

Delighting Customers in Japan XVI

15 June 2017 (Thu.) at BNP Paribas offices

Japan is known as one of the most challenging markets in the world. Whether your business is a start-up, long-established, or somewhere in between, you are probably confronted daily with the issue "how to delight customers?"

Because there is not a single answer to this very fascinating question, the Belgian Luxembourg Chamber of Commerce in Japan (BLCCJ) launched in 2001 "Delighting Customers in Japan", an annual seminar where a number of top executives share their ideas and experiences about the challenges of succeeding in this perplexing market.

Following the great success of the event formula, the BLCCJ is very pleased to organize the 16th edition in 2017, where we will welcome again 3 distinguished speakers who will share with us their strategies, experiences and insights regarding their businesses in Japan:

Mr. Eric DOUILHET, President, ESTEE LAUDER GROUP OF COMPANIES KK

Mr. Yuzo KANO, Co-Founder and CEO, BITFLYER, INC.

Mr. Vincent NELIAS, Managing Director, SWAROVSKI JAPAN LTD.

The seminar will be followed by an open panel discussion with Q&A, and by a networking cocktail from 20h00 onwards. We hope you can join us!

Date & Time: 15 June 2017 (Thu.), 18h30 – 21h00

- registration from 18h00
- networking cocktail from 20h00 till 21h00

Venue: BNP Paribas offices, GranTokyo North Tower, Marunouchi
(next to Tokyo station – Yaesu North exit)
(access: <http://www.bnpparibas.jp/en/contact-us/>)

Language: English

Admission Fee: 5,000 JPY (members) 6,000 JPY (non-members)

Please reply by 9 June (Fri.)

FAX: 03-6457-8663

Name: _____ Phone: _____

Title: _____ E-mail: _____

Company Name: _____ Member of following chamber: _____

I would like to reserve a total ____ places for this event

I will make a total payment of _____ by 9 June 2017 (receipt upon request)

Signature: _____

*** Please note that cancellations after 9 June or no-shows will be charged in full!**

Bank: Mitsui Sumitomo Banking Corporation, Kojimachi Branch
Account: Check Account (toza) No. 226330
Account holder: The Belgian-Luxembourg Chamber of Commerce in Japan

PROFILE



President
Estee Lauder Group of Companies KK

Eric Douilhet

Eric Douilhet has spent all his career in the luxury industry at Baccarat, L'Oreal, Bluebell and Estee Lauder. He has worked 27 years in Asia, among them 15 in Japan.

He worked in various functions from sales rep (in Japan and France), sales manager (in Japan and France), brand APAC manager, country managers (L'Oreal Luxury Division Manager in Korea, Bluebell Japan President Estee Lauder Group President in Japan) and CEO (Bluebell Ltd in Hong Kong).

Mr Douilhet participated to various launches and expansion of luxury brands in Japan and Asia in cosmetics, fashion, accessories, F&B...etc

His presentation will be focused on the way the cosmetic industry has developed in the Japanese department stores, what makes this industry so resilient to crisis and what are the challenges/opportunities they will face/take in the coming years.



PROFILE



Co-Founder and CEO

Yuzo Kano

Yuzo Kano is co-founder and CEO of bitFlyer, Inc.

Prior to co-founding bitFlyer in January 2014, he worked at Goldman Sachs developing settlement systems, and later as an Equities Derivatives and Convertible Bonds Trader at Goldman Sachs, focusing on market making for institutional investors as well as principal trading and financing for corporations.

Yuzo completed his studies at the Graduate School of Engineering at the University of Tokyo in 2001.

Yuzo currently serves as representative director of the Japan Blockchain Association (JBA). He is a member of the BC System Evaluation Audit Review Committee of the Ministry of Economy, Trade and Industry and a member of a committee investigating blockchain technology for the Japanese Bankers Association.





BIOGRAPHY

**VINCENT NELIAS
MANAGING DIRECTOR
SWAROVSKI CONSUMER GOODS BUSINESS
JAPAN**

Vincent Nelias has been in charge of Swarovski's Consumer Goods Business for Japan since March 2012. Based in Tokyo, Vincent is responsible for the strategic direction and the development of the company in Japan.

Under Vincent's leadership, Japan has achieved to become a leading market for Swarovski thanks to major upgrades in brand positioning, brand awareness, distribution network and developed a consumer focused strategy for a solid organic sales growth.

Prior to joining Swarovski, Vincent started his career in the wine business in Japan working for Auchan and Pernod Ricard before starting a new career in Watch and Jewelry joining



Richemont Group in Cartier as a Marketing Watch Group Manager and then Van Cleef & Arpels as Japan Sales Director, Member of Japan Executive Committee.

Originally from Bretagne in France, Vincent holds a Master in Import/Export and Management specialized in South Asian Markets from Isuga, Quimper. He is now living for 22 years in Japan and is recognized as a specialist of Japan luxury market.

Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity.

Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 2,800 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.6 billion euros in 2016.

Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2016, the Group generated revenue of about 3.37 billion euros and employed more than 32,000 people.

A responsible relationship with people and the planet is an integral part of Swarovski's heritage. The global Swarovski Waterschool education program has reached 461,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote wellbeing, and conserve natural resources to achieve positive social impact.

www.swarovskigroup.com