



# Keidanren Female Executives Mission to the United States

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Keidanren

# Keidanren Female Executives Mission to the United States

## 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 **120 people**, including government, corporate, and media representatives.

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

- Attended by approximately **100 people**, 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.









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




Vice Chair Yoshida giving a speech  
at CSIS headquarters

Jiji Press,  
February 28,  
2017.

**Jiji.COM**      

イバンカさん訪日を提案＝経団連の女性グループ

【ワシントン時事】経団連の女性幹部から成る訪米グループは27日、ディナ・パウエル大統領補佐官・上級顧問（経済担当）と女性の社会進出について話し合った。代表の吉田晴乃BTジャパン社長は会談後の取材に「（トランプ大統領の長女）イバンカさんとパウエル氏の早期訪日を提案した」と明らかにした。



Fortune,  
March 1,  
2017.

**FORTUNE** | Japan's Business Federation Sent This All-Female Delegation to the Trump White...

**MOST POWERFUL WOMEN**

**Japan's Business Federation Sent This All-Female Delegation to the Trump White House**

Claire Zillman  
Mar 02, 2017

The Japan Business Federation, known as "Keidanren," has an answer to the headlines about women being underrepresented in the nation's business sector: its first-ever all-female delegation that's currently making the rounds in New York and the U.S. capital.

The group of seven is led by BT Japan president Haruno Yoshida, and its mission is to make the business case for getting more women into the workforce. That objective echoes the years-long "Womenomics" push by Prime Minister Shinzo Abe, which aims to jump-start Japan's economy by adding more women to it. (Women's labor force participation rate in Japan—66.7%—according to the



## 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 “the emerging market is women.” Women’s advancement should be added to the agenda of the US-Japan economic dialogue, 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 welcoming 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 build connections with Transportation Secretary, Elaine Chao (former fellow at the Hudson Institute).

#### Other Experts

- Future key figures are Ms. Trump’s husband and Senior Advisor to the President, Jared Kushner; Chief Strategist and Senior Counselor to the President, Stephen Bannon; and Secretary of Commerce, Wilbur Ross (pro-Japanese). 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 communicate strongly the contribution of Japanese companies to the red states, 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 and 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 agreed on activities to seek out business opportunities brought about by the advancement of women in society. 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.
- 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  
Executive Officer General Manager, Housing Loan Division Shinsei Bank, Limited  
Executive Officer, General Manager Sompo Japan Nipponkoa Insurance Inc.  
President and CEO, SUNNY SIDE UP, INC.

Hiroko Kawamoto  
Yoko Kijima  
Mitsuru Claire Chino  
Kazumi Tanegashima  
Sanae Suyama  
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