

“Contrasting Global Integration and Local Adaptation”

- CEO of Mercedes-Benz Japan
shares his views & experiences -



Mr. Kintaro Ueno, the CEO of Mercedes-Benz Japan will talk about his company's strategies to balance global core values while adapting to the local market, as well as his personal experiences, from studying here at Waseda to working for an internationally renowned company.

メルセデス・ベンツ日本のCEOが語る
～グローバル統合とローカル適応～

Date: November 28th (Fri) 2014

Time: 6:15 - 7:45pm (Doors open: 5:55pm)

Venue: 3-405 (4F Building 3)

Eligibility: Waseda students & staffs

Language: English

Fee: Free of charge

Capacity: Seating for 150 available

Guest Speaker



Kintaro Ueno (上野 金太郎)

After graduating from Waseda University's School of Social Sciences, Mr. Kintaro Ueno entered Mercedes-Benz Japan, rising through the ranks for the next 25 years. In 2012, he became the President and CEO of Mercedes-Benz Japan, becoming its first Japanese CEO.