

New Economic Growth through Arts -Role of Corporations, and ASEAN Network- Kuala Lumpur Conference

Wednesday, 24 August 2016

11:30 - 17:30

Le Meridien Hotel Kuala Lumpur

PROGRAM

12:00	Registration and Lunch @ Latest Recipe, Level 5
13:20	Guest proceed to Conference Ballroom
13:30	Japanese Traditional Opening Performance Mr. Koshi Tsukuda (Shakuhachi) and Mrs. Miyoko Tsukuda (Tsugaru Shamisen)
13:50	Welcome Remarks Izan Satrina Mohd Sallehuddin Director, My Performing Arts Agency, Malaysia
13:55	Opening Remarks Mr. Motoki Ozaki President, Association for Corporate Support of the Arts/ Advisor, Kao Corporation, Japan
14:05	Remarks from YABhg. Tun Musa Him Former Deputy Prime Minister, Malaysia
14:15	Remarks from Ambassador H.E. Dr. Makio Miyakawa Embassy of Japan in Malaysia
14:25	[Keynote Speech] 'Art, Architecture, Nature and Regional Revitalization : Practices of Benesse Art Site Naoshima' Ms. Akiko Miki International Artistic Director, Benesse Art Site Naoshima, Japan
14:55	'Between Art, Culture and Corporate Management' Mr. Yukihiro Saito General Manager, Corporate Cultural Department, Shiseido Co., Ltd., Japan
15:10	'Malaysia's Role in Arts among ASEAN countries' Mr. Hamdan Abdul Majeed Executive Director, ThinkCity (Malaysia)
15:25	Coffee Break @ the Foyer
15:35	Exporting Japanese Culture Video showing with narration by Mr. Takeshi Noto Executive Producer, Art Mix Japan, Japan
15:45	Panel Discussion: 'Corporate Management by Cultural Capital, and Culture as Social Capital' Panelists: Ms. Akiko Miki, Mr. Yukihiro Saito, Mr. Hamdan Abdul Majeed Moderator: Mr. Umapagan Ampikaipakan Producer and Presenter, BFM, Malaysia
16:45	Short Break
17:00	Tea Roundtable Attendees will be asked to select and join a group by difference hosts. It will be a discussion on specific themes over tea. Topics may include: 1: Activating communities via arts and culture 2: Cultural policies in your market 3: Building corporate to corporate collaborations
17:45	Closing Remarks
17:50	Malaysian Traditional Closing Performance PUSAKA
18:00	END

GUEST SPEAKERS



**Akiko MIKI | Curator, International Artistic Director
Benesse Art Site Naoshima (Japan)**

Akiko has worked as the chief / senior curator of Palais de Tokyo (Paris, 2000-14) and as the Artistic Director for Yokohama Triennale 2011 amongst other key positions. She has curated/co-curated important exhibitions in both Asia and Europe, including the “TransCulture” at the 46th Venice Biennale(1995), Taipei Biennial “Site of Desire” (1998), “Chalo! India: A New Era of Indian Art” (2008), and “Takashi Murakami: The 500 Arhats”(2015). Editor of *Insular Insight* (Lars Müller, 2011 DA Architectural Book Award) about Benesse Art Site Naoshima. She is also co-director for Yokohama Triennale 2017.

**Yukihiro SAITO | General Manager
Corporate Culture Department, SHISEIDO Co., Ltd. (Japan)**

Joined Shiseido Co., Ltd. in 1981, Yukihiro was appointed to General Manager of International Relations in 2008, General Manager of Public Relations in 2010, and General Manager of Corporate Culture Department in 2015. He dedicates his time to oversee the accumulation, research and dissemination of a wide range of SHISEIDO’s corporate cultural assets from which includes the corporation’s products and publicity, to strengthen the SHISEIDO’s originality, and to continue with the development of new cultural values and support for arts and culture. He champions planning of these Initiatives that are aiming to capture the customers’ hearts around the globe, and to strengthen the corporation’s brand and loyalty.



