



Hideki Yamawaki with Peter Fannon

“The Business Strategy of Thinking Green”

Session

Corporations around the world are increasingly being challenged to conserve energy, recycle resources, and to prevent and reduce pollution. There is a growing need for more “green” innovations.

How have Japanese corporations responded to these challenges?

How are they turning these challenges into opportunities? This panel invites executives from Japanese corporations to explore the current state and future of “green” strategy.

About Hideki Yamawaki

Hideki Yamawaki is Professor of Management and Associate Dean in the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University. He was Professor of Economics at the Université catholique de Louvain in Belgium from 1990 to 1997 and a visiting professor in the Anderson Graduate School of Management at UCLA from 1995 to 1999. From 1982 to 1990 he was Research Fellow at the Wissenschaftszentrum für Sozialforschung Berlin in Germany.

Professor Yamawaki received his Ph.D. in Economics from Harvard University, and his M.A. and B.A. in Economics from Keio University in Tokyo. He has been invited to hold visiting appointments in a number of European universities including the University of Paris I Sorbonne-Pantheon, the University of Rome, and Bocconi University in Milan.

He has published numerous articles in professional journals and volumes during the past 20 years in the fields of industrial organization, international trade and investment, and international business strategy. His research has focused on examining the behavior and performance of US, European, and Japanese corporations in international markets. His most recent book, *Japanese Exports and Foreign Direct Investment: Imperfect Competition in International Markets* (Cambridge University Press) provides a historical overview of the international competitiveness of Japanese firms and industries in the past 50 years.

Professor Yamawaki has served as a consultant to the government agencies in Belgium and the Netherlands, the European Commission, the World Bank, and the OECD. In 1995 he was appointed as a member of the Economic Advisory Group at the European Commission (DG II Economic and Financial Affairs).

He consults internationally, speaks Japanese, and loves to eat.

He lives in Los Angeles.

About Peter M. Fannon

Mr. Fannon manages Panasonic's Corporate Environmental, Government & Public Affairs, and Product Safety & Regulatory Compliance groups. In addition, he serves as company spokesman; and he participates in technology development and evaluation activities associated with new products and services. He also represents Panasonic in a variety of industry, trade, and advisory organizations. Currently he serves on the Consumer Electronics Association's Board of Industry Leaders and the CEA Political Action Committee Board of Directors.

Before joining Panasonic in 1997, Mr. Fannon was active in digital television development. He was President of the Advanced Television Test Center (ATTC), the Emmy Award-winning official laboratory for testing new TV broadcast systems submitted to the Advisory Committee on Advanced Television Service (ACATS) of the Federal Communications Commission. He also chaired the HDTV Coalition of industry, trade, and consumer organizations to promote FCC and industry adoption of the ATSC Digital Television standard. He twice received the "Best Industry DTV Leadership Award" from CEA's Academy of Digital Television Pioneers.

Fannon was President, National Association of Public Television Stations (NAPTS), which he helped establish as the research, planning, and government affairs organization for public TV. Before that he was the first Director of Planning for the Public Broadcasting Service (PBS). Mr. Fannon has also held posts in the Federal government, in the Office of Management & Budget (OMB) and the General Services Administration (GSA).

He holds a BA and MA in International Relations from The Johns Hopkins University and its School of Advanced International Studies (SAIS). He is a Fellow of the Society of Motion Picture & Television Engineers (SMPTE), a member of several professional associations, past member of The Johns Hopkins Library Council, and active in international student exchange and theater organizations.

