

## 15th Regular Seminar

Theme : The challenges and potential of developing the Japanese-style welfare business in East Asia

Speaker : Mr. Fumiaki OKUZUMI SEO of Service Evaluation Organization

Commentator : Pro. Maho SHIRAISHI the Faculty of Foreign Studies, the University of Kitakyushu

Date : November 17, 2018

Place : Kokura Satellite Campus, The University of Kitakyushu

Mr. Fumiaki Okuzumi, who served as a lecturer at this seminar, established the first private company for nursing care services in Japan with the late Mr. Kenichi Enomoto in 1990. He has experience with conducting on-site surveys commissioned by then Ministry of Health and Welfare, which were required to design a nursing care insurance system.

Starting with his support to Guangzhou University of Traditional Chinese Medicine on how to introduce western medicine, he covered various topics including his advisory support on care management expertise to Fudan University in Shanghai and Shanghai Municipal Health Bureau. He mentioned his engagement in developing an e-learning system on nursing care techniques whose patent has already been acquired, and his approaches on how to develop human resources for the Japanese-style care services in cooperation with major Chinese nursing care organizations. He also talked about important points when conducting business between Japan and China based on his own experience; forging solid business footing and sorting out expertise of one's business in Japan, conducting steady on-site work, and having a partner in the counterpart country.

Attending the seminar as a commentator, Professor Maho Shiraishi of the Faculty of Foreign Studies, the University of Kitakyushu, provided relevant and thoughtful summaries of the points of the subjects, which were too many for Mr. Okuzumi to mention in the limited time of his lecture. Thanks to their contributions, the seminar came to a fitting end overall.

