



Catalyst

PRESS RELEASE

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Solutions for Japan's Global Growth

Infusing Japan's top MBAs into leading organizations

In a time when private organizations and the government sector are both concerned with the shrinking domestic market and increasing global competition, hiring for global growth is more crucial than ever. With organizations like Rakuten and Uniqlo focusing on English as an in-house business language, a clear signal has been sent that preparing for global growth is a key point amongst industry leaders.

Japan's first ever large scale MBA Career Forum took place October 29th and 30th at the Sunrise Exhibition Hall in Nihombashi, pooling together over 20 of Japan's top MBA programs and leading organizations. The Catalyst Organization availed this unique platform where organizations in Japan, focused on global growth can access top MBA talent. With students from over 20 of Japan's top MBA programs, 10 of them taught in English, there was a unique pool of multilingual, multi-cultural, foreign and Japanese talent.



The following organizations recognized this as a quality event for global hiring needs:

Google, Adobe, SAP, Ingenium, BIOs, Fusion Systems, Michael Page, Robert Walters, Work applications, Hays, DFS Group, Accounting Asia, AMT Group, Cosmo Public Relations and Foreya Partners.

Students came from as far away as Oita, Kyoto and Osaka to attend. Catalyst thanks the following MBA programs for supporting this event and or for their MBAs attending:

International MBA programs

ANAHEIM UNIVERSITY (AKIO MORITA)
 ENPC MBA TOKYO
 HULT INTERNATIONAL UNIVERSITY
 INTERNATIONAL UNIVERSITY OF JAPAN
 INTERNATIONAL SCHOOL OF MANAGEMENT
 JAPAN-AMERICA INSTITUTE OF MANAGEMENT SCIENCE (JAIMS)
 MCGILL UNIVERSITY MBA PROGRAM
 RITSUMEIKAN ASIA PACIFIC UNIVERSITY
 TEMPLE UNIVERSITY
 TSUKUBA MBA-IB UNIVERSITY

Japanese MBA programs
 AOYAMA UNIVERSITY
 HITOTSUBASHI UNIVERSITY (IBS)
 HOSEI UNIVERSITY
 KEIO UNIVERSITY
 KYOTO UNIVERSITY
 MEIJI UNIVERSITY (MBS)
 NAGOYA UNIVERSITY
 NIHON UNIVERSITY
 RIKKYO UNIVERSITY
 YOKOHAMA NATIONAL UNIVERSITY

The event provided the highest quality of speakers :

Michael Alfant- Founder and CEO of Fusion Systems Co., Ltd – **On Entrepreneurship.**

Started an IT solutions company in 1992 and led it to a \$60m acquisition in 1999. Subsequent to that Mike has founded and exited 4 additional firms in IT, Marketing, Business Process Outsourcing and Mobile Communications.



Glenn Mazur- Japan Business Consultants President- **On Quality Functional Deployment** (via Web Conference)

A QFD Red belt, winner of the Akao prize and previously Adjunct Lecturer in Total Quality Management at the University of Michigan.



Joshua Rhodes AMT Group Management Trainer- **Workshop on EQ**

A specialist trainer with a unique blend of cross-cultural communication skills and experience leading sessions on mind mapping.



Glen S. Fukushima - Chairman & Director of Airbus Japan-
On the 6 elements of globalization

A US citizen of Japanese ancestry working in Japan for a European company. Truly a global individual who has worked in academia, journalism, law, government, business, and the nonprofit sector in North America, Europe, and Asia.



This event differed not only in the ability to have organizations pre-screen for the right candidates before and even after the event but also in services it delivered to the MBAs. There was a networking area and a prize area that were well used by those in attendance

A networking area was provided for MBAs to sit, enjoy free coffee, water and green tea while connecting with MBAs from multiple MBA programs. Many of the MBAs in attendance praised the event for not only having leading organizations there but for providing an arena where it was easy to meet other MBAs.



It was no accident that all MBAs were provided with name tags and a communal place to sit. "One of the benefits that is touted as a valuable one is the network MBAs build in their MBA program. Our idea at Catalyst is to promote building networks across multiple MBA programs so that students can leverage the intellect of MBAs from all over the country and soon all over the world.



www.catalystmaster.com can be used not only for the network alone but to share research and form international work groups, creating a platform where research can be done more effectively and efficiently through collaboration bringing greater, more global solutions to their respective business places." Damon Mackey, President of Catalyst.

As the Gestalt school of Psychology phrase goes, "The whole is greater than the sum of its parts."



Poken, the digital device that bridges the gap between real world events and online networks was generously handed out to each one of the attending organization's booths and also made available to MBAs by Dean Fuji. This made it possible for MBAs to link their chosen online networks directly with the HR representatives, creating an extremely useful connection directly into the HR department of each organization. For the organization this was an invaluable tool to learn more about the applicants, to know them personally to find the right fit for their

organization.

