

# The Value of Business Archives: Their Use by Japanese Companies and New Global Trends

The Section for Business and Labour Archives (SBL) organized an international Symposium on "The Value of Business Archives: Their Use by Japanese Companies and New Global Trends" in Tokyo, Japan, on May 11.

Today, the vision of the SBL is to be a facilitator for professionals by organizing seminars relevant to the international business archives community. Following the 2010 Blois Symposium, SBL Bureau Member Yuko Matsuzaki, from the Shibusawa Foundation, proposed to organize such a symposium in Tokyo to facilitate exchanges on the role of archives in management issues.

Despite the disastrous earthquake that befell Japan and the resulting nuclear worries, the Shibusawa Eiichi Memorial Foundation, the Business Archives Association of Japan, and SBL collaborated to hold successfully a SBL bureau meeting and the international symposium "The Value of Business Archives: Their Use by Japanese Companies and New Global Trends" in Tokyo on May 10 and 11, 2011.



SBL Bureau members Japan, May 2011.

In addition to one participant from South Korea, the symposium was attended by over 100 participants from across Japan. In an effort to reach a wider international audience the symposium was also streamed live on the internet (webcast via Ustream).

SBL Bureau members Japan, May 2011.



Presentations at the symposium focused on how to realize fully the value of business archives as management and intellectual resources through 3 themes as follows:

- ▶ The Power of History Marketing
- ▶ National Strategies and Business Archives
- ▶ Archives: A Tool for Change

In the final session all speakers gathered on stage for a panel discussion that looked at a range of themes and issues vital to the practical realization of the multi-faceted value of business archives such as: access to information on company history, the usability of a company's negative heritage, relationships with corporate museums, partnerships with or support from public sector archival institutions, ways to promote archives and recordkeeping in organizations, etc), as well as discussing the significant contribution business archives can make to a company's corporate social responsibility.



Didier Bondue, Chair of SBL and Masaya Takayama, President of National Archives of Japan.



SBL Bureau members Japan, May 2011.

We hope the symposium provided an opportunity for SBL to demonstrate its role as a forum for the acquisition of professional skills and exchange within the international archives community. The next SBL symposium will be held in 2012, and is being organized by the AP Moller Maersk Company in Denmark.



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