GUEST SPEAKERS



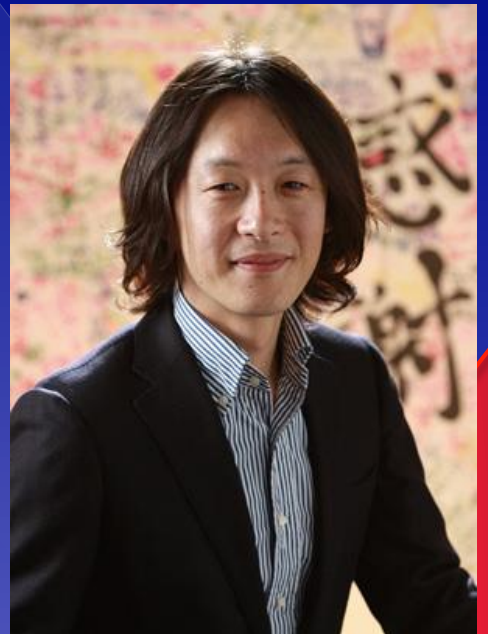
**Mr. Hamdan Abdul Majeed | Executive Director
ThinkCity (Malaysia)**

Prior to joining Khazanah, Hamdan Abdul Majeed was an Investment Analyst with HSBC Securities and then a founder member and director of Bumiwerks Capital Management, where he was involved extensively in debt capital markets advisory specializing in structured finance, project finance and advisory. Hamdan has an interest in the development of civil society in Malaysia, the political economy of Third World and Islam. He is actively involved in activities and discussions in the areas of economics and socio-political development, world affairs and religion. A native of Jalan Kampung Kolam, George Town, he is actively involved in the Sustainable Penang Initiative and hopes to make his native city more livable and sustainable. He holds a degree in Economics & Management from University of London.

**Takeshi NOTO | Executive Producer
Art Mix Japan (Japan)**

After graduated from high school, Takeshi studied in New York. Since his return to Japan, he worked in a corporation while actively engaging in various activities in relation to community and environment. In 2001, Takeshi founded 'Niigata Soh-Odori Festival', a festival of regional Matsuri in Niigata Prefecture, which is currently developed into one of the biggest dance festivals in Japan inviting all genres of dance styles. Since 2013, he has developed Art Mix Japan, a festival of Japanese traditional performing arts.

He was appointed to a president of Niigata Shokuno-jin Committee Secretariat in 2015. He is also Vice President and Executive Producer in Niigata Soh-Odori Executive Committee Secretariat



ART MIX JAPAN

Art Mix Japan is a two-day festival, a collective of 25 best Japanese traditional performing arts across Japan. It is a unique and accessible festival which everyone can enjoy with performances of Japan's finest artists from Kabuki, Noh, Kyogen, Kagura and Traditional Music. Each performance is 45-minute long with commentary. This is the fourth festival (as of May 2016) since the start of the festival in Niigata Prefecture, and is a much growing festival that welcomes not only performing arts but also more diverse genres of Japanese culture such as Japanese food, Sake, Kimono and handcrafts. Art Mix Japan is expected to be held in overseas at the end of 2016.



PERFORMANCE (JAPAN)

ITO-TAKE ~The sound of bamboo and Shamisen~



Koshi TSUKUDA (Shakuhachi)

After studying under the Japan's leading Shakuhachi player Issei Tsukuda, also his father, Koushi joined Tsugaru Ensemble Group 'KAZE', a nationally renowned traditional music performance group in 1991. Since, he has been performing as a leading Shakuhachi and Shinobue player both nationally and internationally, collaborating with musician from variety of genres. Also he regularly appears on NHK's TV programs and folk song radio programs. In 2013, he played at 'MAGIC FLUTES', a world-class flute concert, as a Shakuhachi player, in 'tff rudolstadt 2013', Germany. He is the champion of Shakuhachi Grand Prix, the 53rd National Traditional Folk Songs Competition.

Miyoko TSUKUDA (Tsugaru Shamisen)

Miyoko started her training at the age of 6, and won the first prize in Japan Traditional Folk Association Instrumental Ensemble Competition in 1998. She is an accredited master of 'the Takahashi', a distinguished family of Tsugaru Shamisen. She appeared on 'Over Driver', a film created based on Tsugaru Shamisen in 2014. Currently, she is a shamisen player of 'the Tsukuda family', actively performing and teaching across the country.

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is a part of KMK's 3-year project: 'Research and Conference in Facilitating Corporate Mecenat Activities and Establishing a Network in ASEAN countries'.

**Funded by
Japan Foundation Asia Center**

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