



# Challenges to Changes for 100 Years Company

## From “ Things” to “Values”, then to “Dream”

2018.11/26

TIME 19:00~21:00

PLACE University of Tsukuba,  
Tokyo Campus

Free Admission

### MBA-IB SPEAKER SERIES



Speaker

**Mr. Tsuyoshi Abe, Ph.D.**

Senior vice president, General Manager of  
Marketing HQ YOKOGAWA Corp.

Dr. Abe joined YOKOGAWA two years ago, after 31 years' service times at Intel. He is heading marketing HQ to be accountable multi roles and responsibilities such as not only traditional Marketing stuff (Market Communication/Branding), but also the establishment of mid/long term business plan, new business creation, R&D, M&A/Strategic alliance, Strategic IP and worldwide Saudization, government affair and industrial design. YOKOGAWA is 103 years old that is the traditional Japanese company. The reason why he joined YOKOGAWA is to make YOKOGAWA changed toward the genuine global company. Because YOKOGAWA is facing 3rd strategic inflection points.

University of Tsukuba, Tokyo Campus

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