

## **Invitation to GR Japan Seminar “Government Relations Strategies for Success in Global Rule-making”**

GR Japan is pleased to invite you to a seminar, “Government Relations Strategies for Success in Global Rule-making”, which will be held on Friday, 2 October, at Roppongi Academyhills.

As they go global, multinational enterprises soon discover the impact that governments have on their international business, particularly through the setting of rules, regulations and policies. It is not surprising therefore that multinational businesses are increasingly engaging in government relations and advocacy work in order to have a say in the rules that shape their world. Japanese multinationals too are paying more attention to overseas government outreach, advocacy and communication as they expand their international footprint.

In this seminar, leading international speakers from the fields of government relations and public policy will share their global experience and talk about best practice for international businesses in this area. They will help you understand and plan effective approaches to government engagement.

For the program and other details, please visit GR Japan website <[grjapan.com/event](http://grjapan.com/event)>.

\*Note: English-Japanese simultaneous translation will be provided.

### **【Agenda】**

Date : Friday 2 October  
Time: 9:00am to 12:30pm (doors open at 8:30am)  
Venue : Sky Studio, Roppongi Academyhills  
<<http://forum.academyhills.com/roppongi/en/access/index.html>>  
Fee : Free  
Speakers: Fredrik Lofthagen --- CEO, Interel Group  
Hans Vriens --- Managing Partner, Vriens & Partners  
Akihiko Tamura --- Senior Fellow, the Research Institute of Economy,  
Trade and Industry (RIETI)  
RSVP : Send a message to [info@grjapan.com](mailto:info@grjapan.com) stating your name, affiliation and  
email address by Tuesday 30 September

**【Order of the Program】**

8:30am	Doors open
9:00am	Greeting (by Jakob Edberg, Managing Director, GR Japan K.K.)
9:10am	Presentation 1 - Akihiko Tamura, Senior Fellow, the Research Institute of Economy, Trade and Industry (RIETI)
	Presentation 2 - Fredrik Lofthagen, CEO, Interel Group
9:50am	Q&A
10:00am	Presentation 3 - Hans Vriens, Managing Partner, Vriens & Partners
10:20am	Q&A
10:30am	Coffee Break
10:45am	Panel Discussion (Fredrik Lofthagen, Hans Vriens, Akihiko Tamura, Takashi Ohde --- Senior Advisor, Government Relations, Hitachi, Ltd. - Moderated by Jakob Edberg) followed by Q&A
11:20am	Networking lunch (buffet @ Conference Room 7)
12:30pm	Event ends

For the speakers' bios, please refer to the links below.

- Fredrik Lofthagen --- CEO, Interel Group  
< <http://www.interelgroup.com/meettheteam/> >
- Hans Vriens --- Managing Partner, Vriens & Partners  
<<http://www.vrienspartners.com/people/hans-w-vriens>>
- Akihiko Tamura --- Senior Fellow, the Research Institute of Economy, Trade and Industry  
< [http://www.rieti.go.jp/users/tamura-akihiko/index\\_en.html](http://www.rieti.go.jp/users/tamura-akihiko/index_en.html) >
- Takashi Ohde --- Senior Advisor, Government Relations, Hitachi, Ltd.  
<<https://www.facebook.com/events/1489968147991110>>

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