

Professor Tomoko Kawakami of Waseda Business School Presents at APEC 2025 CEO Summit

– Sharing Innovations and Future Strategies of Two Leading Japanese Retail Companies with the Global Community

[Tokyo, 13th November, 2025] Professor Tomoko Kawakami of the Waseda University Graduate School of Business and Finance ("Waseda Business School") participated as a speaker at the "APECFuture Tech Forum: Retail," a side event of the Asia-Pacific Economic Cooperation (APEC) 2025 CEO Summit. The event was held in Gyeongju, South Korea, from October 31 to November 1.



The forum, organized by the Korea Chamber of Commerce & Industry (KCCI), brought together top executives from renowned retail companies across the globe, such as Amazon Web Services' (AWS) APAC Retail, China's JD.com, South Korea's Lotte, Hyundai Department Store, and GS Retail. It also featured prominent researchers including Professor David Bell from the Wharton School, University of Pennsylvania.

Prior to the forum, the Gyeongju Declaration was adopted. The declaration underscored the significance of international collaboration among APEC member economies in areas such as economic development powered by technological innovation, including AI, sustainability, environmental protection, and the establishment of global standards.



[Photo: Professor Tomoko Kawakami at the APEC CEO Summit]

Professor Kawakami delivered her presentation, titled "Innovation and Future Strategies of Leading Retailers in Japan," using case studies of two leading players in Japan's retail industry: the AEON Group and UNIQLO. Her analysis centered around three key perspectives: globalization, digital transformation, and sustainability.

Regarding AEON Group, she highlighted their integration of over 90 mobile applications into the "iAEON" app, customer experience innovations like "RegiGo" and the "Green Beans" online grocery store, and their sustainable initiatives such as the "AEON Forest Circulation Program." This illustrated their efforts toward enhancing customer experiences through digital technologies while contributing to environmental sustainability.

For UNIQLO, she discussed their use of RFID tags for a seamless self-checkout system, the company's transition away from fast fashion, and the adoption of the LifeWear concept,



which focuses on addressing environmental and social issues through their business.

Professor Kawakami shared the below comment:

"Retail is an industry that touches the daily lives of every individual. While leveraging innovative technologies such as AI and robotics, it is equally important to build environmentally friendly and circular supply chains and to focus on human-centric aspects, such as creating comfortable in-store experiences. Japanese retailers are advancing globalization while embracing digital transformation and environmental sustainability. I am honored to have had the opportunity at APEC 2025 to showcase these examples alongside cases from other countries."

Tomoko Kawakami, Waseda Business School

Professor Kawakami earned her Ph.D. from Kobe University and assumed her current position in 2015, following her tenure as a professor at Kansai University. She serves as the Director of the Waseda Marketing & Sustainability International Research Institute and is the founder and manager of the Waseda Blue Ocean Shift Research Institute. She has been a visiting professor or researcher at institutions such as the University of Washington, INSEAD, Copenhagen Business School, and the University of Hawaii. She is also a board member of the Japan Society of Marketing and was selected as one of the Top 100 Asian Marketing Researchers in 2017. Her expertise lies in marketing theory and innovation.