



Asia Marketing Federation



Asian Productivity Organization

## PRESENT

### WORLD MARKETING FORUM-1

#### TECHNOLOGY FOR HUMANITY, PRODUCTIVITY FOR HAPPINESS


Thursday and Friday, 21-22 October 2021 | Japan Time (GMT+9)




Kenchoji Temple in Kamakura, Japan



**CO-FOUNDER:** Hermawan Kartajaya (Founder of Asia Marketing Federation)

Sadayoshi Fujishige (President of Japan Marketing Association)

**ORGANIZING COMMITTEE:** Mineo Hattori (JMA) and Iwan Setiawan (IMA)


Session	DAY-1 BUSINESS WITH HUMANITY	DESCRIPTION (SENIOR, MEN, CITIZEN)
 <p><b>SESSION 1</b> Thursday, October 21, 2021 09:00-10:00 -60' Japan Time (GMT+9)</p>	<p><b>OPENING SESSION BY JAPAN MARKETING ASSOCIATION (JMA)</b> Chaired by Prof. Hotaka Katahira (University of Tokyo, Japan). total 10 minutes:</p> <p><b>Technology for Humanity, Productivity for Happiness</b></p>	<p><b>Remark from Co-founders:</b> 10' IMA - Hermawan Kartajaya 10' JMA - Sadayoshi Fujishige</p> <p><b>Guest of Honour:</b> 5' Prof. Philip Kotler (The Father of Modern Marketing, USA)</p> <p><b>Speeches of Ambassadors:</b> 5' H.E. Masafumi Ishii (Japan Ambassador in Jakarta) 5' H.E. Heri Akhmadi (Indonesia Ambassador in Tokyo)</p> <p><b>Keynote Speech:</b> 10' Introduction Marketing 5.0 (Hermawan Kartajaya, Co-author of M 3.0, M 4.0, M 5.0 with Philip Kotler and Iwan Setiawan)</p> <p><b>Official Launch:</b> 5' Takashi Matsuo (Mayor of Kamakura, Japan)</p>

 <p><b>SESSION 2</b> Thursday, October 21, 2021 10:00-11:00 -60' Japan Time (GMT+9)</p>	<p><b>INSPIRATION SESSION BY THE WICKED 7 PROJECT:</b> Chaired by Prof. Hooi Den Huan (Nanyang Technological University, Singapore). total 10 minutes:</p> <p><b>Brand Activism: Solving the World's Most Urgent Problems</b></p>	<p><b>Keynote Speech:</b> 10' Prof. Kim Ki Chan (Distinguished Professor George Washington University (USA), South Korea)</p> <p><b>Main Session:</b> 30' Christian Sarkar (The Wicked 7 Project/Co-author of Brand Activism with Prof. Philip Kotler, USA) 10' QnA</p>
<p>Thursday, October 21, 2021 11:00-11:15 – 15' Japan Time (GMT+9)</p>	<p>Tea Break</p>	<p>15' Tea Break &amp; Virtual Tour of beautiful garden in Kamakura</p>
 <p><b>SESSION 3</b> Thursday, October 21, 2021 11:15-12:15 -60' Japan Time (GMT+9)</p>	<p><b>SPECIAL SESSION BY ASIAN PRODUCTIVITY ORGANIZATION (APO):</b> Chaired by Dr. AKP Mochtan (Secretary-General Asian Productivity Organization). total 10 minutes:</p> <p><b>Smart Transformation: Contributing to Sustainable Development</b></p>	<p><b>Keynote Speech:</b> 10' (tbc – JMA)</p> <p><b>Panel Session:</b> 30' Panel Session</p> <ul style="list-style-type: none"> <li>• Panel 1: (tbc - JMA)</li> <li>• Panel 2: (tbc - JMA)</li> <li>• Panel 3: (tbc – JMA)</li> </ul> <p>10' Q&amp;A</p>
<p>Thursday, October 21, 2021 12:15-13:15 – 60' Japan Time (GMT+9)</p>	<p>Lunch Break</p>	<p><b>Lunch-ing the Zen Way</b> 10' Practice Mindful Eating 50' Eating Session</p>
 <p><b>SESSION 4</b> Thursday, October 21, 2021 13:15-14:15 -60' Japan Time (GMT+9)</p>	<p><b>SPECIAL SESSION BY Zen 2.0:</b> Chaired by Yoshimitsu Kaji (Kamakura City Counsellor). total 10 minutes:</p> <p><b>Mindful Planet: Self, Nature, and Connection are in complete harmony</b></p>	<p><b>Panel Session:</b> 40' Panel Session</p> <ul style="list-style-type: none"> <li>• Panel 1: (tbc – JMA)</li> <li>• Panel 2: (tbc – JMA)</li> <li>• Panel 3: (tbc – JMA)</li> </ul> <p>10' Q&amp;A</p>

