

International Symposium

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

Program

9:30	Opening Remarks	Izumi KOIDE (Shibusawa Eiichi Memorial Foundation)
9:35	Greetings	Jun'etsu KOMATSU (Shibusawa Eiichi Memorial Foundation)
9:45	Greetings	Katsuhiro UTADA (Business Archives Association)
9:55	Greetings	Didier BONDUE (ICA / SBL)
10:05	Session 1 - The Power of History Marketing 1	
10:10	"A Broader Perspective: Supporting Today's Communication with Historical Facts" Henning MORGEN (A.P. Moller - Maersk)	
10:35	"Company Memory: A Management Tool, The Saint-Gobain Case" Didier BONDUE (Saint-Gobain Group)	
11:00	Break - collection of Talking Point Suggestion sheets	
11:10	Session 2 - The Power of History Marketing 2	
11:15	"Japanese Traditional Industries and Archives: The Case of Toraya Confectionery" Naomi AOKI (Toraya Confectionery)	
11:40	"The Ansaldo Foundation: Archives, Training and Culture" Claudia ORLANDO (Ansaldo Foundation) <i>(presentation to be read by Yuko MATSUZAKI)</i>	
12:00	Lunch - collection of Talking Point Suggestion sheets	
13:30	Session 3 – National Strategies and Business Archives	
13:35	"The Introduction of the "Assets" Concept and its Effect on Business Records Management in China" Lan WANG (The State Archives Administration of China)	
14:00	"The National Business Archives Strategy: England and Wales" Alex RITCHIE (The National Archives)	
14:25	Break - collection of Talking Point Suggestion sheets	
14:35	Session 4 – Archives: A Tool for Change	
14:40	"Proud Heritage: The Importance of Legacy Stories in Post-Acquisition Integration" Becky Haglund TOUSEY (Kraft Foods)	
15:05	"The Shaping of History in a Corporate Setting: The Godrej Scenario" Vrunda PATHARE (Godrej & Boyce)	
15:30	"After the Mergers Wave: Change Management and the Building of Intesa Sanpaolo Group Archives" Francesca PINO (Intesa Sanpaolo) <i>(presentation to be read by Becky Haglund TOUSEY)</i>	
15:50	Break - collection of Talking Point Suggestion sheets	
16:10	Session 5 - Panel Discussion	
	Yuko MATSUZAKI (Shibusawa Eiichi Memorial Foundation; ICA / SBL)	
17:30	End	