

# Innovation for a New Era

**DAY 1** 2023/8/2 Wednesday

**11:00 Reception Start**

\*A special presentation for Rakuten Ichiba merchants only will be held until 11:45 a.m.

**12:00 Special Content**

**Rakuten Optimism 2023 Welcome and Introduction**



**Ayako Kisa**

Rakuten Optimism 2023 Moderator,  
Freelance Announcer

12:10

**12:10 Special Content**

**Rakuten Optimism 2023 Opening Keynote**



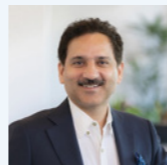
**Mickey Mikitani**

Chairman and CEO, Rakuten Group

12:45

**12:45 Tech**

**Realizing Trustworthy Cyber Security and Privacy**



**Raj Chopra**

SVP, Chief Product Officer,  
Cisco Security Business Group



**Tsutomu Shomura**

Group CISO, Managing Executive Officer,  
Japan Post Holdings



**Yasufumi Hirai**

Group Executive Vice President, CISO & Technology  
Community, Chief of Staff, Rakuten Group

13:25

**13:40 Tech**

**The Future with AI:  
How Human and AI Collaboration  
will Transform the World**



**James Dyett**

Head of Strategic Accounts, OpenAI



**Ting Cai**

Chief Data Officer,  
Group Senior Managing Executive Officer,  
Technology Services Division, Rakuten Group

14:10

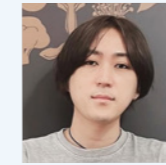
**14:10 E-Commerce**

**Building Results with the Miyakonojo City Model:  
Leading Furusato Nozei “Hometown Tax”  
Program and Digital Transformation**



**Takahisa Ikeda**

Mayor of Miyakonojo City



**Kotaro Tanaka**

Vice President, Kyunan Service (Captain)



**Miki Kimura**

Senior Executive Officer, Vice President of Regional Economy  
Vitalizing Business, Vice President of Dream Business,  
Commerce & Marketing Company, Rakuten Group

14:40

**14:50 AI Content**

**The Future of Shopping with AI**



**Henry Chan**

CEO and Co-Founder, Shopback



**Oliver Tan**

Co-founder and CEO, ViSenze



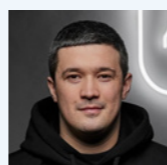
**Ting Cai**

Chief Data Officer,  
Group Senior Managing Executive Officer,  
Technology Services Division, Rakuten Group

15:25

**15:25 Special Content**

**The Future of Digital Economies:  
In Conversation with Ukraine VPM  
Mykhailo Fedorov** Pre-recorded



**Mykhailo Fedorov**

Vice Prime Minister for Innovations, Development of  
Education, Science and Technologies –  
Minister of Digital Transformation of Ukraine



**Mickey Mikitani**

Chairman and CEO, Rakuten Group

15:50

**Rakuten Optimism 2023 Moderators**



**Ayako Kisa**

Rakuten Optimism 2023 Moderator,  
Freelance Announcer



**Harry Sugiyama**

Rakuten Optimism 2023 Moderator,  
Television Celebrity

\* The information is subject to change without notice.

9:00 Reception Start

10:00 **Special Content**  
 Rakuten Optimism 2023: Day 2  
 Welcome and Introduction



**Ayako Kisa**  
 Rakuten Optimism 2023 Moderator,  
 Freelance Announcer

10:05 **Marketing**  
 AI × Creative:  
 Unlocking the Potential of Innovation  
 for the Future



**Koji Hashimoto**  
 Physicist, Professor, Department of Physics,  
 Kyoto University



**Naho Kono**  
 Group Executive Vice President, CMO,  
 Rakuten Group



**Kashiwa Sato**  
 Creative Director, Samurai Inc.

10:50 **E-Commerce**  
 Examining Goods Consumption in the 2020s:  
 Insights into Societal Trends



**Tsunehiro Uno**  
 Editor in Chief, Planets



**Ryo Matsumura**  
 Group Managing Executive Officer, Commerce &  
 Marketing Company, Senior Vice President,  
 Rakuten Group

