



FUJITSU FORUM 2008

GLOBAL GUEST PROGRAM PROGRAM GUIDE

Version 3.0

March 21, 2008



FUJITSU

THE POSSIBILITIES ARE INFINITE

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Overall Schedule

			AM	PM
Monday,	May 12	Global Guest Program		Welcome Reception
Tuesday,	May 13		Executive Seminars	Executive Reception
Wednesday,	May 14		Optional Tours of Fujitsu Facilities	FUJITSU FORUM 2008 Executive Preview
Thursday,	May 15	FUJITSU FORUM 2008 Public Day	Day 1	
Friday,	May 16		Day 2	

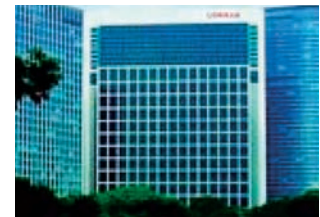
Daily Agenda

Monday, May 12

18:00 - Global Guest Program Welcome Reception

CONRAD TOKYO

1-9-1, Higashi-shimbashi, Minato-ku, Tokyo 105-7337
<http://www.conradtokyo.co.jp/>



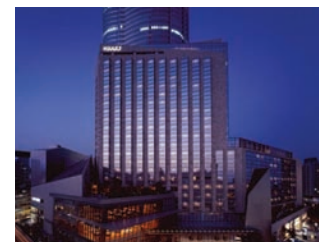
Tuesday, May 13

10:00 - Global Guest Program Executive Seminar

18:00 - Global Guest Program Executive Reception

GRAND HYATT TOKYO

6-10-3 Roppongi, Minato-ku, Tokyo 106-0032
<http://tokyo.grand.hyatt.com>



Wednesday, May 14

9:00 - Optional Tours of Fujitsu Facilities

netCommunity

Saiwai Building 1F, 1-3-1 Uchisaiwai-cho,
 Chiyoda-ku, Tokyo 100-8507

Platform Solution Center

World Trade Center Building, 2-4-1 Hamamatsu-cho,
 Minato-ku, Tokyo 105-6125

15:00 - 18:00 FUJITSU FORUM 2008 Executive Preview

Tokyo International Forum

3-5-1 Marunouchi, Chiyoda-ku, Tokyo 100-0005
<http://www.t-i-forum.co.jp/english/index.html>



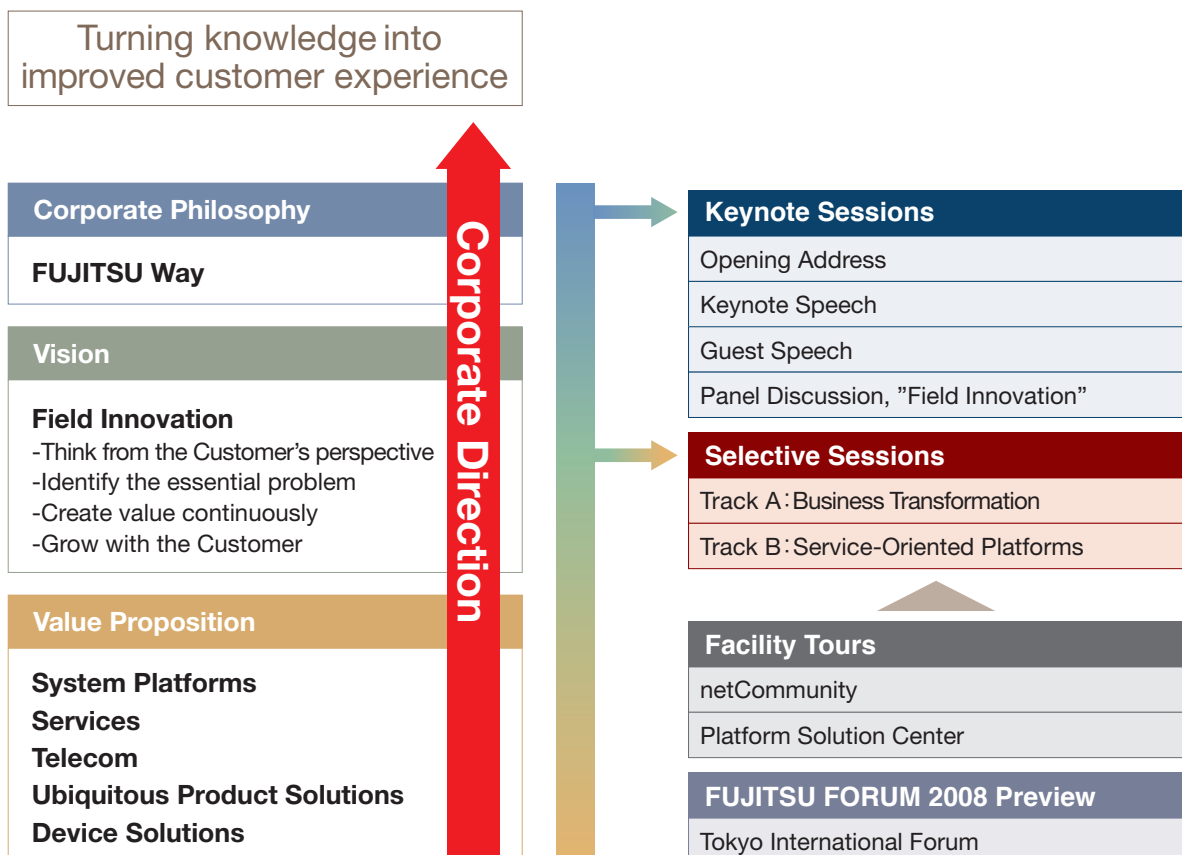
Global Guest Program

-Field Innovation-

For our global guests, we have designed an exclusive program of special presentations, tours of Fujitsu facilities, social events, and a special preview of Fujitsu Forum 2008.

