacturing companies based in India to achieve the following objectives.

- 1) To understand DX and the digital technologies (AI, IoT) required to drive DX.
- 2) To learn about examples of DX use and be able to think about how to use DX in your company to achieve objectives such as improving productivity.
- 3) To understand how to promote DX in your company and how to develop human resources.
- 4) To understand the issues involved in promoting DX, including the impact of DX on employment.

DATE AND TIME

Thursday 17 February, 2022, 10:00AM-13:00PM (Indian Standard Time)

NUMBER OF PARTICIPANTS

200 participants

TARGET PARTICIPANTS

Mainly company owners, executives and senior managers from manufacturing companies based in India.

[Basic Requirements for Participants]

In order to participate in the training program, the following conditions must be satisfied, in addition to the work experience and position requirements specified for each program.

- a) Participants should live and work in India. Japanese is NOT applicable.
- b) Participants should belong to either corporation or organization.
- c) Participants should be 20 years old and over.
- d) Participants should have enough English language ability so as to be able to understand the program content.
- e) Participants should not be armed forces personnel.

Notes:

- 1) In the case of applications from other than Japanese-affiliated companies or local companies that hold local capital, the priority for selection becomes lower.
- 2) This training is mainly aimed at the people working in the companies/organizations in the private sector, so those who belong to national or local government agencies are not eligible to participate.

THEME OF THE WEBINAR

- (1) To understand how DX can be used to achieve business objectives such as increased productivity through examples of DX use in the Japanese manufacturing industry, and to learn about the process of promoting DX to ensure its success.
- (2) To learn about the development of human resources who will be responsible for DX promotion, and to understand the issues such as the impact of DX promotion on employment.

LECTURER**Prof. Takamasa Fujioka, PhD**

**Graduate School of Global Business of Meiji University, Tokyo Japan.
Director, Sasin Japan Center at Sasin School of Management of
Chulalongkorn University, Bangkok, Thailand**

He received his Master's degree (MSc. in Management Research) with distinction in accounting and Doctoral degree (DPhil in Management Studies) from the Said Business School of the University of Oxford (in association with Hertford College). Currently he is on the board of directors of Japan Academy for Asian Markets and Economies, where he serves as the chairperson of international division. He concurrently serves as the chairperson of Asia Smart City Summit.

GUEST SPEAKERS**Mr. Motoki Shiho****Sales Manager, Sales Division, CKD Thai Corporation Ltd.****“Improving customer satisfaction using DX (SNS) x Project Management techniques”**

Mr. Shiho joined CKD Corporation in 2006.

He has been working for CKD Thai Corporation Ltd. since 2013, where he has been involved in the sales and marketing of FA equipment. Since 2020, he has been involved in the improvement of the sales process, and since April 2021 he has also been the project manager of the sales department.

Mr. Hiroshi Iwai**Managing Coordinator, Product Strategy Planning Division, Hino Motors Asia Ltd.****“Data utilization for supply chain improvement”**

Mr. Iwai has joined Hino Motors since 2007 and worked in Thailand and Indonesia for almost 10 years for supply and demand operation as well as product strategy. He had been also engaged in construction of supply and demand system and its operation as a leader of working team in major passenger car manufacturers.

LANGUAGE

The webinar will be conducted in **English**. The lecture materials will be prepared in **English**.

PARTICIPATION FEE

Free of charge. This webinar will be implemented with the subsidy from the Japanese Government and sponsored by **AOTS Alumni Societies in India**.

HOW TO APPLY

Contact the AOTS Alumni Society nearby and send the completed application form by email to the person in charge of the Society by the application deadline. After Thursday 27 January 2022, which is the deadline for applications in AOTS Japan, the screening of participants will take place and the selected participants will be contacted by the Alumni Society by e-mail.

For the list of AOTS Alumni Societies, please visit <https://www.aots.jp/en/alumni/about/>.

APPLICATION DEADLINE

Thursday 27 January, 2022 (Japan Time)

METHOD**Cisco Webex Online System**

- * The email for the webinar link will be sent to the selected participants through the Alumni Society. Just click the link to participate in the webinar.
- * If you do not receive the above email, please contact the person in charge in the Alumni Society.
- * As to the lecture material, it will be informed to the selected participants by an e-mail with instructions on how to download them by the day before the lecture through the Alumni Society.

NOTES

- ◇ AOTS certificate is not awarded for this webinar.
- ◇ Attending a webinar in a group is admitted. Please ask the Alumni Society for details.
- ◇ Personal information provided by the participant may be used to publicize other AOTS training programs and conduct questionnaires based on the consent of the participants.
- ◇ Participants shall not reproduce, distribute, or alternate the distributed lecture materials or film the webinar without prior permission from AOTS. Participants are asked to make a pledge not to commit any violation.
- ◇ In the event of an unavoidable accident (war, riot, labor dispute, earthquake, storm, fire, flood, epidemic, etc.) or network / equipment trouble, AOTS may cancel the implementation of the webinar.
- ◇ Do not transfer the meeting information (meeting link/number/password) given to the participants to anyone other than the participants without permission.
- ◇ AOTS will not be held responsible if it becomes difficult for participants to participate in or continue to participate in the webinar due to an unavoidable accident or network/equipment trouble.

Inquiry

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