

ICIED- 2016:

Keynote speaker: Joji WATANABE (BS / MBA)



Job Experiences: (Former CCCP & Mongolia since 2000 up to now)

<u>2015 Aug.-</u>	M-JEED (Mongolia-Japan Engineering Education Development)
<u>1991- present</u>	Asia SEED(JIF), Across Consultants, Ltd. IHCS
<u>1989 – 1990</u>	Asia Advisory Service (headed by James C. Abegglen, BCG)
<u>1985 – 1989</u>	Engineering Consulting Firms Association, Japan
<u>1976 – 1985</u>	Seibu Oil Company Ltd. (Royal Dutch/Shell Group)

Education:

MBA, Darden Graduate School of Business Administration, UVA, 1989
BS, Dept. of Petro-chemistry, Faculty of Engineering, University of Osaka, 1976

“Kaizen”, Kenzen, Value Management via. Small Meetings

Above concepts can accelerate sound organizational development leading to “Miracles” for all the concerned within 3 years.

Experience Summary of Joji WATANABE

- **Strategy development, marketing and turnaround management**
- **Project evaluations from financial and technical viewpoints**
- **Presentations, training workshops and seminars for leaders and managers**
- **Consulting; general management, macro-economic analysis, industry analysis, procurement and corporate culture analysis.**
- **Regions: Asia (Japan, Singapore, Hong Kong, India, Indonesia, Thailand, and Malaysia), and Africa (Zambia, Ghana, and Kenya), Mongolia, also the former Soviet Union (Uzbekistan, Kazakhstan, Russia, etc.) in addition to US and Europe (US, UK, Germany, and Ireland).**
- **Industrial areas: Manufacturing i.e. electronics, petroleum refining, auto-parts, shipbuilding, chemicals, aircraft, heavy equipment, in addition to defense industry, health-related business, international conference and trade fair, tourism, regional development, transportation, industrial estate, investment banking, non-life insurance, and telecommunication.**

Keynote Speech by Joji WATANABE

[“A new concept: “Enterprise Mongolia” will change the future of whole Mongolia.”](#)

The population of Mongolia is about 3 million. I often hear some Mongolians say “We are small. Therefore, we have limited opportunities. How can we have bright future?”

My answer is as follows.

- Because of its small size, Mongolia has great opportunities to develop its economy quickly just as Singapore from their 1980s and Ireland from their 1990s. (GNI/capita more than Japan.)
- Dilemma between politics and economics should be solved, for effective strategy.
- Communism focuses on quantity during the Soviet time, now [“Quality is imperative.”](#)
- The Key is holding [“Small Meetings”](#) for education, training and consensus building.
- By recognizing Mongolia as an enterprise called [“Enterprise Mongolia”](#), you can see clearer understandings of yourself in a [Big Picture](#) like this.
- One thing missing in Mongolia is [“Kaizen spirits”](#) in stark contrast to high growth countries like Japan in their 50s through 80s, Asian four dragons in their 80s through 90s. Remember Japan was called a [“Factory of junks”](#) in the USA.
- Once Kaizen is embedded in the people’s mindsets, [“Job is fun”](#) and job can be fun.
- The young generation should be educated/trained to be able to participate in [the Olympics due to globalization, liberalization and democratization](#), because even the domestic market of Mongolia has become part of the international battle field.
- [“Big Meetings” alone will never solve problems](#), because participants cannot be convinced without Q & A just as in “Small Meetings” for solutions. (Bottom-up will supplement Top-down.)
- We need to realize that [“Big Meetings alone” have been creating ineffective management](#) of countries, societies, and even terrorists.
- By developing effective business [“Networks through Small Meetings”](#) in/outside Mongolia, you can accelerate the economic development.
- One of the most important effects for establishing [“Small Meetings”](#) in the undergraduate/graduate school education is to develop their [“Tough-mindedness”](#) by different opinions and [“Teamwork spirits”](#).
- Election of leaders (e.g. Kaizen facilitators, student union leaders) can be done through [“Small Meetings”](#). (Even 1250 students can elect 2 leaders by 4 tiers of “Small Meetings” by every tier of 20% of election rate.)
- Use of Songs, I introduce here is an effective means for consensus building.

[A Mongolian Band “Lguards” will play a new song for the audience to enhance competitive of Mongolia in the global market.](#)

(Kaizen is characterized by 5S, “Small Meetings” (Wai-Gaya brainstorming), and 5Whys to identify and solve root problems in any business environment.)