 <p><b>SESSION 5</b> Thursday, October 21, 2021 14:15-15:15 -60' Japan Time (GMT+9)</p>	<p><b>(I) INSPIRATION SESSION BY MARKETING 5.0:</b> Chaired by Roger Wang (Marketing Institute of Singapore, Singapore). total 10 minutes:</p> <p><b>Marketing 5.0: Unleashing the Power of Humanity in Business</b></p>	<p><b>Panel Session:</b> 40' Panel Session</p> <ul style="list-style-type: none"> <li>• Waldemar Pförtsch (Co-author H2H Marketing with Philip Kotler, Russian)</li> <li>• Prof. Masahiro Toriyama (Translator H2H Marketing in Japan and Professor of Ritsumeikan University, Japan)</li> <li>• Panel 3: (Turkey)</li> </ul> <p>10' Q&amp;A</p>
<p>Thursday, October 21, 2021 15:15-15:30 – 15' Japan Time (GMT+9)</p>	<p>Tea Break</p>	<p>15' Tea Break &amp; Virtual Tour of beautiful garden in Kamakura</p>
 <p>Asia Marketing Federation</p> <p><b>SESSION 6</b> Thursday, October 21, 2021 15:30-16:30 -60' Japan Time (GMT+9)</p>	<p><b>SPECIAL SESSION BY ASIA MARKETING FEDERATION (AMF):</b> Chaired by Pradeep Edward (Sri Lanka Institute of Marketing, Sri Lanka). total 10 minutes:</p> <p><b>The Future of Sustainability in Asia: Building Environmental, Social and Governance (ESG) Business through Human Values</b></p>	<p><b>Keynote Speech:</b> 10' Prof. Kim Boo Jong (President AMF and Professor of Dong-A University, South Korea)</p> <p><b>Panel Session:</b> 30' Panel Session</p> <ul style="list-style-type: none"> <li>• Prof. Syed Ferhat Anwar (Professor and Director of Institute of Business Administration (IBA), University of Dhaka, Bangladesh)</li> <li>• Altanbagana Shiituu (Founder &amp; CEO Terra Express LCC, Mongolia)</li> <li>• Prof. Hooi Den Huan (Associate Professor of Marketing, Nanyang Business School, Singapore)</li> </ul> <p>10' Q&amp;A</p>

	<b>DAY-2 THE RISE OF TECHNOLOGY</b>	<b>DESCRIPTION (YOUTH, WOMAN, NETIZEN)</b>
Friday, October 22, 2021 08:30-09:00 -30' Japan Time (GMT+9)	<b>Meditation Session by Kenchoji Temple, Kamakura Japan</b>	<b>Zen Meditation:</b> 30' The History and Principles of Zen
 <p><b>SESSION 7</b> Friday, October 22, 2021 09:00-10:00 -60' Japan Time (GMT+9)</p>	<p><b>(II) INSPIRATION SESSION BY MARKETING 5.0:</b> Chaired by David Sehyeon Baek (Asian Productivity Organization (APO)). total 10 minutes:</p> <p><b>Marketing 5.0: Technology for Humanity</b></p>	<p><b>Keynote Speech:</b> 10' Khairy Jamaluddin (Ministry of Science, Technology, and Innovation, Malaysia)</p> <p><b>Main Session:</b> 30' Iwan Setiawan (Co-author of M 3.0, M 4.0, M 5.0 with Philip Kotler and Hermawan Kartajaya) 10' QnA</p>
 <p><b>SESSION 8</b> Friday, October 22, 2021 10:00-11:00 -60' Japan Time (GMT+9)</p>	<p><b>SPECIAL SESSION BY MINISTRY OF TRADE REPUBLIC OF INDONESIA:</b> Chaired by Didi Sumedi (Director General for National Export Development, Indonesia). total 10 minutes:</p> <p><b>The Future of Small Medium Enterprise (SME): Driving SMEs' Digital Transformation</b></p>	<p><b>Keynote Speech:</b> 10' H.E. Muhammad Lutfi (Minister of Trade, Indonesia)</p> <p><b>Panel Session:</b> 30' Panel Session</p> <ul style="list-style-type: none"> <li>• Fetty Kwartati (CEO of PT. Sarinah, Indonesia)</li> <li>• William Tanuwijaya (Co-founder and CEO of Tokopedia, Indonesia)</li> <li>• Singgih S. Kartono (Owner of Magno or Piranti Works, Indonesia)</li> </ul> <p>10' Q&amp;A</p>
Friday, October 22, 2021 11:00-11:15 – 15' Japan Time (GMT+9)	Tea Break	15' Tea Break & Virtual Tour of beautiful garden in Kamakura

