

BRANDING OF JAPAN AND ITALY

***Searching the direction for
the small and medium sized enterprises
in Japan and Italy***

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JAPAN AND ITALY: SIMILARITIES AND DIFFERENCES

Natural creator of bureaucracy

Desire for material refinement

Family orientated society

In need for its own identity in between large countries



Silence as a virtue vs. vice

Consensus vs. Leadership

Society of shame vs. guilt

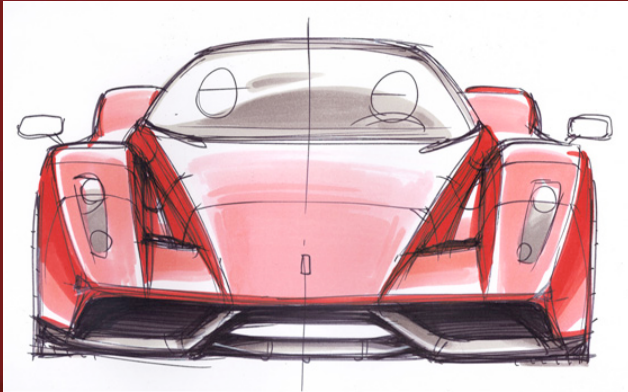
Individual motivation : homogenic vs. variants

Recognition for team vs. Individuals

Self sacrifice vs. Individualism



Craftsmanship and Local Culture in Italy



Local culture visible in products / e.g. Pininfarina in Torino

National history influencing modern products / e.g. Ferrari shape with history of sculpture / Marble in Renaissance era

Weaknesses of Japanese Manufacturing

- No visible individuals behind products: no trust from customers
- Lacks Japanese culture in corporate identity
- Speed of product development faster than technological development: losing technical and functional advantages
- Small and medium sized enterprises being mere suppliers without own products
- Conservative financial institution discourages venture business
- Without fresh ideas, technology is not generating new value for customers

Revitalizing local manufacturing

Case study: YAMAGATA KOUBOU



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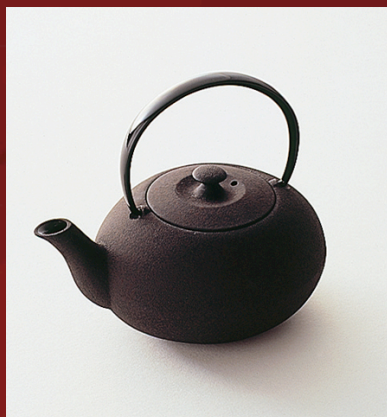
Redefinition of craftsman / Value as a intellectual than
production labor
Total concept by producers from R&D to sales / Value of outsiders' views

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Maison & Objet in Paris 2006–2007 / Fuori Salone in Milano 2007



Future MONOZUKURI of Japan: follow the Italian success of branding

- 'Japan brand' before corporate identity
- From price competition to value competition
- Seed / technology for the future products:
shift from 'Hunters' development to 'farmers'
development
- Visible individuals behind products
- Knowing the 'menu of the restaurant' = identity
of the origin of the enterprises
- Combination of new technology, craftsmanship, fresh ideas:
Italian recipe

