



The Department of Japanese Studies  
at the University of Iceland  
and the Embassy of Japan in Iceland  
present:

## Japan Innovation Forum 2010 - How do the Japanese Innovate? -

**Theme of lecture:** Innovation and Sustainability in the 21st century – What is the role of the government in promoting and steering innovation towards the future economy?

**Topic of panel discussion:** A comparison of the role of the government and administration in managing the innovation process in Iceland and Japan.

**12th February, 2010 from 12:00-13:30.**

**Held in the Ceremonial Auditorium (Hátíðarsalur)  
at the University of Iceland, Main Building.**

---

### Participants of the Forum



**Prof. Seiichiro Yonekura, lecturer:**

Seiichiro Yonekura is Director and Professor of Institute of Innovation Research, Hitotsubashi University in Tokyo. He received Ph.D. from Harvard University in the United States. Dr. Yonekura has been Dean of Mori Ark Academy Hills for lifetime education in Roppongi-hills since 2001. He has also served as Co-president of Institute of Strategy at Sony Corporation to supervise Sony's long-term business and organizational strategy. He has been a chief editor of Hitotsubashi Business Review since 1994.



**Kolbeinn Björnsson, moderator:**

Head of Economic Studies at the Department of Japanese Studies at the University of Iceland.



**Katsuhiro Natsume, panelist:**

Chargé d' Affaires ad interim at the Embassy of Japan in Iceland.



**Dr. Sigurbjörg Sigurgeirsdóttir, panelist:**

Public policy and system analyst currently a member of a Network of Policy Experts working for the EU Directorate-General for Employment, Social Affairs and Equal Opportunities.



**Prof. Gylfi Zoëga, panelist:**

Prof. Zoëga is the head of the Economics Department at the University of Iceland.



**Davíð Lúðvíksson, panelist:**

Davíð Lúðvíksson is the head of Strategy Management and Innovation at the Federation of Icelandic Industries and chairman of High-tech and Seed Companies Forum in Iceland. He has been active for more than 20 years in the quality management and innovation movement of Iceland. His involvement for creating future vision and working conditions for companies and clusters in Iceland is well known. Davíð has promoted EU-Japan Center for world class manufacturing to Icelandic companies.



*It is an honor for the University of Iceland to participate in the Japan Innovation Forum 2010. I am sure it will be successful and give us new ideas for the future to come.*

**Kristín Ingólfssdóttir,**  
*Rector of the University of Iceland*

---

Information about studying Japanese at the University of Iceland is on the web page: [www.japanska.hi.is](http://www.japanska.hi.is).  
For further information please contact Kaoru Umezawa, lecturer in Japanese at the University of Iceland: [kaoru@hi.is](mailto:kaoru@hi.is).