Caroline Pover, award winning Entrepreneur. Author, Publisher, Speaker and Consultant held a signing for her new book, Ask Caroline. She was also accepting Publishing Interns.

The career forum offered prizes and give-aways for all MBAs that filled out the satisfaction survey, including an iPad, Gruet champagne, USBs, Notepads, Leather passport holders, Eco bags and more. We would like to

thank Hotei Wines, Adobe and Google for their donations and Mirai PR their professional assistance on this event.



Catalyst created this event with the Human resources representatives needs in mind. We realize the need for globally minded talent and understand that Human Resource representatives are under even more stress than ever, looking through more resumes due to higher unemployment and busy creating stricter vetting processes to assure they hire only the best. To offer a solution to these workload problems the MBA Career Forum offered to allow organizations to submit criteria by which the Catalyst MBA database could be searched, then organizations can choose which of those matching their chosen criteria that they would like to interview at the event, therefore creating an efficient and effective way to hire, reducing workload and offering cost savings. The Catalyst Organization being dedicated to providing this connection between MBAs and leading organizations offered to continue to search their database to deliver MBAs to every last organization that signed a contract for this event. One of the organizations said that compared to other job fairs where there are larger numbers but only maybe 5% are placeable, 50% of the candidates they met from the MBA Career Forum, they could place.

Listed below are what MBAs, organizations and speakers had to say about Japans first ever large scale MBA Career Forum:

"As the global marketplace continues to evolve, it is more and more important to acquire the skills that an MBA teaches. We are pleased to be associated with the Catalyst MBA Career Forum to have an inside track to the top talent coming out of the best MBA programs." Greg Leviton, Consultant at Ingenium.

"We were able to meet a number of high caliber applicants in a very professional setting. We have already made a verbal offer to one individual whom we met in this forum, and look forward to participating again in future. The excellence of the presentations were an additional feature which made this event stand out from others we have supported in the past. We would like to extend our thanks and congratulations to Catalyst. "
Chris Alderson MBE, COO of Accounting Asia.

"The MBA Career Forum was attended by those with a strong interest in customer satisfaction. Participants were especially interested in improving value, efficiency, and a variety of industry applications, including software development."
Glenn Mazur, President of Japan Consultants

"If there is another chance to attend this event I will definitely join. This was a rare opportunity to meet with MBAs from multiple MBA programs and meet with such famous companies"
Takuya Sato, Kansei Gakuin MBA

"I was very excited to learn of such an event. I came straight from university to MBA without job experience. Therefore, connections and information about companies looking for MBAs, especially, FAMOUS companies is extremely valuable. Connecting with MBAs from various backgrounds was really great. I visited Google and DFS, HR people and I learned a great deal about each company. I received advice from them and from all 3 guest speakers on that day. I was there from the start till the end and I didn't regret a second of it!"
Jananya Julsakrisakul, Hitotsubashi University MBA

The perfect opportunity to be introduced to MBAs from other universities. I met MBAs from Hitotsubashi and Kansei Gakuin which I otherwise would not have been able to. Being that this was a niche career forum the organizations seemed warm and friendly and not overrun with applicants like at a general job fair.
Toshiyuki Mori, Keio graduate and Asia Pacific University MBA

"A very well organized event. Companies had exactly enough time to talk with all interested candidates. For students that study outside of Tokyo this forum was the opportunity to meet many interesting companies in one place. I will definitely recommend Catalyst forums to my MBA classmates."
Oleg Gorshunov, International University of Japan MBA

"The inaugural MBA Forum was a great initiative bringing together prospective employers and MBA students. I consider it unique because its one of those rare events where prospective companies get to meet, see, and advise MBA students. Its unlike the usual Career Fairs. For international students, it was a useful platform to network with recruiting companies. I got a lot of great advice from them." Taurai Chinyamakobvu, Asia Pacific University MBA

"A creatively, well organized event good for job seekers like myself. I felt comfortable with the bilingual communication environment and certainly there was something to take back from the very valuable speeches delivered alongside the company interviews. The networking opportunity was great."
Jeevan M Premasara, International University of Japan Master of e-Business Management

About Catalyst Organisation

Catalyst Organization was founded in Tokyo Japan, to create solutions that bring together MBA students, alumni and the organizations that target them. Following two years of research prior to the company's incorporation, the website, www.catalystmaster.com was created as a platform for these stakeholders to interact, enabling MBAs to communicate internationally, share research and find intern and career placement. The MBA career forum will henceforth be an annual event in successive years with technology playing a key role in future.



The red carpet was rolled out for MBAs



Winner of the iPad Emil Gorgees Shakes hands with Catalyst President



General photo 1



General photo 2



General photo 3



General photo 4



Google booth



Fusion Systems booth



Michael Page booth



Adobe booth



Work Applications booth



COSMO Public Relations



Caroline Pover's book signing



BIOS booth



Entering the MBA Career Forum



The Catalyst Event Team