 <p><b>SESSION 9</b> Friday, October 22, 2021 11:15-12:15 -60' Japan Time (GMT+9)</p>	<p><b>(III) INSPIRATION SESSION BY MARKETING 5.0:</b> Chaired by Gwen Albarracin (Philippines Marketing Association, Phillippines). total 10 minutes:</p> <p><b>Marketing 5.0: New Customer Experience X New Technology</b></p>	<p><b>Panel Session:</b> 40' Panel Session</p> <ul style="list-style-type: none"> <li>• Panel 1: (Korea)</li> <li>• Panel 2: (Italy)</li> <li>• Panel 3: (Portugal)</li> </ul> <p>10' Q&amp;A</p>
<p>Friday, October 22, 2021 12:15-13:15 – 60' Japan Time (GMT+9)</p>	<p>Lunch Break</p>	<p><b>Lunch-ing the Zen Way:</b> 10' virtual tour: The History of Kenchoji Temple 50' Eating Session</p>
 <p><b>SESSION 10</b> Friday, October 22, 2021 13:15-14:15 -60' Japan Time (GMT+9)</p>	<p><b>SPECIAL SESSION BY MARKPLUS, INC.:</b> Chaired by Iwan Setiawan (Co-author of M 3.0, M 4.0, M 5.0 with Philip Kotler and Hermawan Kartajaya). total 10 minutes:</p> <p><b>Driving Customer Engagement: Improve Customer Happiness through Technology</b></p>	<p><b>Panel Session:</b> 40' Panel Session</p> <ul style="list-style-type: none"> <li>• Prof. Dimitrios Buhalis (eTourism Lab and Technology Prof. Bournemouth University, United Kingdom)</li> <li>• Cassandra Lee (Head, Corporate Communications, Strategic Communications, Gas + New Energy, PETRONAS, Malaysia)</li> <li>• Natanael Sijanta (Director Global Marketing Communications Mercedes-Benz Cars, Germany)</li> </ul> <p>10' Q&amp;A</p>
 <p><b>SESSION 11</b> Friday, October 22, 2021 14:15-15:15 -60' Japan Time (GMT+9)</p>	<p><b>SPECIAL SESSION BY ASIA COUNCIL FOR SMALL BUSINESS (ACSB):</b> Chaired by Prof. Kim Yong Jin (President of ACSB and Professor Sogang University, South Korea). total 10 minutes:</p> <p><b>New, Next, and Post-Normal: Shifting from Professional to Entrepreneurial Marketing</b></p>	<p><b>Keynote Speech:</b> 10' Winslow Sargeant (Chair of International Council for Small Business, USA)</p> <p><b>Panel Session:</b> 30' Panel Session</p> <ul style="list-style-type: none"> <li>• Dr. Sukit Uarmahacharoen (Brand Strategist, World Franchise Network, Thailand)</li> </ul>

		<ul style="list-style-type: none"> <li>• Jack Yao (Secretary General of China Council for the Promotion of International Trade (CCPIT), China)</li> <li>• Prof. Hiroyuki Okamuro (Professor of Graduate School of Economics, Hitotsubashi University, Japan)</li> </ul> <p>10' Q&amp;A</p>
<p>Friday, October 22, 2021 15:15-15:30 – <b>15'</b> Japan Time (GMT+9)</p>	<p>Tea Break</p>	<p>15' Tea Break &amp; Virtual Tour of beautiful garden in Kamakura</p>
 <p><b>SESSION 12</b> Friday, October 22, 2021 15:30-16:30 -<b>60'</b> Japan Time (GMT+9)</p>	<p><b>CLOSING SESSION BY INDONESIA MARKETING ASSOCIATION:</b> Chaired by Rohan Somawansa (Advisor of AMF, Sri Lanka). total 10 minutes:</p> <p><b>Declaration of Strategic Marketing Roadmap 2030: Creating Value with Values</b></p> <p><b>SEE YOU IN UBUD, BALI INDONESIA FOR WMF-2 (6-7 OCTOBER 2022)</b></p>	<p><b>Closing Remarks:</b> 10' Sandiaga Uno (Minister of Tourism and Creative Economy, Indonesia)</p> <p><b>Declaration of Strategic Marketing Roadmap 2030:</b> 10' Y.W. Junardy (Indonesia Marketing Association, Indonesia)</p> <p><b>Welcoming WMF-2:</b> 10' Jacky Mussry (Co-author of upcoming Entrepreneurial Marketing with Philip Kotler, Hermawan Kartajaya, and Hooi Den Huan) 10' Tjokorda Gde Putra Anak Agung Sukawati (King of Ubud, Indonesia)</p> <p><b>Closing from Co-founders:</b> 5' JMA - Sadayoshi Fujishige 5' IMA - Hermawan Kartajaya</p>

Official Venue:



Kenchoji Temple, Japan

zoom by:



Marketeters MICE, Indonesia