

Business Conference

Virtual Event

October 12-13, 2021

Top luminaries and business leaders from around the world share their insights on the latest innovations in tech and digital transformation at this premier online business conference.

DAY 1 10.12 (Tue.)

all times listed are Japan Standard Time

<p>9:45-10:30 Special Contents★</p>	<p>Rakuten Optimism 2021 Opening Keynote</p>	 Mickey Mikitani
<p>11:00-11:35 Mobile</p>	<p>5G and the Power to Revolutionize: Japan Perspectives</p>  EXILE TETSUYA  Toshihiko Doi  Hiroto Furuhashi	<p>13:20-14:00 Sustainability</p> <p>What Building a Sustainable Future Means to Gen Z</p>  Kyoko Ozawa  Daigo Fukushima  Masatada Kobayashi
<p>11:35-12:15 Tech</p>	<p>Security in an Interconnected Digital Ecosystem</p>  Ann Johnson  Anthony Grieco  Yasufumi Hirai	<p>14:00-15:00 Marketing</p> <p>Design to Shape the Future: Real/Virtual Convergence</p>  Kashiwa Sato  Yugo Nakamura  Naho Kono
<p>12:15-12:50 Tech</p>	<p>The Digital Transformation of Ecosystems Through AI</p>  Koichi Narasaki  Mayur Datar  Massimo Mascaro  Takuya Kitagawa	<p>15:00-15:20 FinTech</p> <p>Making Financial Services More Accessible - The Unique Rakuten Fintech Ecosystem</p>  Masayuki Hosaka
<p>12:50-13:20 E-Commerce</p>	<p>Tectonic Shifts in China and ASEAN in the Wake of the Pandemic and Implications for Japan</p>  Nobuhiro Hemmi  Ryo Matsumura	<p>15:20-16:30 FinTech</p> <p>Finance, Connected: The Acceleration of Rakuten's Fintech Ecosystem</p>  Kyoko Uchida  Takashi Oyama  Koichi Nakamura  Hiroyuki Nagai  Yuji Kusunoki  Yuzo Hashiya
		<p>16:30-17:20 Mobile</p> <p>Building Europe's First Open RAN Mobile Network</p>  Michael Martin  Tareq Amin  Robih Dabboussi

DAY 2 10.13 (Wed.)

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9:00- How 5G Will Empower the Future

Mobile



Cristiano R. Amon



Mickey Mikitani

9:25-10:00 Connecting the Unconnected: Achieving 100% Coverage from Space

Mobile



Abel Avellan



Nobuyuki Uchida

10:00-10:30 Art of the Possible: Empowering Change

Special Contents★



Julie Sweet



Mickey Mikitani

10:30-11:15 Workplace Communication Revolution

Tech



Eric S. Yuan



Yasufumi Hirai

11:15-11:50 Travel Industry Trends and Strategies in Response to the Pandemic

E-Commerce



Takashi Miyata



Shiho



Yoshiyuki Takano

11:50-12:25 Achieving Sustainable Growth in the Tourism Industry

E-Commerce



Toru Hashimoto



Yoshiyuki Takano

12:25-13:00 Social Innovation: When the Real and the Digital Converge

Special Contents★



Hiroya Masuda



Yasuyuki Onishi



Mickey Mikitani

13:00-13:40 Japan's Digital Transformation

Special Contents★



Takuya Hirai

13:40-14:10

Mobile

How Technology Superpowers are Driving the Digitalization of Everything



Pat Gelsinger



Mickey Mikitani

14:10-15:00

E-Commerce

The Future of Business: From Showa Values to Reiwa Values



Shu Yamaguchi



Ryo Matsumura

15:00-15:40

FinTech

The Evolution and Expansion of Rakuten's Cashless Payment Solutions



Koichi Nakamura

15:40-16:30

FinTech

How Rakuten is Transforming Personal Asset Building



Marina Tsuda



Yuji Kusunoki

16:30-17:10

Marketing

The Accelerating Digital Shift in Advertising: A New Era for Promotion, Sales and the Retail Industry



Manabu Inamori



Satoru Nagayama



Shunsuke Konno

17:10-17:30

Marketing

Purchase Point Marketing in ID-Driven Consumer Ecosystems



Makoto Arima

17:30-18:00

Marketing

Cutting-Edge Online-Offline Integration: How Consumer Product Manufacturers are Putting Data to Use and Digitalizing In-Store Customer Experiences



Shuichi Namai



Shuichiro Imamura



Shunsuke Konno