11:35 **Travel**  
 Diversity for Team Building



**Soichi Noguchi**  
 Astronaut (Space Shuttle, Soyuz, SpaceX), CEO,  
 Mirai Space Co., Ltd.

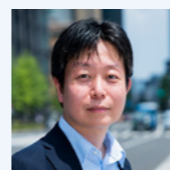


**Yoshiyuki Takano**  
 Head of Travel & Mobility Business, Vice President,  
 Commerce & Marketing Company, Senior Executive  
 Officer, Rakuten Group

12:10 **Green**  
 Decarbonization x Energy: Innovative  
 Approaches for a More Sustainable Society



**Uchu Mukai**  
 Senior Vice President, Chief Environmental Impact  
 Officer and Chief Standardization Officer,  
 LIXIL Corporation



**Hideaki Matsui**  
 Executive Director, RE Guidance Team Manager,  
 DIGITAL GRID Corporation



**Ayako Kisa**  
 Rakuten Optimism 2023 Moderator,  
 Freelance Announcer



**Hideki Shingai**  
 CEO, Next Kraftwerke Toshiba Corporation



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

12:55 **Sustainability**  
 Eliminating Barriers by Unleashing the Power  
 of Diversity for Innovation



**Hirotada Ototake**  
 Author



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



**Kaede Sari**  
 Architectural Designer



**Daimao Kosaka**  
 Avex Management Corporation, Comedian, Producer

13:50 **FinTech**  
 Future Visions of Digital Finance: Creating  
 Fintech Innovation with Rakuten's Technology



**Takao Shiono**  
 Managing Executive Officer, General Manager,  
 FinTech Strategy Division, Rakuten Card



**Fernando Paulo**  
 CTO, Rakuten Payment



**Yukimoto Naito**  
 CIO/CISO, Executive Officer,  
 Rakuten Insurance Holdings



**Kazuyoshi Hayase**  
 Deputy Director General, Group of Service for Ministries  
 Administration, Digital Agency

14:25 **FinTech**  
 Lessons in Leadership:  
 Creating Teams that Achieve Dreams



**Takeshi Okada**  
 Imabari.Yume sports Inc.



**Harry Sugiyama**  
 Rakuten Optimism 2023 Moderator,  
 Television Celebrity

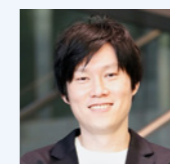


**Takashi Oyama**  
 Executive Vice President, Rakuten Card

15:00 **E-Commerce**  
 Future Perspectives on Digital Platforms:  
 Exploring Expectations and Limitations



**Yusuke Narita**  
 Assistant Professor at Yale University,  
 Founder of Hanjuku-kaso Inc.



**Ryo Matsumura**  
 Group Managing Executive Officer, Commerce &  
 Marketing Company, Senior Vice President,  
 Rakuten Group

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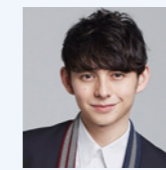
# DAY 3 2023/8/4 Friday

9:00 Reception Start

10:00 **Special Content**  
Rakuten Optimism 2023: Day 3  
Welcome and Introduction



**Ayako Kisa**  
Rakuten Optimism 2023 Moderator,  
Freelance Announcer



**Harry Sugiyama**  
Rakuten Optimism 2023 Moderator,  
Television Celebrity

10:05 **Symphony**  
Racing to the Future of Telecom



**Ibrahim Gedeon**  
Chief Technology Officer, TELUS



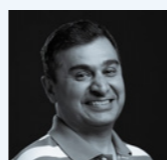
**Rabih Dabboussi**  
Chief Business Officer,  
Rakuten Symphony



**Hideyuki Hirama**  
COO, Rakuten Symphony Strategy Principal,  
CEO Strategy Office, Rakuten Group

10:35

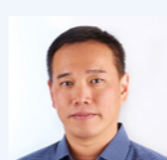
10:35 **Symphony**  
Edge Cloud and Why Now? Pre-recorded



**Vijay Tewari**  
Director, Product Management, Google Cloud



**Partha Seetala**  
President, Cloud Business Unit,  
Rakuten Symphony



**Roy Chua**  
Founder & Principal, AvidThink

11:05

11:10 **Mobile**  
What Makes Rakuten Mobile the "Strongest"  
Plan in Japan: The Cutting-Edge Tech  
Delivering Unlimited Data at a Low Price