The Keynote Sessions will serve to explain Fujitsu’s corporate philosophy and direction, highlighting our value propositions and our “Field Innovation” approach to business. More focused Selective Sessions will feature Fujitsu’s capabilities in the areas of Business Transformation, and Service-Oriented Platforms.

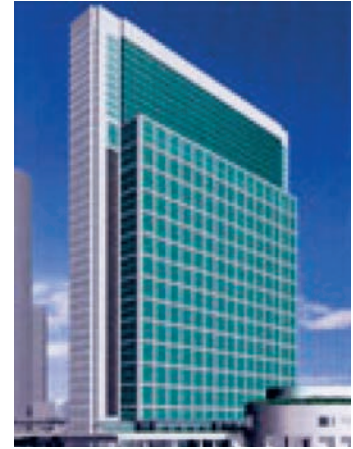
The Global Guest Program is an opportunity to discuss the future of IT with Fujitsu management and industry leaders from around the world. We look forward to your active participation in the program.



May 12, 2008

Welcome Reception

Time | 18:00 - 20:00
Venue | **CONRAD TOKYO**
- Kazanami Ballroom



We have organized a Welcome Reception for the evening of May 12 as an introduction to our Global Guest Program, which commences the following day.

You are cordially invited to this function to meet fellow guests and Fujitsu senior management and staff.

We suggest casual business attire. Guests are welcome to arrive any time after 18:00, at their convenience.

We look forward to seeing you at this relaxed, casual event.

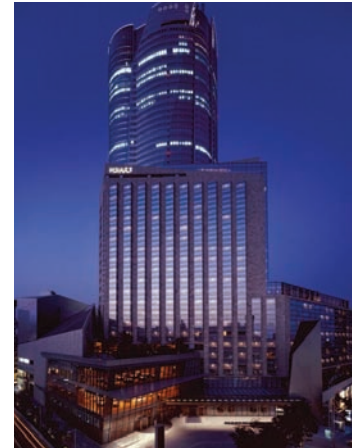


May 13, 2008

Executive Seminar & Reception

Time | 10:00 -

Venue | GRAND HYATT TOKYO



Time	Program	
10:00 13:00	<hr/> Keynote Sessions <hr/> Grand Ballroom	
13:00 14:30	Lunch	
14:30 17:00	<hr/> Business Transformation Track A <hr/> Tarragon	<hr/> Service-Oriented Platforms Track B <hr/> Coriander
18:00 20:00	<hr/> Executive Reception <hr/> Grand Ballroom	

10:00-13:00

Keynote Sessions

In the morning session, Fujitsu will present its concepts and directions on "Innovation", not only for new business value for our customers but also in regard to global environmental issues. This will include innovative guest case studies and discussions from specialists in the various fields.

Opening Address:

Welcoming remarks from the Chairman



Naoyuki Akikusa
Chairman
FUJITSU LIMITED

Mr. Akikusa kicks off the Global Guest Program 2008 with an overview of Fujitsu's activities and this year's program highlights.

Keynote Speech:

What is "Field Innovation"?



Hiroaki Kurokawa
President
FUJITSU LIMITED

Acceleration of IT progress continues to change businesses, society and people's lifestyles. Fujitsu defines these areas of business and social activity as "Fields"; in which we work, play and face issues. We therefore promote the concept of "Field Innovation", a continuous set of activities brought about by integration of the ongoing requirements of "people", "business processes" and "IT". Mr. Kurokawa presents our unique concept and approach for contributing to customer's business value.

Guest Speech:

Panasonic Management and IT Innovation



Takae Makita
Managing Executive Officer in charge of information Systems
Associated Director of Corporate IT Innovation Division
Matsushita Electric Industrial Co., Ltd.

Mr. Makita tells of their group-wide activities focusing on "Management and IT". Matsushita is well-known for its continuous process innovation, including "Retail Innovation", "Development of market-leading products", and "Seamless, simultaneous worldwide product release system". We believe you will learn about the realization of "Field Innovation" from the most innovative company in Japan.

Please note that program contents are subject to change.

Panel Discussion:

What is necessary for Field Innovation?



Lynda Gratton
Professor
London Business School



Ikujiro Nonaka
Professor
Emeritus Hitotsubashi University



Jin Tatsumura
Film Director



Marc Silvester
Chief Technology Officer
FUJITSU SERVICES



Roger Camrass
Director Business Transformation
FUJITSU SERVICES

Fujitsu promotes “Field Innovation” which aims at integration and optimization of “People”, “Process”, and “IT”. In this panel discussion, we focus on these three elements, with guest experts from various fields discussing the essence of Field Innovation. We hope that by sharing in our discussion you will be inspired to seek innovative findings not only for your own business activities but also for the wider global issues.

