

# The Mindset of Monozukuri

Monday, April 23rd, 2007  
1:00pm - 5:30pm

## Enhancing Collaboration between North American and Japanese Enterprises & Sustaining a Culture of Manufacturing Talent

In Japanese, the words *mono* (thing) and *zukuri* (process of making), when taken together literally mean the process of making or creating things. However, a mere translation does not convey the accurate connotation of *monozukuri*. The concept is much more intense; monozukuri means having the spirit to produce excellent products and the ability to constantly improve a production system and process.

Monozukuri therefore may be a somewhat new and exotic word that American managers hear coming from their Japanese partners. However, American suppliers hoping to develop closer collaboration with Japanese companies will have to fully embrace the concept and practice of monozukuri at their respective companies. This idea is the genesis of this seminar in the U.S.-Japan Manufacturing Technologies Series.

This U.S.-Japan Manufacturing Technologies Seminar will feature thought-leaders from American and Japanese companies who will share their insights on and experiences with the mindset of monozukuri, enhancing manufacturing talent formation, the product development process and much more.

You are invited to attend this unique advanced manufacturing seminar regarding *The Mindset of Monozukuri*. Join us on Monday, April 23rd, at the Chicago Athletic Association, 12 S Michigan Ave, Chicago, IL from 1:30-5:30pm, with a networking reception to follow. Admission is free, but advance registration is required at <http://www.jetro.org/monozukuri>.

### Agenda Monday, April 23rd, 2007

1:00pm	Registration
1:30pm	Opening Remarks
1:45pm	<b>Keynote Speech</b> Mr. Mitsuo Matsushita, Chief Executive Officer Denso International America
2:45pm	<b>Session Speech</b> Mr. Shinjiro Yamada, Chief Executive Officer INCS Inc.
3:15pm	Coffee Break
3:45pm	<b>Panel Discussion</b> Mr. Ted Kawashima, Director, <i>JAPIA North America Office</i> Mr. Mitsuo Matsushita, CEO, <i>Denso International America</i> Mr. John Winzeler, CEO, <i>Winzeler Gear</i> Mr. Gary W. Klotz, Attorney at Law, <i>Butzel Long</i>
5:15pm	Panel Question & Answer Session
5:30pm	Closing Remarks
	Networking Reception to Follow

**Organized by:** Alliance of Illinois Manufacturing, Illinois Department of Commerce and Economic Opportunity, International Trade Club of Chicago, Japan America Society of Chicago, Japanese Chamber of Commerce and Industry of Chicago (JCCC), JETRO Chicago, & Tooling and Manufacturing Association.

**Supported by:** Consulate General of Japan at Chicago & Original Equipment Suppliers Association (OESA)