Appointment of Mr. Yoshikazu Nakashima as the new Deputy Director of the National Museum of Emerging Science and Innovation

It gives us great pleasure to announce that Mr. Yoshikazu Nakashima will assume the office of Deputy Director of the National Museum of Emerging Science and Innovation (Miraikan, Director: Mamoru Mohri, Address: Aomi, Koto-ku, Tokyo) as of October 1, 2006.

Mr. Nakashima is an expert in domestic and international business management. He began working for Toyota Motor Corporation upon graduation from the Faculty of Law of Kyoto University. After returning home from study in the US, he played an active role in the International Public Affairs Department at Toyota, and then joined BMW JAPAN Corp. as Marketing Director. After assuming the position of Senior Managing Director of Ford of Japan, he became the President of BMW JAPAN Corp. Mr. Nakashima then moved on to General Motors Japan, eventually became COO & Representing Director. He now works as a business consultant.

At Miraikan, we welcome Mr. Nakashima because we feel that he is the most suitable person for the job and someone who can provide leadership in pioneering Miraikan’s ongoing museum marketing and collaboration with international science museums and research organizations. We believe Mr. Nakashima’s rich experience and achievements in corporate management, organizational operations, marketing, and negotiations with international organizations and leading figures across multiple fields, will greatly contribute to the stability and expansion of Miraikan’s interests. Mr. Nakashima possesses a strong passion for social and cultural activities, and studied the history and culture of Ryukyu Okinawa at the Ryukyu University and Okinawa International University in 2005. We know he will continue to be involved and promote social activities towards creating a society that incorporates cutting-edge science and technology based on Miraikan’s motto “Science as part of Culture.”

Miraikan recruits personnel with capabilities in management and with a complex understanding of science and technology. We have been publicly seeking a new Deputy Director since June. By July 24, the closing date for applications, 127 people had applied for the position. After undergoing rigorous examination and consideration based on the criteria for selection, Mr. Nakashima was selected as the next Deputy Director of Miraikan by the Japan Science and Technology Agency (President Kazuki Okimura). The term of office is one year. Reappointment is possible based upon review of performance.

As Miraikan celebrated its 5th anniversary this year, we will continue the quest for development based on new ideas. Along with Director Mohri, we are confident Mr. Nakashima will fully use his vast experiences in organizational management, and his international career in the field of business and marketing to enhance the future of Miraikan and facilitate a great leap forward to a new era.

Miraikan was established and is managed by the Japan Science and Technology Agency.

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Profile of Deputy Director, Yoshikazu Nakashima (Effective Oct 1st 2006)

Name: Yoshikazu Nakashima
Birthday: July 5, 1948
Age: 58
Birthplace: Gifu Prefecture, Japan

Academic Background:
BA. (Law & Political Science) Kyoto University, Kyoto Japan, 1971
MBA. Columbia University, New York USA, 1980

Employment History:
1971 Employed by Toyota Motor Corporation
1978 Oversea Study by company assignment at Columbia Business School
1980 Upon return to Japan, assigned to International Public Affairs Department and served in capacity of International Affairs Manager at TOYOTA
1986 Joined BMW JAPAN Corp. and served as General Sales Manager and later as Marketing Director
1992 Assumed the position of Executive Sales Director of Ford of Japan and later as Senior Managing Director
1997 Became the President of BMW JAPAN Corp.
2000 Moved to General Motors Japan as Executive Vice President and later promoted to COO (President) & Representing Director in March 2002
2005 Retired from GM in March and went to Okinawa in April to study Okinawa (Ryukyu)’s history, culture, literature, and language at Ryukyu University & Okinawa International University
2005 Established his own office (MOMENTUM INC) in November and started is now as a business/management consultant

〈Photograph〉
Yoshikazu Nakashima
(Following term) Deputy Director of the National Museum of Emerging Science and Innovation

For photographs, please contact the Public Affairs Group, Public Relations Division, (03-3570-9192).
National Museum of Emerging Science and Innovation (Miraikan)