

Press Release



October 28, 2015

The Porter Prize Organizing Committee

Hitotsubashi University Graduate School of International Corporate Strategy

The Porter Prize Winners of 2015

In Recognition of Distinctive Competitive Strategies

- ⌘ **IBJ, Inc.** (Marriage-support services)
- ⌘ **Kaneka Corporation, Kanekalon Division** (Synthetic fibers for hair accessories)
- ⌘ **Nakagawa Masashichi Shoten Co., Ltd.** (Manufacturing, wholesale and retail of craft goods)
- ⌘ **Shinsei Principal Investments Ltd.** (Investment bank)

The Porter Prize was established in 2001 to bestow recognition on Japanese companies that have achieved and maintained superior profitability in a particular industry by implementing unique strategies based on innovations in products, processes, and ways of managing. The name of the award is derived from Professor Michael E. Porter of Harvard University, a leading authority on strategy with a longstanding interest in Japan.

Hitotsubashi University's Graduate School of International Corporate Strategy is the organizer of this award.

The Porter Prize Organizing Committee announced today the winners of Porter Prize 2015: IBJ, Inc.; Kaneka Corporation's Kanekalon Division; Nakagawa Masashichi Shoten Co., Ltd. and Shinsei Principal Investments Ltd.

The Porter Prize Conference 2015 will be held on December 1, 2015 (13:00 at Hitotsubashi Hall). Recognition is being given to Japanese companies that are successfully meeting challenges through strategy innovation. Reports on the Winners' Selection Rationale will be presented at the Conference and posted on the Porter Prize website. The conference program includes: 1) a video lecture by Professor Michael E. Porter; 2) a discussion between Mr. Tadashi Yanai, CEO of Fast Retailing, and Professor Hirotaka Takeuchi of Harvard Business School; 3) interviews with the winners of Porter Prize 2015, conducted by Professor Ken Kusunoki; and 4) updates on the developments of past winners, presented by Professor Emi Osono of Hitotsubashi University's Graduate School of International Corporate Strategy.

◆Invitations can be requested at the following URL →

<https://hrs.ad.hit-u.ac.jp/entries/add/940>

Porter Prize 2015 is sponsored by:

PwC Japan and Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.

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