



Asian Productivity Organization (APO)
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Press Release

21 May 2015

APO-GRIPS to host forum on productivity in knowledge economy

TOKYO— Two world-renowned speakers, Dr. Laurence Prusak, Executive Advisor to The World Bank and NASA, and Dr. Ikujiro Nonaka, Professor Emeritus, Hitotsubashi University will engage about 150 participants on 27 May 2015. The APO–GRIPS Special Joint Forum on **New Perspectives on Productivity in the Knowledge Economy** highlights the various facets of knowledge-based economy.

Dr. Prusak contends that the principles of productivity increase for knowledge work are fundamentally different from those for physical labor. He has pointed out that increasing knowledge productivity is our most significant challenge in the era of the knowledge economy.

Dr. Nonaka, the father of the organizational knowledge creation theory, asserts that leadership with *phronesis*, or practical wisdom, is essential for increasing creativity and knowledge productivity to drive innovation.

Both will share their views on the knowledge-based economy and organizations as well as engage in an open dialogue with the audience.

Details of forum:

Time & Date: 10:00 AM–12:00 PM, 27 May (Wed.) 2015
Place : Sokairo Hall, 1st Floor, GRIPS
7-22-1 Roppongi, Minato-ku, Tokyo

Please RSVP by 16:00 p.m. 22 May 2015 (Fri.). Contact details are provided below.

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About the APO

The Asian Productivity Organization (APO) is the sole nonprofit international organization in the Asia-Pacific devoted to productivity enhancement. Established in 1961 as a regional intergovernmental organization, the APO contributes to the sustainable socioeconomic development of the Asia-Pacific through productivity enhancement. The current membership comprises 20 economies. Three strategic directions guide the APO: strengthen NPOs and promote the development of SMEs and communities; catalyze innovation-led productivity growth; and promote Green Productivity. The main activities of the APO are capacity building of institutions and human resources development.

About GRIPS

The National Graduate Institute for Policy Studies (GRIPS) was founded in 1997 as a stand-alone national graduate university focused on policy studies. Future policy leaders and researchers from all over the world gather here, forming an international research hub.