

**1<sup>st</sup> Lecture**  
**Communication Skill in Japanese Industry II (CSJI\_II)**  
**Graduate School of Engineering**

Time: 15:05 – 16:35, May 21

Place: W331, O-okayama West Bld

Title: **Creative Hybrid Chemistry conquers the Global Arena**

Lecturer: Mr. Yoshizumi SASAKI, General Manager, Planning & Coordination Office, Rabigh Project, Sumitomo Chemical Co., Ltd., Tokyo, Japan

Abstract:

In Japanese industries, effective and efficient communication within the workplace is indispensable for achieving or realizing both corporate objectives and employees' individual career targets. In Sumitomo Chemical ("Sumitomo"), these communication skills are further amplified and utilized to effectively plan, coordinate, manage, control and lead the multidisciplinary and multicultural workforce that drives and executes the corporate slogan – *Creative Hybrid Chemistry For a Better Tomorrow*®. The lecture utilizes Sumitomo's Rabigh project in Saudi Arabia, a mega-project to develop a world-scale integrated Refinery and Petrochemicals complex, as a case study to further illustrate the principles of Sumitomo's "Creative Hybrid Chemistry" and how this philosophy is being currently utilized to conquer the global arena and position Sumitomo as one of the foremost chemical companies in the world. In addition, we will discuss what Japanese manufacturing and chemical companies should preserve or discard to enable them achieve real sustainability without compromising their original heritage, as compared to their global peers.

Contact: Prof. Junko Morikawa, Dept. of Organic and Polymeric Materials  
e-mail: morikawa.j.aa@m.titech.ac.jp, ex: 2497