

## Seminar and Book Launch: Intellectual Property and the New Global Japanese Economy

NOMURA

Nomura is pleased to invite you to a seminar and reception with **Lord Marshall** and **Professor Ruth Taplin** on "Intellectual Property and the New Global Japanese Economy – Lessons to be learnt for the global economic crisis"

**Wednesday 17th June 2009**  
**5.45 pm - 8.00 pm**

**Nomura International plc**  
**Thames Suite, 31st Floor**  
**25 Bank Street , London E14 5LS**

### **Speakers:**

**Lord Marshall**  
**Chairman, Nomura International plc**

**Prof. Ruth Taplin**  
**Director, Centre for Japanese and**  
**East Asian Studies**

**Mr. Takeshi Kiriya**  
**Chief Representative,**  
**Development Bank of Japan inc**

Please RSVP by Monday 18 May 2009 to:

Deborah Caldwell  
Corporate events  
E-mail [deborah.caldwell@nomura.com](mailto:deborah.caldwell@nomura.com)

### **Speakers biographies**

**Lord Marshall**, Baron Marshall of Knightsbridge, has been Chairman of Nomura International plc from 1 October 2004, Chairman of Pirelli UK plc, former Chairman of Invensys plc, Inchcape plc, Royal Institute of International Affairs, President of the Confederation of British Industry and President/CEO of British Airways. In 1991, he was the recipient of the Tony Januus Award for his distinguished contribution to civil aviation.

**Prof. Ruth Taplin** received her doctorate from the London School of Economics and is the author/editor of 15 books (the majority published by Routledge) and over 200 articles. She has been the Director of the Centre for Japanese and East Asian Studies for 17 years which won Exporter of the Year in 2000 for the UK for pathfinder/trading partnerships. She has been editor of the Journal of Interdisciplinary Economics for 17 years and has been on radio, television and wrote freelance for The Times for nine years. Taplin has a number of Visiting Professorships and is a Research Fellow at universities in the UK and around the world.

**Mr. Takeshi Kiriya** is the Chief Representative of the Development Bank of Japan inc. London for the second time. He has been an advisor/broker of international M&A's in Tokyo and an advisor/promoter assisting foreign companies' investment into Japan in Tokyo. He was Certified Management Consultant for SMEs in charge of business turnaround investment of DBJ and served as an investment manager as well as a non executive director of investee companies. Kiriya is a graduate of Tokyo and Keio universities in Japan.

# **Intellectual Property and the New Global Japanese Economy**

**Prof. Ruth Taplin**

**Centre for Japanese and East Asian Studies, London, UK**

**'The book is recommended reading for those interested in understanding how the Japanese economy is changing, the evolving role of IP in revitalizing the economy, and how Japan is attempting to adapt to the opportunities and challenges of an increasingly globalised world.'** -  
*Sean Curtin, Japan Society Book Reviews, Issue 18*

This book examines how intellectual property (IP) is used in Japan, and how in recent years Japan has developed a new approach to IP, which stresses the importance of innovation, in order to rescue the Japanese economy from the stagnation and deflation that characterised the 1990s. It shows how the Japanese economy revitalised itself during the Koizumi administration of 2001-06 using structural reform both economically and politically as well as a radical IP drive that both embraced the Japanese population at large and integrated Japan into the global economy. It discusses landmark decisions involving employees' rights to compensation and a bold attempt by the Tokyo Stock Exchange to create a market in cooperation with the London Stock Exchange that caters to small and medium enterprises (SME) companies which are often the locus of innovation, all of which points to a period of change that had only previously occurred in the nineteenth century.

**April 2009:** 234 x 156: 168pp

Hb: 978-0-415-46597-7: **Discounted price at book launch**