



Hitotsubashi University
Global Education
Program

HGP Seminar

Hitotsubashi University Global Education Program (HGP)では、英語による公開セミナーを開催します。一橋の学生であれば、誰でも参加できます。皆様のご参加をお待ちしています。

“The Challenges of Globalization for Japanese Retail Companies”

International visitors often praise Japanese retail shops such as convenience stores which are open 24/7, have everything you need, and sell freshly made products such as rice balls, sandwiches, sweets, and coffee. During the Tokyo Olympics, foreign media introduced Japanese convenience stores as “the true MVP of the game.”

However, Japanese retail companies face significant challenges when expanding their business overseas, often having less success in these new markets.

This lecture will analyze and discuss:

- Cultural and communication structures of Japanese retail companies
- Cases in which Japanese companies failed to manage businesses
- Differences between Japanese retailers and global retailers in the U.S.



Speaker



Yohei Tezuka
Strategy Consultant at
Nomura Research Institute

▶ Date

Monday, November 22nd, 2021

▶ Time

17:10 -18:55 (5th Period)

▶ Venue

Online (Zoom)

▶ Registration

Please fill out the registration form below.

<https://forms.gle/A7o6JF7y7dSLp6ir8>

No registration fee required

*This seminar is open to all HU students and will be conducted in English.

Mr. Yohei Tezuka graduated from Hitotsubashi University with his Bachelor's degree in commerce and management. After graduation, he worked as a strategy consultant at Nomura Research Institute. His project record spans practices such as strategy implementation, overseas market partnership, software development process optimization, and technology strategy planning. He holds an MBA from the Tepper School of Business, Carnegie Mellon University. He enjoys skiing and hiking and he is a big fan of Christopher Nolan films (Dark Knight trilogies, Inception, Interstellar, and TENET).

Inquiries to int.ed.hu@gmail.com (Prof. Hiroshi Ota's office)