

12th Regular Seminar

Theme : Challenges of Cool Japan Business
Speaker : Mr. Hirotaka YOSHIDA
CEO, Toranoana Incorporation
Date : February 10, 2018
Place : C-402 Main Bldg., Kitagata Campus

Under the theme of the “Challenges of Cool Japan Business”, we invited Mr. Hirotaka YOSHIDA, CEO of Toranoana Incorporation as the lecturer of this seminar from Tokyo. More than 50 audiences gave their attention to his speech. The participants have engaged in various professions, including would-be voice actor, professional wrestler, programmer, business owner, medical personnel, IT consultant, workers related to major manufacturer, medical welfare institution and so on. It shows that a wide range of industries have the potential to be involved with Cool Japan business. In the Q&A session, the question on how to think of the definition of so-called “Otaku” led to active discussions from diverse perspectives, which exceeded the scheduled time of the session. Most of the participants showed their interest in the future business development of Toranoana Incorporation. Sensing various possibilities in the Asian market, the company is going to advance to East Asia with the opening of a shop in Taiwan in this coming March as its first step.