Keynote Speech:

Fujitsu's challenge for the next decade: Contributing to global sustainability



Chiaki Ito
Corporate Senior Executive Vice President
FUJITSU LIMITED

We are facing a growing number of environmental, energy, and healthcare issues that threaten our very existence. At Fujitsu, taking other initiatives to resolve these issues, such as reducing carbon emissions, is a top corporate priority. Mr. Ito addresses how Fujitsu plans to contribute to society and the environment over the next decade, with the aim of furthering the discussion of corporate social responsibility.

Please note that program contents are subject to change.

14:30-17:00

Selective Sessions (Please select Track A or B)**Track A****Business Transformation**

Looking at the market environment, various software and frameworks have appeared promoting efficiency and high-quality services. In this track, we focus on business processes and applications, Fujitsu will introduce you to practical methods for your business operations, using innovative approaches and case studies.

Keynote Speech:

Implementing SI service reforms and the challenge for Field Innovation

**Kazuo Miyata**

President SI Service Innovation Unit
Corporate Vice President
FUJITSU LIMITED

How do you develop and act to improve your business processes, raise productivity and improve efficiency? In this session, Mr. Miyata introduces how we learnt from the Toyota Production System (TPS) in our own efforts to innovate production methods for software development and services. We believe you will find this informative for your own approach. We will also propose how Fujitsu can contribute to your business process improvement by utilizing our accumulated know-how in "Field Innovation"

Presentation:

Key technology trends and the effective application of services technology

**Carl Schachter**

President and Chief Operating Officer Asia Pacific and Japan
Salesforce.com, inc.

**John Orrock**

Vice Preseident SaaS Practice
FUJITSU CONSULTING

SaaS technology and business model are one of the most exciting trends today. But when applying SaaS to your business, it is important to review the business processes and select a standardized service. It will also be necessary to establish unique business processes to maximize your business advantage. In achieving this, optimization by mashing up or integrating multiple services will be essential. In this session, Mr. Schachter presents the latest technology trends and how to apply the service effectively to your business.

Please note that program contents are subject to change.

Guest Speech:

How do companies innovate?

**Max Kennedy**
Chief Information Officer
Yarra Valley Water

Excellent software or frameworks cannot realize innovation by themselves. Innovation can only be achieved when a company puts such software or frameworks into practice and utilizes them in the front line. But how to put this into practice is, in fact, the most difficult issue. In this session, our guest speaker explains their innovation story and how they applied and utilized IT in their business.

Discussion Forum:

Applying the Toyota Production System to IT service management

**Phil Falato**
Head of Lean Practice
FUJITSU SERVICES**TBD**

The Toyota Production System (TPS), provides an approach for thorough waste elimination denoted as "Lean Production". In recent times this TPS approach has also come to be applied to IT services. Fujitsu Services in Europe has adopted TPS as a "Lean Service" and is utilizing it both for its in-house services and for customer business improvement. Similarly in Japan, Fujitsu is incorporating TPS concepts into software development and into services such as call centers. This has resulted in increasing productivity, efficiency and quality. In this session, specialists in Lean Service and TPS introduce practical business process innovation methodologies based on Fujitsu's activities.

14:30-17:00

Selective Sessions (Please select Track A or B)**Track B****Service-Oriented Platforms**

The shift to the datacenter has become a significant and recent IT system trend. In this track, Fujitsu reviews the Service-Oriented Platforms we will provide for next generation datacenters, and the value that they will deliver to you. The topic will be looked at from a number of perspectives including a leading company case study; analysis from research company IDC; a keynote speech from Fujitsu; plus a discussion forum.

Keynote Speech:

Fujitsu's Service-Oriented Platforms strategies for next generation datacenters

**Tatsuo Tomita**

President System Products Business Group
Corporate Senior Vice President
FUJITSU LIMITED

Everywhere, complexity and growth is creating endless escalation of IT infrastructure and operational costs, including in the datacenter. The enormous potential for power consumption is becoming a serious problem for the environment. To remove such risk, Fujitsu is promoting Service-Oriented Platforms development optimized for next generation datacenters. This is based on our strong technologies including; cutting-edge processors, virtualization, green engineering and system management. In this session Mr. Tomita explains the impact and value of Fujitsu's Service-Oriented Platforms strategy and how the constituent products can provide benefit to your business.

Presentation:

What drives IT infrastructure innovation to become more efficient?

**Vernon Turner**

Senior Vice President
IDC

The style and use of IT has become diversified and complex. For example, customers can own and operate their own data centers or use third party data centers to provide software as a service. Mr. Turner, Senior Vice President, IDC Enterprise Infrastructure, Consumer and Telecom will provide the advantages and disadvantages of each style, both from a technology and business point of view. His guidance will provide the audience on which style they should select and what to pay attention to in each case.

Please note that program contents are subject to change.

Guest Speech:

From physical to logical IDCs: Transforming the IDC business environment



Yoon Cha-hyun

Assistant Vice President
IDC Business Department Business Group
KT Corporation

Towards the next generation data center, KT Corporation is Korea's largest telecommunications service provider and key player in raising Korea to "most developed broadband country" status. Introducing their new business practices for further growth, Mr. Yoon Cha-hyun addresses their new IDC business trends and the expectations of customers and vendors.

Discussion Forum:

Are you ready to shift to more strategic and effective IT operations?



