



World Marketing Summit Japan 2014

Improving Japan

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Innovation & Access

Innovation



**Performing Better
with Less Resources**

Access



**Reaching the People
Who Need You, Regardless of
the Location and the Income**

Public Private Partnership



New People to See

New Word to Talk

New Goal to Share

PPP Potential Cases



Item

- **Community Buildings**
- **Neglected Tropical Diseases Combats**
- **Human Genomics Research Projects**
- **Big Data Programs**



People

- **Governments**
- **World Organizations**
- **Global Foundations**
- **NPOs / NGOs**
- **Academia**



Goal



Goal

Customers' Satisfaction

Business Activities

Result

Sales, Profits, Costs, ...etc.

