

Keidanren Female Executives Mission to the United States

Keidanren



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Period

February 27-March 3, 2017

Washington D.C. and New York

Members

8 female executives of Keidanren member companies, including Haruno Yoshida, Vice Chair of the Board of Councillors and Chair of the Committee on Gender Diversity of Keidanren.

Objectives

Call on representatives of the new administration and Congress, the International Monetary Fund (IMF), the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), the Center for Strategic and International Studies (CSIS), the Hudson Institute, US corporations, and other entities to communicate the progress being made in womenomics in Japan and Japan's responses to changes in the market caused by the declining birth rate and aging population, and to exchange views about such matters as the situations in Japan and the United States and the policies and challenges of both nations.

Also promote global exchanges between Japanese and US female executives, publicize the contributions being made to the creation of business opportunities and economic growth, which is the true objective of the promoting women's active participation in the workforce, and encourage investment in both countries.



Visit to the White House



Meeting with IMF Managing Director Lagarde

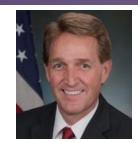


Destinations

Donald Trump's Cabinet and Congress



Dina Powell, Assistant and Senior Counselor for President



Jeff Flake, Senator (R-AZ)



Ed Royce, the Chairman of the U.S. House Committee on Foreign Affairs (R-CA39)



Ado Machida, Director of Policy Implementation for the Transition Team

International Organizations



Christine Lagarde, Managing Director of IMF



Lakshmi Puri, Assistant Secretary-General of the UN and Deputy Executive Director of UN Women

U.S. Corporations



Katherine Adams, Senior Vice President of Honeywell



Barbara Novic, Vice Chairman of BlackRock



Tami Overby, Senior Vice President of U.S. Chamber of Commerce

Think Tanks



Matthew P. Goodman, William E. Simon Chair in Political Economy and Senior Adviser for Asian Economics of CSIS



Kenneth R. Weinstein, President and CEO of Hudson Institute



Outcomes of US Mission (1)

Communicating the positive changes in Japan to US society

Communicated the approaches being taken by the Japanese business community toward women's active participation in the workforce. Also explained the directions that the Japanese business community is aiming for beyond the mere participation of women, including the creation of business opportunities and contributions to the US-Japan economic relationship.

CSIS public event "Womenomics"

Attended by approximately <u>120 people</u>, including government, corporate, and media representatives.

Talk event hosted by Nobuko Sasae, wife of the Japanese Ambassador to the United States

- Attended by approximately <u>100 people</u>, including representatives of government, international organizations, and companies.
- Journalist Kathleen Matthews and Vice Chair Yoshida held an on-stage dialogue, with Ms. Sasae acting as moderator.



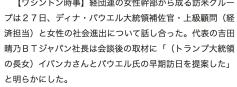


Vice Chair Yoshida giving a speech at CSIS headquarters

Talk event at the ambassador's residence (From left: Ms. Sasae, Ms. Matthews, Vice Chair Yoshida)



Jiji Press, February 28, 2017.





Fortune, March 1, 2017.





Outcomes of US Mission (2)

High praise of Prime Minister Abe and pipelines to the White House

Dina Powell, Assistant to the President and Senior Counselor for Economic Initiatives

- It is wonderful that Prime Minister Abe has stated so clearly to the world that the advancement of women is a main pillar of his economic policy. It is certain that <u>"the emerging market is women." Women's advancement should be added to the agenda of the US-Japan economic dialogue</u>, due to start headed by Vice President Pence and Deputy Prime Minister Aso, and of the G7 and G20.
- President Trump values the opinion of his daughter, Ivanka Trump, and the government and private sector need to work as one to step up the momentum for women's increased participation in the workforce, a common challenge of both our countries.
- [Keidanren proposed that Ms. Powell and Ms. Trump come to Japan.] For the cultivation of female executives and entrepreneurs, sharing role models and connectivity between the United States and Japan has great significance, and we want to coordinate and cooperate with Keidanren.