Vernon Turner

Senior Vice President IDC



Chiseki Sagawa

Chief Strategist Senior Vice President Server Systems Unit
FUJITSU LIMITED



Jack Noble

Senior Vice President
IT Services Business Group
FUJITSU LIMITED



Richard McCormack

Senior Vice President Marketing
FUJITSU COMPUTER SYSTEMS

Recently, datacenters have become hot headline news: M&A strategy by IT vendors/web giants; mega datacenter construction; newly launched IT Services, and so on. However, Fujitsu believes that the most important theme is "when and how to utilize datacenters to leverage customers' business advantage." To verify this premise, four panelists discuss challenges surrounding technology and business aspects of next generation datacenters and Service-Oriented Platforms. They will share the roadmap, and propose Fujitsu's new business model for the forthcoming next generation datacenter, which allows customers to shift to more strategic and value added IT operation; releasing them from the load of IT infrastructure management.

Please note that program contents are subject to change.

18:00-20:00

Executive Reception

Fujitsu Chairman Naoyuki Akikusa, joined by President Hiroaki Kurokawa and other Fujitsu executives, hosts a reception for our Global Guests.

The reception will cap an exciting day of executive seminars and offer guests a unique opportunity to discuss business issues with our senior management. We highly value the opinions of our customers and partners, and look forward to receiving your comments on the program events and other topics of interest.

The doors open at 17:30 and the formal reception will take place from 18:00 to 20:00. We look forward to your attendance.



May 14, 2008



Optional Tours of Fujitsu Facilities & FUJITSU FORUM 2008 Executive Preview

Time | 9:00 –

Venue | Fujitsu Facilities/Tokyo International Forum

This is “Seeing is Believing Day.”

We welcome you to an invitation-only Fujitsu facilities tour and an executive preview of FUJITSU FORUM 2008. Please ask Fujitsu staff for a more detailed tour itinerary.

Time	Program
9:00	<div data-bbox="406 902 877 1585" style="border: 1px solid red; padding: 5px;"> <p>9:00-16:00</p> <p>Optional Tours of Fujitsu Facilities</p> <p>at netCommunity, and/or Platform Solution Center</p>  </div>
12:00	<div data-bbox="895 1099 1386 1447" style="border: 1px solid blue; padding: 5px;"> <p>11:00-15:00</p> <p>Buffet Lunch at “LION”</p> </div>
15:00	<div data-bbox="895 1458 1386 1767" style="border: 1px solid green; padding: 5px;"> <p>15:00-18:00</p> <p>FUJITSU FORUM 2008 Executive Preview at Tokyo International Forum</p>  </div>
18:00	

Lunch

We will provide a buffet lunch from 11:00-15:00 at the restaurant “LION” just in front of Fujitsu headquarters.



May 14, 2008

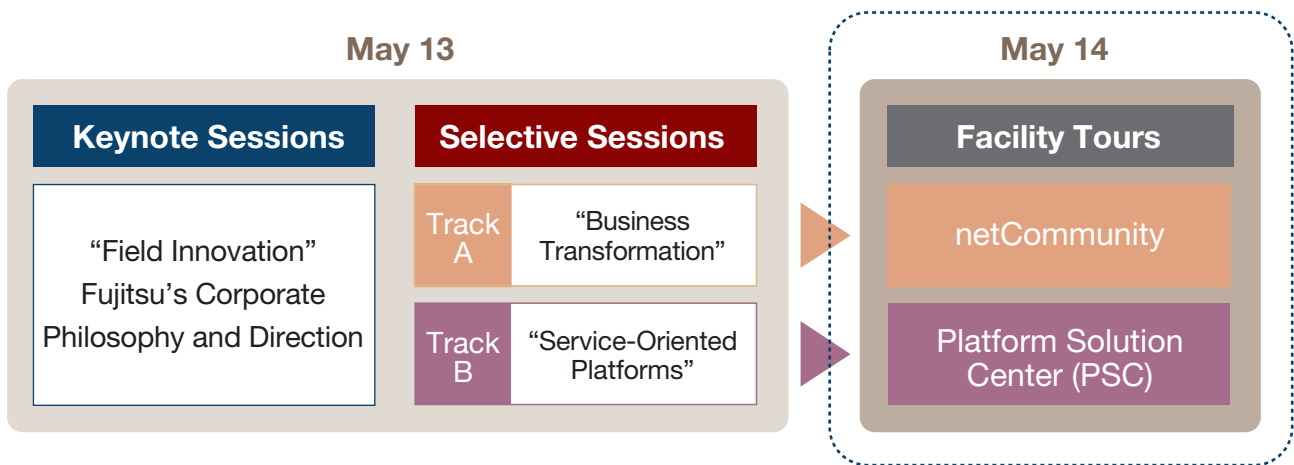
Optional Tours of Fujitsu Facilities: “netCommunity” and “Platform Solution Center”

Time | 2 to 4 hours between 9:00 and 16:00, depending on the program

Venue | netCommunity and/or Platform Solution Center

We invite you to visit our facilities and experience Fujitsu’s solutions and technologies first-hand!

These optional tours are designed to provide guests with a better understanding of Fujitsu's capabilities through in-depth services and product demonstrations. Tour content will complement the speeches, in particular, selective sessions from the previous day’s program: “Business Transformation” (Track A), and “Service-Oriented Platforms” (Track B).



If you participate in the “Business Transformation” (Track A) program, we recommend you choose the “netCommunity” tour. If you attend the “Service-Oriented Platforms” (Track B) program, we recommend the Platform Solutions Center (PSC) tour, featuring demonstrations of cutting-edge R&D from Fujitsu Laboratories.

Of course, all guests are welcome to visit both facilities to discover the wide range of Fujitsu capabilities.

