

## **Business Statesman/ Stateswoman Award**

**– November 17<sup>th</sup>, 2009 –**

Roughly 90 people flowed into Jyosui Kaikan on November 17<sup>th</sup> eve to celebrate two distinguished business leaders – KATHY MATSUI of Goldman Sachs and NOBUTADA SAJI from Suntory for their long time contributions to the business world as well as to the community.

Kathy noted that women's education generates highest ROI to the society -- educating women relates to educating their children and consequently the society. Kathy shared her passion in the following three areas: 1. Women empowerment 2. Women education and 3. Bridging Asia and Japan for a common purpose.

Kathy referred to her family background, her parents being the 1<sup>st</sup> generation Japanese from Nara to move to California and how his father, with just 10,000 yen in his pocket and not a word of English has started from scratch and now successfully has built the world largest potted orchid nursery that owns 20% of the Unites States market share. Kathy and her 3 siblings earned allowance through farm work, all went to Harvard, then were told at one time that they were on their own after finishing all education and they will not inherit anything from their parents. Instead, her father is making charitable contributions through his foundation to educational scholarships to children/ students in Salinas area where many people helped his success today.

She closed by saying that this Award was for their parents who made her what she was.

Saji-san engaged the audience with his opening remarks on blue roses – the 'impossible' and how Suntory made it a reality after 19 years of trial and error. Saji-san sent a bouquet of blue roses (=Yes, we can!) to President Obama when he visited Japan last week.

Saji-san explained that Suntory's management philosophy stands on two grounds: 1. The Challenge spirit ' やってみなはれ ' and 2. Return a third of the corporate profit back to the society ' 利益三分主義 '.

Suntory diversified from their base business in whiskey to beer (which Saji-san shyly admitted finally turned profit after 46 yrs) to Shochu, other beverages (CC Lemon, DAKARA, IEMON, etc) and most recently to Happo Shu, Premium Malts and other supplementary dietary foods.

As a top management, Saji-san's policy is to 'dream big'. His corporate theme is to 'Resonating with People and Nature (人と自然と響き合う)' and 'SUNTORY, Bringing Water to Life(水と生きる サントリー)'. Looking out to the future, Saji-san concluded that he

wants to continue building his company to become a 'valuable' company that 'exists for the society and contributes to the society'. The 'やってみなはれ' culture continues to pulse strongly within Suntory.

Following the Q&A session, fun door prizes were given out to the lucky winners – vintage whiskey, wine and autographed books, to name a few, were met with lively laughter and applause. At every table and in the lounge, there was also plenty of networking and business card exchanges that went on throughout the evening.

Be sure not to miss the next HBS Event!!