**Kazuhiro Suzuki**  
Group Senior Managing Executive Officer, Rakuten  
Group, Co-CEO, Rakuten Mobile, Chairman and CEO,  
Rakuten Communications, President, Rakuten Energy



**Shunsuke Yazawa**  
Group Senior Managing Executive Officer, Rakuten  
Group, President, Rakuten Mobile



**Sharad Sriwastawa**  
Group Managing Executive Officer,  
Rakuten Group, CTO, Rakuten Mobile



**Harry Sugiyama**  
Rakuten Optimism 2023 Moderator,  
Television Celebrity

11:40

11:40 **Mobile**  
Forging the Future with Private Enterprise and  
Local Government:  
Creating Innovation and a Smartphone Society  
that Leaves No One Behind



**Jun Watanabe**  
President and Representative Director, Sony Network  
Communications Inc., Representative Director and  
President, Sony Wireless Communications Inc.



**Katsuya Kawai**  
CEO, MIC Co., Ltd.



**Takeshi Yoshimura**  
Mayor of Bizen City



**Kazuhiro Suzuki**  
Group Senior Managing Executive Officer, Rakuten  
Group, Co-CEO, Rakuten Mobile, Chairman and CEO,  
Rakuten Communications, President, Rakuten Energy

12:25

12:25 **Mobile**  
Rakuten "Strongest" Seminar: Lessons from  
Gold Medalists Saori Yoshida & Karina  
Maruyama on How to Become the "Strongest"



**Saori Yoshida**  
Women's wrestling gold medalist



**Karina Maruyama**  
Former Nadeshiko Japan Player, Japan Women's  
National Football Team



**Ayako Kisa**  
Rakuten Optimism 2023 Moderator,  
Freelance Announcer

12:55

13:00 **Tech**  
Revitalizing Japan's Corporate Competitiveness  
Through Digital Transformation



**Hajime Tamaoki**  
Executive Officer, Group CIO, Panasonic Holdings  
Corporation, Representative Director,  
Panasonic Information Systems Co., Ltd.



**Masafumi Kojima**  
Managing Director, Software & Platform Industry Lead,  
Accenture Japan



**Akihito Kurozumi**  
Group Senior Managing Executive Officer,  
CIO, Rakuten Group

13:30

13:30 **Special Content**  
Regional Revitalization: What Will and  
Won't Change with the Rise of Digital Solutions



**Barbie**  
Comedian



**Kosuke Nagata**  
Rakuten Beauty Department General Manager,  
Commerce & Marketing Company,  
Rakuten Group



**Harry Sugiyama**  
Rakuten Optimism 2023 Moderator,  
Television Celebrity

14:00

14:00 **Marketing**  
Online Merges with Offline: Reflections on  
the Past and Considering the Future of OMO



**Kentaro Oda**  
CEO, iRidge, inc.



**Yuichi Ishizumi**  
Vice President, Marketing Platform Business, Commerce  
& Marketing Company, Executive Officer, Rakuten Group

14:30

14:40 **FinTech**  
Understanding Customer Desires in Digital Banking  
- A Conversation with the President of Japan's  
Leading Digital Bank with the Most Customers



**Hiroyuki Nagai**  
President, Rakuten Bank



**Ayako Kisa**  
Rakuten Optimism 2023 Moderator,  
Freelance Announcer

15:10

15:10 **FinTech**  
Guide to Asset Building: Will Japanese Stocks  
Reach New Record Highs?



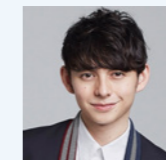
**Taizo Sugimura**  
Former Member of  
Japan's House of Representatives



**Miyoko Nakashima**  
Market Strategist, Vice President,  
Mizuho Securities, MFTA, MBA



**Masayuki Kubota**  
Chief Strategist and Head of Rakuten Securities  
Economic Research Institute



**Harry Sugiyama**  
Rakuten Optimism 2023 Moderator,  
Television Celebrity

15:50