Bus Tours

All tours will be conducted separately in English, Korean and Chinese. Separate buses will be provided for each.

The tour length will be 2 to 4 hours between 9:00 and 16:00, depending on the language and the number of facilities visited.





<http://jp.fujitsu.com/showrooms/netcommunity/en/>

netCommunity is an advanced technology demonstration facility allowing customers to experience the future ubiquitous society. A wide range of technologies, IT products, and solutions are on display in an interactive environment.



Platform Solution Center

<http://www.fujitsu.com/global/services/solutions/triole/psc/>

The Platform Solution Center provides comprehensive consulting and verification of the state-of-the-art platform products comprising TRIOLE, Fujitsu's strategy for optimized IT infrastructure. Demonstrations of Fujitsu's cutting-edge R&D will be offered specially for this tour.



May 14, 2008

FUJITSU FORUM 2008 Executive Preview

Time | 15:00 - 18:00

Venue | Tokyo International Forum



The Global Guest Program offers an exclusive invitation-only preview of the exhibition area.

We welcome you to our 16th annual Fujitsu Forum, held since 1993 to showcase Fujitsu's cutting-edge products, solutions, and technologies. In 2007, the event attracted more than 11,000 customers and business partners from around the world. In 2008, under the theme of Field Innovation, the exhibition will present a wide range of solutions designed to solve customers' critical business issues by bringing innovation to the frontlines of their operations.

Fujitsu Forum offers a diverse range of demonstrations in the Exhibition Area along with a program of speeches.

FUJITSU FORUM

Fujitsu Forum boasts a diverse range of demonstrations in the Exhibition Area and provides insight via its Keynote Speeches and Seminars.

Exhibition Area

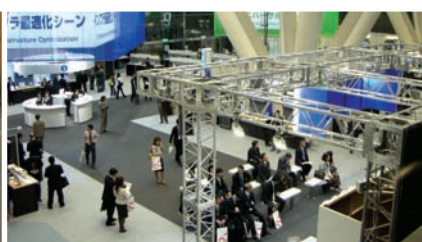
Exhibitions of Fujitsu's cutting-edge products, solutions and technologies.



Keynote Speeches

Presentations by business leaders from various industries, academic experts and Fujitsu executives.

Keynote Speeches of particular interest to our Global Guests will be offered with a simultaneous interpretation service.



FUJITSU FORUM 2008 Exhibition

Frontline Business Innovation

“Frontline business innovation is a source of corporate growth.”

Corporations are promoting frontline innovation by adopting real-time communications and strengthening their capabilities. Cutting-edge technologies, such as RFID, mobile and network services, are making frontline business activities more visible. We contribute to customers' frontline innovation for retail and office operations, sales and maintenance initiatives, and a wide range of other business activities. In this section, we present dynamic frontline innovations and cutting-edge technologies using a variety of case studies.

- ◆ Mobile solutions
- ◆ Advanced network services (NGN/WiMAX)
- ◆ RFID-based management solutions

Corporate Management Innovation

Safe and Secure Societies

Today, companies are required to strengthen risk management and internal controls. In this business environment, companies should regard “the establishment of IT governance” and “the assurance of business reliability and sustainability” as priority issues that support safe and secure business activities. In this section, we introduce Fujitsu's safe and secure solutions for improved security effectiveness from a management point of view.

- ◆ IT Governance
- ◆ Business sustainability
- ◆ Information security
- ◆ Physical security

Next-Generation ERP

Fujitsu's next-generation ERP solutions make business management visible, support aggressive management strategies, and enable customers to create a robust business structure that can respond to changes in the business environment. Combining packages, such as GLOVIA and SAP, with middleware for SOA technologies, we introduce solution suites that improve total optimization and system efficiency.

- ◆ Step-by-step system reconfiguration
- ◆ Business process improvement
- ◆ Advanced data utilization
- ◆ Usability improvement

Sustainability and Universal Design

Green Policy Innovation is Fujitsu's comprehensive initiative to reduce the environmental impact of our customers' business activities. Through Green Policy Innovation, which utilizes our Green IT know-how and technologies, we aim to reduce carbon dioxide emissions by more than 7 million tons by 2010. We are introducing suites of advanced technologies, from devices to products, services and data centers, to ensure environmental friendliness.

- ◆ Environment management by Green IT
- ◆ Make everything Green, from devices to IDCs
- ◆ Reduce environmental burden with IT
- ◆ Super user-friendly products and services

IT Infrastructure Optimization

Fujitsu's high performance and reliable platform products, including servers, storage, networks, middleware, and quality IT services, realize "IT infrastructure optimization." Based on our abundant experience in system engineering, we present state-of-the-art Fujitsu solutions that bring agility, efficiency, and sustainability to customers' businesses.

- ◆ Virtualization and server consolidation
- ◆ Storage consolidation
- ◆ Professional IT management services

Advanced Technologies

Demonstrations of Fujitsu's state-of-the-art technologies, including nanotechnology and petacomputing



May 15, 2008

FUJITSU FORUM 2008 Keynote Speeches

Time | 10:30 - 11:30, 12:30-13:20

Venue | Hall C, Tokyo International Forum

The following speeches will be of particular interest to our global guests. Simultaneous interpretation will be provided for these presentations as indicated below.

Pre-registration is required, so please inform Fujitsu staff of the sessions you are planning to attend.

