

Rakuten OPTIMISM

DAY 1 9.28 (wed)

9:30-9:45

Special Contents★

Opening Movie
Rakuten Optimism 2022
Welcome and Introduction

9:45-10:10

Green

How Corporations Can Take the Lead in Combatting Climate Change



Takejiro Sueyoshi

Special Advisor to UNEP Finance Initiative in the Asia Pacific region; Vice-Chair of Executive Board, Renewable Energy Institute; Chairperson of WWF Japan; Representative of the Japan Climate Initiative (JCI)

10:15-10:45

Special Contents★

Rakuten Optimism 2022 Main Keynote



Mickey Mikitani

Chairman and CEO, Rakuten Group

10:45-11:15

Mobile

How Will Web3 Change Business and Society?



Scott Kominers

Research Partner, a16z crypto, Professor at Harvard Business School, Faculty Affiliate of the Harvard Department of Economics



Hiroto Furuhashi

Group Executive Vice President, Rakuten Group, CSO (Chief Strategy Officer) and Managing Executive Officer, Rakuten Mobile, COO (Chief Operating Officer), Director and President, Rakuten Symphony

11:30-12:10

E-Commerce

Inspiring Innovation: What Japanese Companies Need to Succeed on the Global Stage



Hideshi Hamaguchi

Business Designer



Ryo Matsumura

Senior Executive Officer, Commerce Company Vice President, Rakuten Group

12:10-12:50

Entertainment

The Entertainment of Tomorrow



EXILE HIRO

LDH JAPAN Inc. Representative Director and Chairman



Kashiwa Sato

Creative Director, Samurai Inc.



Mickey Mikitani

Chairman and CEO, Rakuten Group

12:50-13:25

E-Commerce

New Tourism Strategies: Creating a Country Everyone Wants to Visit



David Atkinson

CEO of Konishi Decorative Arts and Crafts Co.



Yoshiyuki Takano

Head of Travel & Mobility Business, Vice President, Commerce Company, Senior Executive Officer, Rakuten Group

13:25-14:00

E-Commerce

Travel Trends and Experiences for Gen Z



Asako Tsuji

CEO & Creative Director, arca inc.



Mai Osada

Director of SHIBUYA109 lab., Solution Strategy Department, Marketing Strategy Division, SHIBUYA109 ENTERTAINMENT Corporation



Yoshiyuki Takano

Head of Travel & Mobility Business, Vice President, Commerce Company, Senior Executive Officer, Rakuten Group

14:10-14:35

Fintech

The Best Way to Pay and Be Paid : How Payments are Connecting People and Supporting Sustainability



Ryan McInerney

President, Visa



Masayuki Hosaka

Representative Director and Vice Chairman, Rakuten Group, President and CEO, Rakuten Card

14:35-15:00

Fintech

Rakuten's Vision for a Sustainable, Zero-Cash Society



Harry Sugiyama

Rakuten Optimism 2022 Moderator, Television Celebrity



Kobayashi Shigenobu

Executive Officer, Rakuten Group, Representative Director, President and CEO of Rakuten Payment, Inc.

15:10-15:40

Fintech

Technology Drives Insurance DX



Noriko Enokido

Anchorperson



Yuzo Hashiya

Senior Executive Officer, Rakuten Group, Vice Chairman, Rakuten Insurance Holdings Co., Ltd., Representative Director and President, Rakuten General Insurance Co., Ltd., Chairman, Rakuten Life Insurance Co., Ltd.

16:00-16:40

Fintech

Getting Started with Asset Building: Sustainable Society Through Investment



Atsugiri Jason

Comedian, IT company executive



Ayako Kisa

Rakuten Optimism 2022 Moderator, Freelance Announcer



Masayuki Kubota

Chief Strategist and Head of Rakuten Securities Economic Research Institute

16:40-17:10

Symphony

Digitalization, Sustainability and Privacy: Telecom is Ready for Change



José María Álvarez-Pallete López

Chairman and CEO, Telefónica S.A.



Mickey Mikitani

Chairman and CEO, Rakuten Group

17:10-17:50

Symphony

Open, Cloud-Native, Automated: A European Perspective on the Future of Mobile Networks



Michael Martin

CEO, 1&1 Mobilfunk GmbH; Part of 1&1 AG



Tareq Amin

Group Executive Vice President, Rakuten Group, CEO, Rakuten Mobile, CEO, Rakuten Symphony



Rabih Dabboussi

Chief Business Officer, Rakuten Symphony

* The information is subject to change without notice.

Rakuten OPTIMISM

DAY 2 9/29 (Thu)

9:10-9:25

Special Contents★

Rakuten Optimism 2022: Day 2 Welcome and Introduction



Naho Kono
Group Executive Vice President,
CMO (Chief Marketing Officer),
Rakuten Group

9:25-10:00

Symphony

Future of Global Telecom is Calling: U.S. Perspectives



William E. Kennard
Co-Founding Partner,
Astra Capital
Management



Ajit Pai
Partner, Searchlight
Capital Partners



Azita Arvani
North America CEO,
Rakuten Symphony

10:00-10:30

Technology

How Will Data and AI Change the World?