Kenneth Weinstein, President and CEO, Hudson Institute

- Ms. Powell is very knowledgeable about policy and is a "hugely important" presence for President Trump. You should try to have key issues incorporated into his administration's policies through her. President Trump values personal relationships and relationships of trust with his friends; so before discussing policy issues, it is important to build personal relationships of trust.
- Having Ms. Trump and Ms. Powell come to Japan would be a very good idea. A visit by Ms. Trump to Japan, which is in a more welcom ing mode than other countries, would be very significant for the United States as well. It would be good to remove any political color from such a visit, perhaps have her visit with her children.
- Another suggestion would be to <u>build connections with Transportation Secretary</u>, <u>Elaine Chao</u> (former fellow at the <u>Hudson Institute</u>).

Other Experts

- Future key figures are Ms. Trump's husband and <u>Senior Advisor to the President, Jared Kushner; Chief Strategist and Senior Counsel or to the President, Stephen Bannon; and Secretary of Commerce, Wilbur Ross (pro-Japanese)</u>. Mr. Kushner is responsible for Middle and Near East affairs in the new administration, and is knowledgeable about IT and likely to show an interest in cybersecurity issues.
- Should <u>communicate strongly the contribution of Japanese companies to the red states</u>, which helped elect President Trump, and strengthen relationships with local communities.



Outcomes of US Mission (3)

Share success stories of Japanese companies, and coordinate, with international institutions to lead other nations

Christine Lagarde, Managing Director, IMF

Real sense of change in the Japanese business community.

Want to share Japanese companies' initiatives and success stories with other countries, including in Asia, and create relationships that would be good for all sides.



Managing Director Lagarde at IMF headquarters



UN Women Deputy Executive Director Puri at UN headquarters

Lakshmi Puri, Assistant Secretary-General of the United Nations zand Deputy Executive Director of UN Women

- In Japan, Prime Minister Abe himself has declared the importance of womenomics, and Japan has the largest number of companies that have signed the Women's Empowerment Principles being promoted by the United Nations. We want to extend the successful examples of Keidanren member companies to other countries, and deepen our cooperation with Japan as a leader of other nations.
- Want to use IT to cooperate in enhancing content that will nurture female leaders, such as introducing role models on the Internet.



Outcomes of US Mission (4)

Expansion of business opportunities through private-sector exchanges

Hosted by United States Chamber of Commerce (USCC)

- Keidanren and the USCC <u>agreed on activities to seek out</u> <u>business opportunities</u> brought about by the advancement of women in society. <u>Work together, in particular, on sharing success stories and role models, identifying common issues of interest, and developing data for the expansion of commercial opportunities.</u>
- Issues common to both countries include greater participation by women in the workforce, development of female entrepreneurs, cultivation of women in scientific and engineering fields, and the active use of IT.



USCC Senior Vice President Overby and US female corporate executives

Barbara Novick, Vice Chairman, BlackRock

- Expressed gratitude for being given an understanding of the changes in Japan's business community. Like this Keidanren mission, Japan should innovate in its communication methods, such as communicating to the world in English.
- BlackRock is the world's largest investor, and with 1,500 branches around the world, considers the promotion of diversity to be an extremely important issue. Would like to continue dialogue with Keidanren, to support the advancement of women in both countries.



Members List

Leader

Vice Chair of the Board of Councillors, KEIDANREN
President & Representative Director, BT Japan Corporation

Haruno Yoshida

Sub-Leader

Chair of the Subcommittee on Gender Diversity KEIDANREN Senior Managing Director, Nomura Holdings, Inc.

Junko Nakagawa

Executive Vice President, Member of the Board, Member of the Board of Directors, All Nippon Airways Co., Ltd. Senior Vice President American Family Life Assurance Company of Columbus (AFLAC) Executive Officer/General Counsel, Legal Division ITOCHU Corporation

Yoko Kijima

Executive Officer General Manager, Housing Loan Division Shinsei Bank, Limited

Mitsuru Claire Chino Kazumi Tanegashima

Hiroko Kawamoto

Executive Officer, General Manager Sompo Japan Nipponkoa Insurance Inc.

Sanae Suyama

President and CEO, SUNNY SIDE UP, INC.

Etsuko Tsugihara

Coordinator

Director, Female Executive Network Project Political & Social Affairs Bureau, KEIDANREN

Miko Oyama

Secretariat

Vice President, Group Strategy and Executive Office Nomura Holdings, Inc./Nomura Securities Co., Ltd. Assistant Director, Female Executive Network Project Political & Social Affairs Bureau, KEIDANREN

Mizuki Takura Yoko Watanabe