K1 Opening Address:

May 15th 10:30 – 11:30



Accelerating Field Innovation
Making Greater Contributions to the Business of Our Customers

Hiroaki Kurokawa
President FUJITSU LIMITED



As IT becomes an even more integral part of management, to raise the value of IT, it is essential to simultaneously enhance people's roles and work processes. Mr. Kurokawa will describe Field Innovation, Fujitsu's approach to becoming more deeply involved in the customers' business and working more closely with customers to bring about advancements in people, processes, and IT.

K2 Keynote Speech:

May 15th 12:30 – 13:20



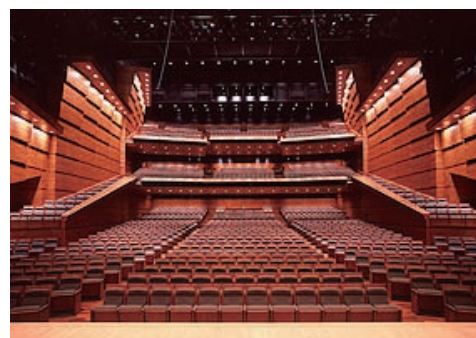
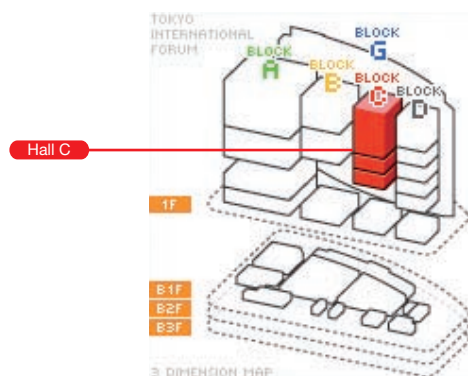
Green IT and Policies to Address
Environmental Problems

Shuichi Okada Director-General Commerce and
Information Policy Bureau
Ministry of Economy Trade and Industry



This year's G-8 summit will be held at Lake Toya in Hokkaido, and one of the key issues will be how to accelerate initiatives to address the environmental problems the world is facing. IT holds significant potential for helping to resolve environmental problems. Reducing the energy consumption of IT equipment and using IT to reduce society's energy consumption are the two pillars of the Japanese government's "Green IT" initiative. Mr. Okada will discuss the direction of Japan's IT policies and the roles that corporations and organizations, both inside and outside of Japan, should play.

Hall C, Tokyo International Forum





Guest Comments

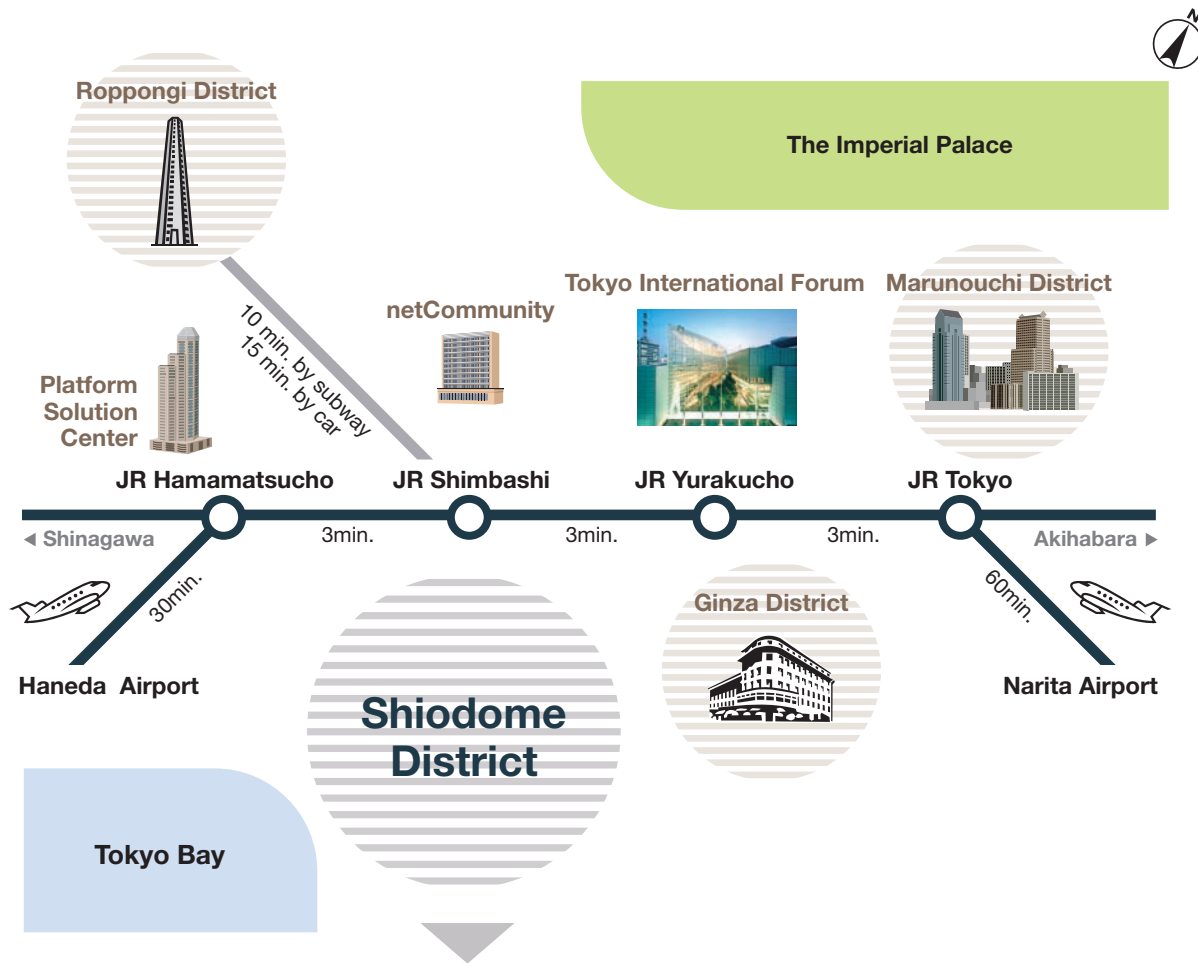
Comments from attendees at the previous Global Guest Program (May 2007)

