

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

9:45-10:30

Special
Contents★

Rakuten Optimism 2021 Opening Keynote



Mickey Mikitani

11:00-11:35

Mobile

5G and the Power to Revolutionize: Japan Perspectives



EXILE TETSUYA



Toshihiko Doi



Hiroto Furuhashi

13:20-14:00

Sustainability

What Building a Sustainable Future Means to Gen Z



Kyoko Ozawa



Daigo Fukushima



Masatada Kobayashi

11:35-12:15

Tech

Security in an Interconnected Digital Ecosystem



Ann Johnson



Anthony Grieco



Yasufumi Hirai

14:00-15:00

Marketing

Design to Shape the Future: Real/Virtual Convergence



Kashiwa Sato



Yugo Nakamura



Naho Kono

12:15-12:50

Tech

The Digital Transformation of Ecosystems Through AI



Koichi Narasaki



Mayur Datar



Massimo Mascaro



Takuya Kitagawa

15:00-15:20

FinTech

Making Financial Services More Accessible - The Unique Rakuten Fintech Ecosystem



Masayuki Hosaka

12:50-13:20

E-Commerce

Tectonic Shifts in China and ASEAN in the Wake of the Pandemic and Implications for Japan



Nobuhiro Hemmi



Ryo Matsumura

15:20-16:30

FinTech

Finance, Connected: The Acceleration of Rakuten's Fintech Ecosystem



Kyoko Uchida



Takashi Oyama



Koichi Nakamura



Hiroyuki Nagai



Yuji Kusunoki



Yuzo Hashiya

16:30-17:20

Mobile

Building Europe's First Open RAN Mobile Network



Michael Martin



Tareq Amin



Rabih Dabboussi

DAY 2 10.13 (Wed.)

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<p>9:00- Mobile</p> <p>How 5G Will Empower the Future</p>   <p>Cristiano R. Amon Mickey Mikitani</p>	<p>13:40-14:10 Mobile</p> <p>How Technology Superpowers are Driving the Digitalization of Everything</p>   <p>Pat Gelsinger Mickey Mikitani</p>
<p>9:25-10:00 Mobile</p> <p>Connecting the Unconnected: Achieving 100% Coverage from Space</p>   <p>Abel Avellan Nobuyuki Uchida</p>	<p>14:10-15:00 E-Commerce</p> <p>The Future of Business: From Showa Values to Reiwa Values</p>   <p>Shu Yamaguchi Ryo Matsumura</p>
<p>10:00-10:30 Special Contents★</p> <p>Art of the Possible: Empowering Change</p>   <p>Julie Sweet Mickey Mikitani</p>	<p>15:00-15:40 FinTech</p> <p>The Evolution and Expansion of Rakuten's Cashless Payment Solutions</p>  <p>Koichi Nakamura</p>
<p>10:30-11:15 Tech</p> <p>Workplace Communication Revolution</p>   <p>Eric S. Yuan Yasufumi Hirai</p>	<p>15:40-16:30 FinTech</p> <p>How Rakuten is Transforming Personal Asset Building</p>   <p>Marina Tsuda Yuji Kusunoki</p>
<p>11:15-11:50 E-Commerce</p> <p>Travel Industry Trends and Strategies in Response to the Pandemic</p>    <p>Takashi Miyata Shiho Yoshiyuki Takano</p>	<p>16:30-17:10 Marketing</p> <p>The Accelerating Digital Shift in Advertising: A New Era for Promotion, Sales and the Retail Industry</p>    <p>Manabu Inamori Satoru Nagayama Shunsuke Konno</p>
<p>11:50-12:25 E-Commerce</p> <p>Achieving Sustainable Growth in the Tourism Industry</p>   <p>Toru Hashimoto Yoshiyuki Takano</p>	<p>17:10-17:30 Marketing</p> <p>Purchase Point Marketing in ID-Driven Consumer Ecosystems</p>  <p>Makoto Arima</p>
<p>12:25-13:00 Special Contents★</p> <p>Social Innovation: When the Real and the Digital Converge</p>    <p>Hiroya Masuda Yasuyuki Onishi Mickey Mikitani</p>	<p>17:30-18:00 Marketing</p> <p>Cutting-Edge Online-Offline Integration: How Consumer Product Manufacturers are Putting Data to Use and Digitalizing In-Store Customer Experiences</p>    <p>Shuichi Namai Shuichiro Imamura Shunsuke Konno</p>
<p>13:00-13:40 Special Contents★</p> <p>Japan's Digital Transformation</p>  <p>Takuya Hirai</p>	