Toyotaro Suzumura
Professor, The University
of Tokyo, Visiting
Professor, Barcelona
Supercomputing Center,
Spain



Ji Fang
Founder and CEO,
Divinia



Ting Cai
CDO (Chief Data Officer),
Group Senior Managing
Executive Officer,
Technology Services
Division, Rakuten Group



Ewa Szymanska
Global Head of Rakuten
Institute of Technology,
Technology Service
Division Executive Officer,
Rakuten Group

10:30-11:00

Marketing

The Moonshot Mindset: How Marketing and Innovation are Changing the Game



Amy Brooks
President, Team Marketing
& Business Operations and
Chief Innovation Officer,
National Basketball
Association



Rahul Kadavakolu
Global Sports Business,
Vice President, Global
Marketing and Sports
Partnerships, Director,
Rakuten Group

11:10-11:50

Special Contents★

Public/Private Leadership: Japan & U.S. Perspectives



Rahm Emanuel
U.S. Ambassador to
Japan



Mickey Mikitani
Chairman and CEO,
Rakuten Group

12:00-12:30

Technology

How Super Apps are Creating Economic Empowerment on the Global Stage



Ming Mao
President, Grab



Yasufumi Hirai
Group Executive
Vice President,
CIO & CISO,
Rakuten Group

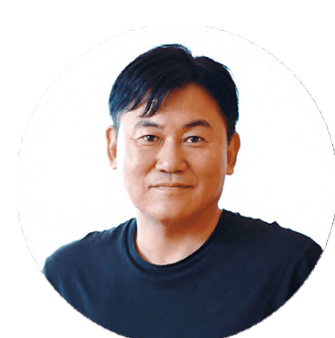
12:40-13:05

Entertainment

Fan-Centric Entertainment and the Success of BTS: In Conversation with HYBE America



Lenzo Yoon
CEO, HYBE America



Mickey Mikitani
Chairman and CEO,
Rakuten Group

13:20-14:00

Green

Creating Sustainable Futures Through Dialogue



Mari Yoshitaka
Representative Director,
Virtue Design, Fellow,
Principal Sustainability
Strategist, Mitsubishi UFJ
Research and Consulting



Kodai Kato
amu Inc. CEO



Shiina Tsuyuki
Climate activist



Masatada Kobayashi
Group Managing
Executive Officer,
Chief Well-Being Officer,
Rakuten Group

14:15-14:45

Marketing

Digital Transformation for All: Political Perspectives on the Unfolding Digital Revolution and the Ideal Society of Tomorrow



Fumiaki Kobayashi
Vice Secretary General of
the Liberal Democratic
Party, Japan House of
Representatives



Shunsuke Konno
Head of Ad Business, Vice
President, Ad & Marketing
Company, Executive
Officer, Rakuten Group

14:45-15:15

Marketing

What Data Means for the Future of Advertising



Junichi Kawai
Managing Director,
Google Japan



Omi Suzuki
Director,
Head of Vertical, Tech
Commerce & Platform,
Meta (Facebook Japan)



Shunsuke Konno
Head of Ad Business, Vice
President, Ad & Marketing
Company, Executive
Officer, Rakuten Group

15:30-16:00

Technology

Data Centers that Support Sustainable Living: Visions of Japan's Future



Hiroshi Esaki
Professor, Graduate
School of Information
Science and Technology,
The University of Tokyo



Kunihiko Tanaka
Founder & CEO,
President,
SAKURA internet



Akihito Kurozumi
Group Senior Managing
Executive Officer,
Technology Platforms
Division, Rakuten Group

16:00-16:30

Green

Navigating Challenges and Opportunities for Energy Transformation



Yohei Kiguchi
Co-Founder and CEO,
ENECHANGE Ltd.
(Doctor of Engineering)



Yukari Takamura
Professor, Institute for
Future Initiatives,
The University of Tokyo



Yudai Maeda
Principal, SIGMAXYZ Inc.

16:50-17:20

E-Commerce

Digital Transformation and SDGs: Why Do So Many Companies Only Call for Change Instead of Driving It?



Ken Kusunoki
Professor, Hitotsubashi
Business School



Ryo Matsumura
Senior Executive Officer,
Commerce Company
Vice President,
Rakuten Group

17:20-18:00

Mobile

Aiming for the Top: Rakuten Mobile's Current and Future Initiatives to be the No. 1 Carrier



Ayako Kisa
Rakuten Optimism
2022 Moderator,
Freelance Announcer



Shunsuke Yazawa
Group Senior Managing
Executive Officer, Rakuten
Group, Representative
Director and President,
Rakuten Mobile



Sharad Sriwastawa
Group Managing Executive
Officer, Rakuten Group,
Chief Technology Officer (CTO),
Rakuten Mobile

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