Some 300 executive guests attended the previous Global Guest Program held May 15, 2007 at the Grand Hyatt Tokyo. The program featured presentations on Fujitsu’s vision and capabilities from our senior executives, as well as seminars led by partners and customers, all well received by our guests.

Samples of the many comments we received from participants:

<p>Comments from GUESTS</p> <p>Global Guest Program</p>		
		<p>“Well-structured presentations. I understood Fujitsu’s direction, and how their services & products can assist customers to achieve IT Industrialization”</p>
<p>“I broadened my view of the direction of IT technology in the future. I’m more confident about ICT applications in the coming era.”</p>		
		<p>“We clearly understand the Fujitsu vision and mission, the scope of its global operations and alliances with partners.”</p>
		
<p>FUJITSU FORUM 2007</p>	<p>“Excellent exhibition, giving us information about new technologies and Fujitsu Innovation.”</p>	<p>“An excellent event. The leading-edge products should be made available and promoted overseas.”</p>

Location Map



Shiodome District



1 CONRAD TOKYO
<http://www.conradtokyo.co.jp/>



2 PARK HOTEL TOKYO
<http://www.parkhoteltokyo.com/>



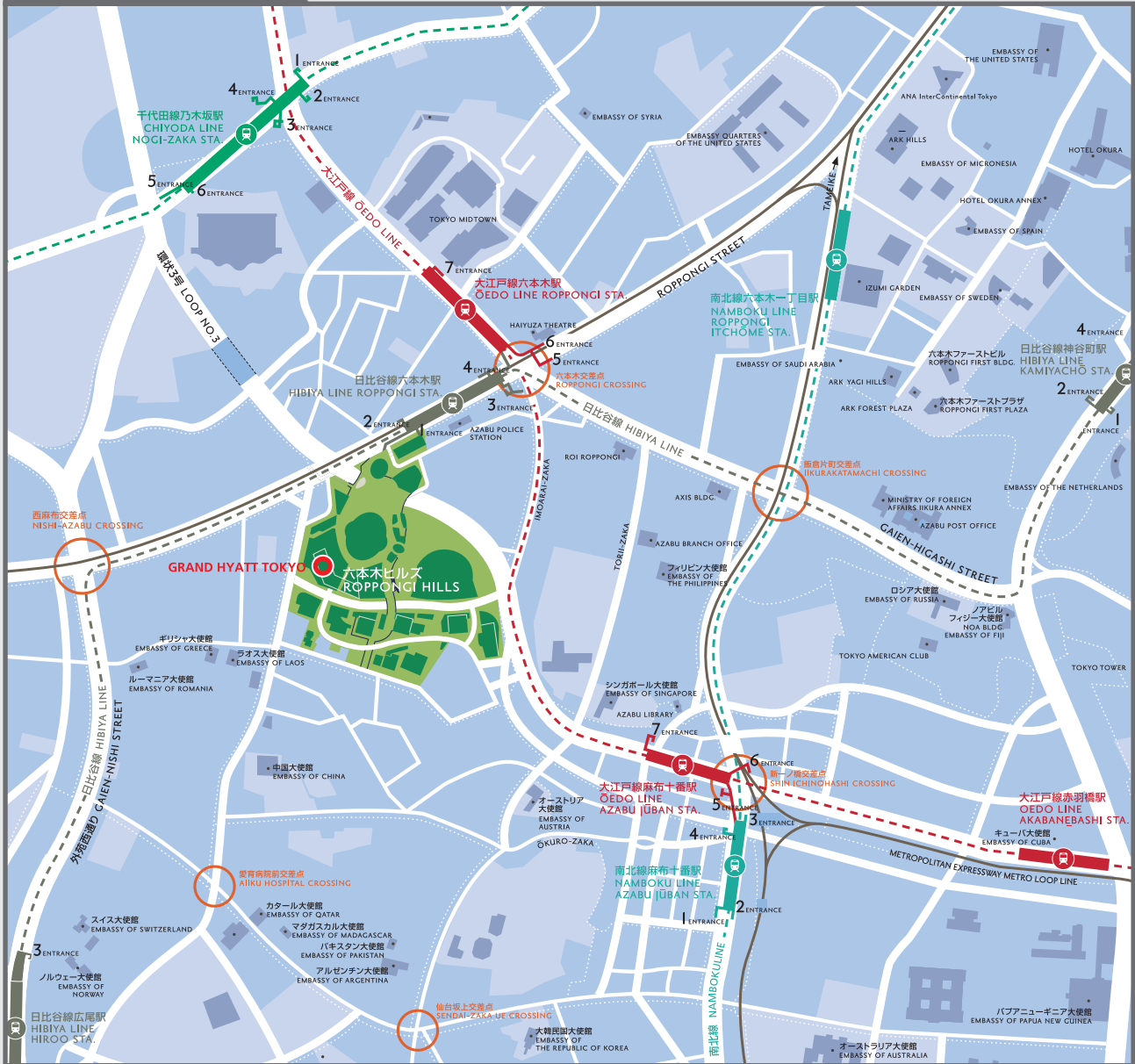
3 Shiodome City Center
FUJITSU (FUJITSU Headquarters)



