

# Food Industry Summit 2011

*- Eat, and Energize the East -*



## Act for the industry's evolution and growth beyond borders

Food Industry Summit is a leaders' conference for food-related industries incl. production, processing, distribution, food service, and food retailer. Leaders from those areas gather beyond borders, discuss urgent issues in the industries, and act on them



## Act for the revitalization of the food industry of the Eastern Japan as well as Japanese food culture overseas

This year, the Summit takes up as a theme the revitalization of the food-related industries in the Eastern Japan which have been devastated by the March 11 earthquake and consequent nuclear incidents. Participants will discuss how we can create a situation where consumers can enjoy delicious foods from the region without concern, and revitalize the industry.



The conference will also address how to revitalize the Japanese food culture in overseas markets, and to expedite export of Japanese food products.

The Summit is an interactive session where each participant contributes to the discussion. Please come ready to send your passion for the industry's revitalization to the world.

### Speakers

#### **MR. SHUJI ABE**

CEO, Yoshinoya Co., Ltd

#### **MR. YOSHIAKI ARAI**

Representative Director & Executive Vice President,  
East Japan Railway Co., Ltd

#### **MR. YUSUKE ISEYA**

Actor /  
Representative Director, Rebirth Project

#### **MR. HIROMITSU ITO**

Representative Director, OH! GUTS!

#### **MR. TAKAAKI UMEZAWA**

Managing Director, Japan, A.T. Kearney

#### **MR. YUKIO EDANO**

Minister of Economy, Trade and Industry  
\*Message by video letter

#### **MS. EMIKO OKUYAMA**

Mayor, Sendai City

#### **MR. JUN KANEKO**

Area division director  
East Nippon Expressway Co.Ltd

#### **MR. JAMES M. SMITH**

Professor, Emory University /  
Former IAEA consultant

#### **MR. KOHEY TAKASHIMA**

CEO, Oisix Inc.

#### **MR. MASAMI NANJYO**

Professor, Graduate School of Agricultural  
Science, Tohoku University

#### **MR. KAZUO NODA**

Chairman of the Board  
The Japan Research Institute, Ltd.

#### **MR. NOBUO HARIU**

CEO, Butaifarm Co.,Ltd

#### **MS. KUMI FUJISAWA**

Executive Vice President, Sophia Bank (think  
tank)

#### **MR. KOTA MATSUDA**

Member of the House of Councilors

#### **MR. KATSUHIKO MATSUMOTO**

Miyagi Branch Manager  
Kirin Brewery Company, Limited

#### **MR. HIROSHI MIZOKAMI**

District Manager, Gurunavi, Inc.

#### **MR. HARUO MIYAGI**

Representative Director, ETIC (Entrepreneurial  
Training for Innovative Communities)

Representatives from Prime Minister's  
Office, Ministry of Agriculture, Fishery  
and Forest, Ministry of Economy, Trade,  
and Industry, and diplomatic missions  
will also attend as speakers

**Time** Wednesday, November 30<sup>th</sup>, 2011  
10:00-19:00 (Opens at 9:30; Reception 17:30-19:00)  
Part 1 “Speeches and Presentations”  
Part 2 “Roundtable Discussion”  
Part 3 “Action Plan and Appeal for the World”  
Reception



**Venue** Sendai International Center  
Aobayama, Aoba-ku, Sendai, 980-0856 Japan  
Access: 7 minutes (by Taxi) / 10 minutes (by Bus) from JR Sendai Station

**Capacity** 250 persons

**Fee** Free (2,500 yen for the reception)

**Registration** <http://bit.ly/n1a9vH>

**Participant** Those who meet either of the following criteria <Invitation-based conference>  
1) Those who engage in the evolution of the food-related industries incl. production, processing, distribution, food service, food retail, thinktank, media  
2) Those who are working for the reconstruction of the Eastern Japan in company or non-profit organization

**Modality** Conference is an interactive discussion involving all participants

**Organizer** Eat, and Energize the East (一般社団法人 東の食の会)

Please send your inquiry to [higashi.shoku@gmail.com](mailto:higashi.shoku@gmail.com)