




ACCJ Asia Business Online Committee



Using SNS to exponentially increase
resources and recognition of the ACCJ

Asia Business Committee Mission

- ▶ We provide timely information to committee members concerning pan-Pacific business, economic, political and social issues that might impact the way that Western and Japanese businesses operate in the region.
- ▶ We provide our members with a networking forum in which to discuss the above issues with fellow members who have similar responsibilities and interests.



Members

Current members showing interest in the Committee

- ▶ Traditionally our committee regulars have been a mix of professionals with regional work responsibilities as well those who simply have strong and continuing interest in the region.
- ▶ Currently there are about 100 ACCJ members who are “members” of the Committee



The overarching goal of deploying the Asia Business Online Committee is to create a sense of community so as enhance the committee's viability and generate more traffic at its events.

This can be broken down into three main focus areas

1. Committee Communication and Cohesion

ACCJ members are by definition connected and busy business people. The online committee will allow significantly increased communication among committee members and the leadership about committee meeting agendas, minutes of meetings, committee activities, event topics and post-event feedback. The key goal here is for all members to feel a sense of participation in the committee and the ACCJ, which translates into increased revenue generating event attendance.

2. Resource for Potential Speakers, topic ideas and/understanding the audience better

By allowing non-ACCJ members to follow and participate in managed online interactions, we can increase the visibility of the not only the committee, but also the ACCJ. This will support and greatly enhance our event speaker pipeline through introductions. This is the sweet spot of SNS-along the lines of six degrees of separation-making valuable connections with people through online networks. There is a need for the online committee leadership to be manage sensitive discussions and to ensure that discussions go offline for detailed planning.

3. Resource for ACCJ new member initiatives

Clearly the best marketing tool for new members that the ACCJ has are the committee events. By engaging both ACCJ members and non-members through the SNS site, we can use a combination of push-pull to develop and nurture interest in the ACCJ that will result in new members. A key goal here will be to find a way to demonstrate added value to the online group members of becoming an ACCJ member.



How will we achieve our goals?

Some sample interaction topics for members in discussion

We are interested in hearing about anything on your mind that pertains to the committee's business and its mission (please see separate "Committee Mission" page). In particular:

- ▶ **TOPICS:** What topic(s) would you like to see the committee address at one of our luncheon or evening events? (Please see the separate page entitled "Current Topics" to see a list of topics we are currently looking to organize an event for.) Or perhaps you would like to see the committee "revisit" one of our past topics and update it or give it fuller treatment? (Please see the page entitled "Selected Past Events".)
- ▶ **POTENTIAL SPEAKERS:** What speaker(s) do you think would do a good job of addressing one or more of our current topics? This could be a speaker for a topic that you suggested or for one of the topics posted by other members. Also, if you do want us to revisit a past topic then perhaps you have an idea of a speaker who look at the topic from a completely different perspective than that of the original speaker? Any ideas welcomed.
- ▶ **POST-EVENT COMMENTS AND QUESTIONS:** Ever attend an event and not get a chance to pose the question that you had at the ready? Well, here is your chance to post that question and/or comment. Other members might be able to answer your question. We will also ask the speaker to view the site and respond.
- ▶ **EVENT ADMINISTRATION:** Ever wonder why the bread at a particular event venue always seemed a day old and no one ever did anything about it? Or feel that an event was long on intro/admin and short on substance and Q&A? Well, here too is your chance to post your comment and see were it goes.
- ▶ **MEMBERSHIP DRIVES:** Would you like to suggest an event to someone who you think might be a member candidate? Are you intrigued by our committee events and would like to join the ACCJ? There may be a seasonal entrance fee waiver promotion or another "shokai" promotion.



Forums

- ▶ The main interaction/discussion forum envisioned at this time is LinkedIn Groups.
- ▶ This group is actively managed by the Leadership of the Asia Business Committee, who have complete editorial control of posts.
- ▶ A second forum will be Google Groups and GMail, for those who are not signed up for LinkedIn.
- ▶ We envision that a consolidation may need to be considered after the test pilot.
- ▶ There is a need to develop a “policy” about post content to quickly re-direct negative comments and to direct sensitive topics offline as soon as possible



Asia Business Committee topics for consideration/discussion

Off and Online

We are presently working on a pipeline of topics that includes:

- ▶ **VIETNAM'S SUCCESS STORY:** Or is it? While Vietnam has done a remarkable job of attracting FDI, and has the GDP growth to show for it, some argue that more fundamental reforms, both political and economic, are needed to put it on the path of sustainable development.
- ▶ **ASIA'S "OTHER COUNTRIES":** While countries like China, India and Japan seem to garner most of the press, wherefore the rest of Asia? What kinds of adjustments are Asia's "Little Tigers" (an expression hardly heard these days) making to accommodate the surge in China's and India's economic and political power? And how about the "mid-sized Tiger" countries like Korea, Indonesia and Vietnam, with their large populations and sizeable economies? Where do they stand in Asia's evolving order?
- ▶ **FIRST-HAND MANAGEMENT EXPERIENCES:** We stay alert for any executive or diplomatic who is arriving here in Japan fresh off an assignment elsewhere in the region who can tell us the in/s and out/s of doing business in that particular country or area. (Please help us out here by being our eyes and ears.)
- ▶ **IMMIGRATION IN ASIA:** For centuries the Overseas Chinese have powered economic growth in countries throughout Asia (although not always welcome). The Philippines exports labor all over the world to the benefit of both sender and recipients. Similarly, Australia and New Zealand export managers to various countries in Asia. Japan meanwhile, with a shrinking population, makes a big deal about a program to allow 1000 nurses into the country after being certified as Japanese-speaking. (Have any of us had to be similarly certified before getting our visas?) What are the immigration trends in Asia? Is Japan losing out?



Asia Business Committee topics for consideration/discussion 2

Off and Online

- ▶ **CHINA'S ECONOMIC MODEL:** China's leaders are trying to engineer a shift from a primarily export-driven economy into one where domestic demand is the primary driver. The massive recovery plan they embarked on, with its heavy emphasis on infrastructure building, is seen as way to jump start this shift. Will China succeed? Assuming they do, what will this mean for the other economies in the region?
- ▶ **CHINA'S "DARK SIDE":** China's continued ascent to political and economic leadership is remarkable no matter how one looks at it. But there again, folks had said the same of Japan and then came the "lost decade". What are the challenges that China must face up to in order to continue this ascent? This is a broad topic that can be sliced into smaller pieces or even approached broadly in another panel discussion. Sub-topics, or full-on topics, could focus on..
 - ▶ China and pluralistic democracy; when and by what means?
 - ▶ China and its minorities; what way forward?
 - ▶ China's Military; Public Servant or Political Player?
- ▶ **TPP and other FREE TRADE AGREEMENTS (FTA/ s) WITHIN ASIA AND WITH ASIA:** Seems that everyone is doing them and their cousin, namely, economic partnership agreements. What are the benefits of these agreements and to which countries do they accrue? What is the political dimension to them? What effect will they have on the next round of WTO talks?
- ▶ **ECONOMIC INTEGRATION IN ASIA:** The roles and goals of the 20+ countries in Asia are in constant rapid flux and pose significant opportunities for investors and American firms beyond the traditional "back office" of India and "workshop" of China. Which countries are reaching for new roles and building new infrastructures that will drive integration and growth in the region?



Graphic Representation of the Asia Business Online Committee Structure

Speaker candidates Topics Feedback New member introductions

