



GROW – The MBA & Executive's Networking Event – A Catalyst putting Japan's Business on the Fast Trac

GROW – The MBA & Executive's Networking Event this February 10th at Roppongi's 57 at 7pm brings about a whole new way for organizations to connect with top talent.

Huge changes in networking have been taking place in Japan, as evidenced by the explosive growth of Facebook's 78% growth to 5.3million and Twitter's huge growth of 428% to 13.2 million¹.

Catalyst's President, Damon Mackey, U.S. born with an MBA from Tsukuba and Tycoon's CEO, Takashi Shimoda, a Japanese born in Switzerland working on his MBA from Waseda both realized that like these social networking giants that are connecting Japan to the world they could do the same with Japan's MBAs and international organizations. Taking advantage of these social networks and their professional networks they are bringing experienced, talented MBAs together with CEOs and MBA Executives like no other networking event has done before. With General Electric, Japan's CEO, Yoshiaki Fujimori delivering the key note speech and the the following organizations sending CEOs and HR representatives it is hard to argue that isn't.

Adobe, Goldman Sachs, Johnson & Johnson, General Electric Japan, Ernst & Young, Bandai Namco Holdings, Oracle, IBM, Novartis, Phillip Morris, Nissan, Italian Chamber of Commerce, Piku, Dell computers, Robert Walters, Rolls Royce, SAP, Spectrum Consulting, SJSK K.K., Tora Trading, Pimco, Change Management Japan, Foreya Partners, Goodpeople, Trip Adviser, Langley Esquire, Tokyo Chamber of Commerce/ 東京商工会議所, Ukraine Chamber of Commerce, The Innovation Network Corporation of Japan/ 産業革新機構, Wallstreet Associates, Webnet IT, Space Design and Hays.

In a time of increased global competitiveness, declining birthrates and a need to access foreign markets for growth, organizations have a real need to access top talent. With the ratio of unemployment at 0.52, meaning two persons for every one job², organizations are overloaded with applications and are forced to increase their screening of candidates to hire the very best. This combined with the focus on growth to foreign markets necessitates a hiring trend to find experienced people with knowledge of global business solutions. We have all heard of top organizations like Rakuten and Uniqlo requiring English in order to focus on global growth. What we

are seeing here is a whole new hiring style with busy CEOs & HR Executives taking time to meet these experienced professionals face to face.

MBAs, with an average of 4 – 7 years experience and at minimum, an academic knowledge of the most modern solutions for global business, are the choice for bringing in new talent to fuel global growth. Rakuten and Uniqlo have already sent shock waves across Japan with their announcements of new initiatives focusing on the English language to facilitate global growth capabilities. An excellent example of large Japanese organizations focusing on global growth. Hiring those with an MBA background gives organizations not only the external growth advantages of having people that are experienced and that have knowledge of the most recent solutions for global business but also the internal advantages of these individuals having in-depth knowledge of the different departments in the organization due to their MBA study. (ie: Marketing, Corporate Finance, Organizational Behavior, Human Resource Design, cross-cultural-communication etc.) Business recognizes this as a way to reduce inter-departmental misscommunication inside the company and cross-cultural problems between home offices and foreign subsidiaries.

Monster.com reports that hiring of MBAs is on the rise and lists this as one of the reasons, “MBAs are sought after for their ability to think critically, deal with ambiguity and solve complex problems.”³

It's not just foreign subsidiaries in Japan that are targeting MBAs. Japanese traditional companies are following the same trends as the foreign subsidiaries. Losing the obsolete idea of seniority based advancement and creating performance based promotions within organizations.

“Employers in Japan have reported a 15% increase in MBA jobs in 2010”.^{im4}

Companies are now in the advantageous position to be picky about who they hire. Damon Mackey, President of Catalyst K.K., the platform for MBA research and holder of last year's first ever MBA Career Forum, said “Japan has long been a source of intellectual talent and business techniques like Total Quality Management, Just In Time production and more. Japan will not be competing with China for cheap labor but can remain a competitive force with the right people in place for global growth. This is exactly why we promote MBAs in Japan.” Not only is there a demand for MBAs but there is also a rising supply. With the number of people obtaining MBAs on the rise in Japan, organizations have a unique opportunity to acquire these driven professionals. “I see the trend of growing MBA demand as part of the Japanese economy transition. Business needs to boost up efficiency and I believe MBAs are the best fit for it. As the hiring of MBAs is still new in Japan, we want to bridge MBAs with business” says Takashi Shimoda, CEO of Tycoon, launching “FasTrak”: a web based recruitment service targeting MBAs

As recruiting companies have been noticing an upswing in hiring here in Japan, Tycooon and Catalyst have stepped forward to promote MBAs at this truly critical time of change. Creating a new way for the decision makers that know what they want, to source the talent they need.

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