

MARIKO FUJIWARA

Mariko Fujiwara is the Research Director of the Hakuhodo Institute of Life and Living (HILL), a division of Hakuhodo Inc., Japan's second largest advertising agency. HILL specializes in research on everyday life of the contemporary Japanese people and Ms. Fujiwara's areas of expertise include lifestyle, values and trends in contemporary Japanese society and consumer marketing. HILL is the only institute of its kind that conducts research into the life experiences of the Japanese people beyond their consumption behavior and social orientations.

As Partner of the London-based Business Futures Network, she specializes in business and market strategies. Business Futures Network is a leading futures consultancy with partners and associates in Europe, the USA, Canada, Hong Kong and Japan. It has worked with clients in the private and public sectors, offers programs that enable clients to increase their understanding of the future and maximizes the opportunities it could bring, while minimizing the risks and uncertainties it presents. It now works closely with Esmerk that reviews daily major publications in 14 countries and distills the important issues and trends.

As Executive Director of Mobile Marketing Inc., a subsidiary of Hakuhodo Inc., she specializes in corporate communications, advertising, marketing communications and public relations. Hakuhodo Inc. offers situation-marketing solutions to advertisers, content providers and network operators.

Ms. Fujiwara serves on various ministerial councils, including the Telecommunications Council, Ministry of Public Management, Home Affairs, Posts and telecommunications National Land Council, Ministry of Land, Infrastructure and Transport, Council on Customs, Tariff, Foreign Exchange and Other Transactions as well as the Ministry of Finance.

She earned a MA in Anthropology from Stanford University and a BA and a MA in Anthropology from State University of New York, College at New Paltz.

Ms. Fujiwara has participated in over 100 government/ministerial study groups and policy councils since 1983, delivering lectures and seminars in the United States, Canada, Australia, South Africa, Hong Kong, Singapore, Korea, Indonesia, Turkey, Egypt and 7 European countries (UK, France, Germany, Denmark, Norway, Sweden, The Netherlands)

She has published reports in a wide range of publications on today's Japanese consumer, Japan's postwar baby boom generation, second baby boom generation, changing roles of

women, changes in families, aging population and the emerging trends among senior citizens.