4 ROYAL PARK SHIODOME TOWER
<http://www.rps-tower.co.jp/index.html>

5 Hama Rikyu Detached Place Garden

Roppongi Map



Roppongi Hills

Roppongi Hills is one of Japan's largest integrated property developments, located in the Roppongi district of Tokyo. Constructed by real-estate tycoon Minoru Mori, the mega-complex incorporates office space, apartments, shops, restaurants, movie theaters, a museum, hotel, TV studio, outdoor amphitheater, and several parks.

Seventeen years in the making, the complex opened to the public on April 23, 2003.

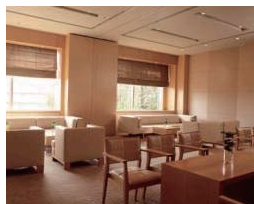


GRAND HYATT TOKYO

<http://tokyo.grand.hyatt.com>

Grand Hyatt Tokyo

4F Meeting Room



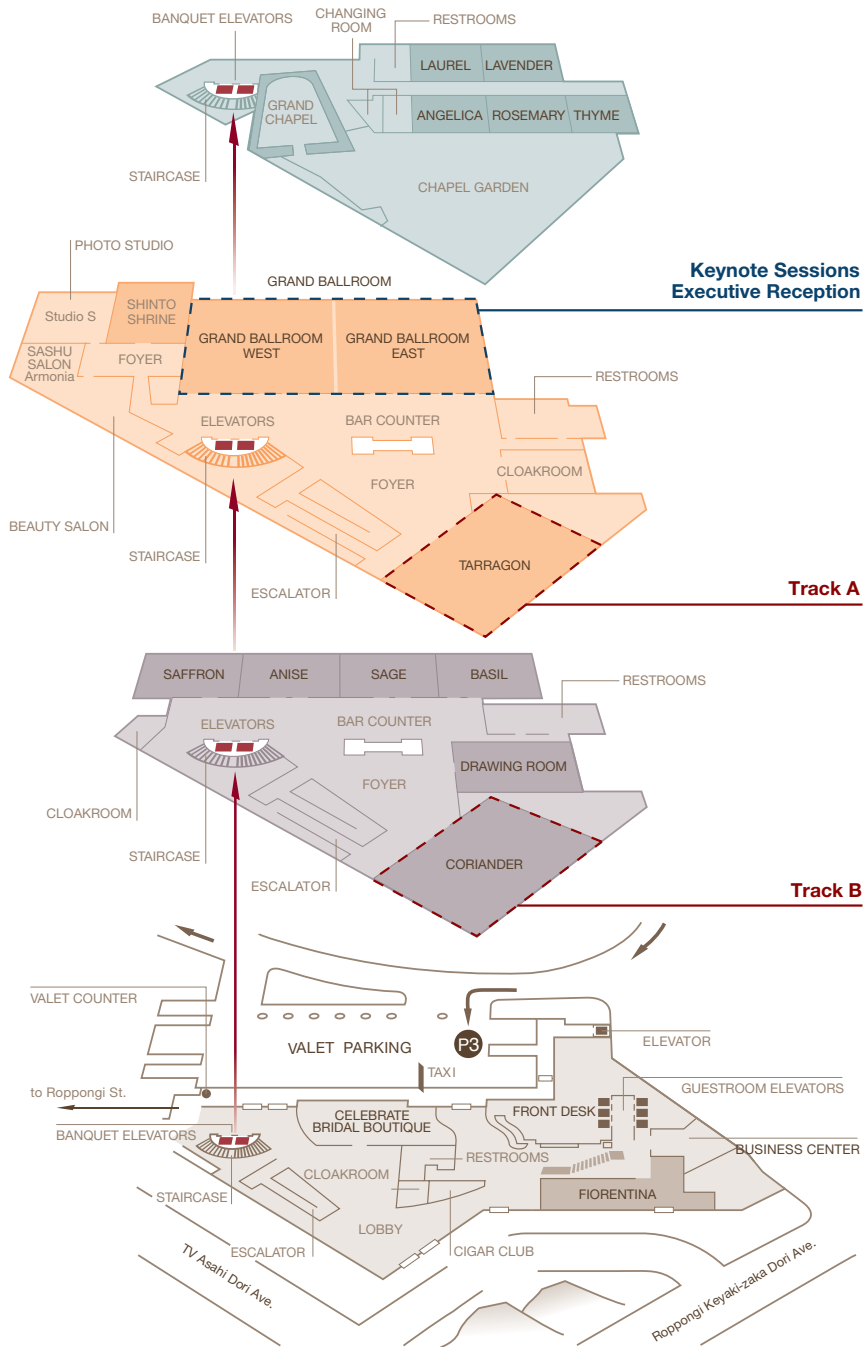
3F Keynote Sessions Executive Reception Track A



2F Track B



1F



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