

The Value of Business Archives

Their Use by Japanese Companies and New Global Trends

International Symposium on Business Archives

Date:
Wednesday May 11, 2011
9:30 – 17:30

(Speakers, presentations, and order subject to change.)

Location:
International House of Japan
Roppongi 5-11-16
Minato-ku, Tokyo

Registration:
Attendance is free but limited to 100. Reserve your spot by emailing icasbl2011tokyo@shibusawa.or.jp with your name, affiliation, and contact information beginning April 4.

Contact us:
<http://www.shibusawa.or.jp/english/index.html>

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Contact us in English or Japanese!

Session 1 – The Power of History Marketing 1

Henning MORGEN – A. P. Moller–Maersk (Denmark)
“A Broader Perspective: Supporting Today’s Communication with Historical Facts”
Didier BONDUE – Saint-Gobain Group (France)
“Company Memory: A Management Tool, The Saint-Gobain Case”

Session 2 – The Power of History Marketing 2

Naomi AOKI – Toraya Confectionery (Japan)
“Japanese Traditional Industries and Archives: The Case of Toraya Confectionery”
Claudia ORLANDO – Ansaldo Foundation (Italy)
“The Ansaldo Foundation: Archives, Training and Culture”

Session 3 – National Strategies and Business Archives

Lan WANG – State Archives Administration of China (China)
“Introducing the Concept of Assets and its Effect on Business Records Management in China”
Alex RITCHIE – The National Archives (UK)
“The National Business Archives Strategy: England and Wales”

Session 2 – Archives: A Tool for Change

Becky Haglund TOUSEY – Kraft Foods (USA)
“Proud Heritage: The Importance of Legacy Stories in Post-Acquisition Integration”
Vrunda PATHARE – Godrej & Boyce (India)
“The Shaping of History in a Corporate Setting: The Godrej Scenario”
Francesca PINO – Intesa Sanpaolo (Italy)
“After the Mergers Wave: Change Management and the Building of Intesa Sanpaolo Group Archives”

Support anticipated from:
Nippon Keidanren,
Tokyo Chamber of Commerce and Industry,
National Archives of Japan,
Japan Society for Archival Science,
Records Management Society of Japan,
ARMA International Tokyo,
Japan Society of Archives Institutions,
Japan Special Libraries Association

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Business Archives Association
Celebrating 30 Years in Japan