

Vision

Generate a thick layer of healthy and well-educated middle class all over the world

- Empower future leaders with the potential to develop groundbreaking technologies.
- Construct ecosystems that promote sustainable societies and innovation.
- Create new core-industries with novel technologies.

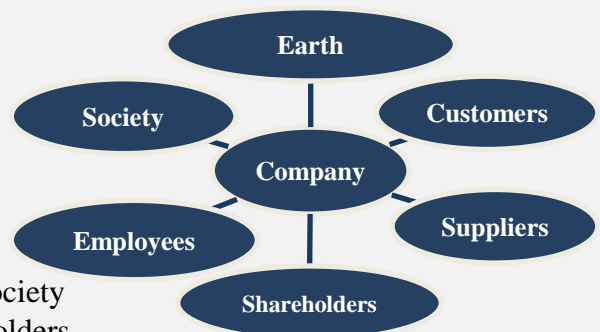
Advocate & practice “Public Interest Capitalism”

Public Interest Capitalism (PIC)

- **“Public interest”** refers to the economic and social wellbeing of ourselves and our descendants.
- A **“company”** should be a public institution that contributes to the society through its business.
- The value of a company increases only when it successfully contributes to all its **“members”** of the company such as employees, customers, suppliers, society and the earth all of which then will benefit its shareholders.

History

- 1980s**
 - Founded in Stanford in 1985.
 - The first World Alliance Forum (Networking85) was held in Tokyo.
 - Mitigated trade friction between Japan and the US in the field of high-technology, under the auspices of the Ministry of Foreign Affairs, International Trade and Industry, and Posts and Telecommunications and the US government.
- 1990s**
 - Promoted strategic business alliances between Japanese companies and American high-technology ventures in the ICT, semiconductors, biotechnology, and drug development field and contributed to the transformation of the Japanese industrial structure.
- 2000s**
 - Established Alliance Forum Foundation (AFF) in Tokyo in 2011, as a sister organization of AFF in the US, which holds the Special Consultative Status with the United Nations ECOSOC.
 - Aside from Japan and the US, AFF has actively collaborated with various personnel and organizations in Africa (Zambia) and Asia (Bangladesh).



※The diagram on the right showing Public Interest Capitalism was presented at the Economic and Fiscal Advisory Council (2013) and was cited at the Davos Conference (2020)

Organization Structure



AFF : Alliance Forum Foundation
 AFDP : Alliance Forum Development Programme

- Public Interest Capitalism Research Division**
 - World Alliance Forum
 - PIC Seminar & Executive Committee
 - Theory Research (Company Law, Accountings)
- Alliance Forum Development Programme (AFDP)**
 - Social Business
 - Global Leadership Programme
 - Business Development

Overseas Bases:
 Bangladesh, Zambia
- New Industry Creation Division**
 - World Alliance Forum in San Francisco (WAF in SF) (also held in Asia and Africa)

The Alliance Forum Foundation is a non-governmental organization founded in California in 1985 under the provisions of Section 501C, Section 3 of the United States Internal Revenue Code, which holds special consultation qualifications of the United Nations Economic and Social Council.

Global Partners

 UNITED NATIONS ALUMNI SUPPORT United Nations	 Scaling Up NUTRITION ENGAGE • INSPIRE • INVEST SUN Scaling Up Nutrition WHO, UNICEF, FAO, WFP	 Programme Against Malnutrition (Zambia)
 AIDB African Development Bank	 JICA Japan International Cooperation Agency	 BRAC Bangladesh Rural Advancement Committee (Bangladesh)
 COMESA Common Market for Eastern and Southern Africa	 IDB Inter-American Development Bank	 TMSS Women's Empowerment Movement (Bangladesh)
	 WIEF World Islamic Economic Forum	

World Alliance Forum

- World Alliance Forum Tokyo Roundtable Conference (WAF in Tokyo)
 - Top-level conference proposing PIC
- Alliance Forum Global Conference (AFG in Mishima)
 - Discussion among top leaders from business, academia, politics, and the government, regarding policy formation that could bolster PIC.
- World Alliance Forum in Awaji (IT Awaji Conference, WAF in Awaji)
 - International conference to develop core industries of future-generation.

2000s

- Contributed an editorial entitled "To whom does a company belong to?" to Yomiuri Shimbum (2003)
- Proposed the "Abolition of Quarterly Disclosure Obligation" to demote short-termism (2005)
- Joint research with the Tokyo Foundation for Policy Research (2008)

2010s

- WAF in Tokyo Roundtable Conference (2011~)
- AFG Conference (2013~)
- Made recommendations at the Council on Economic and Fiscal Policy (2013~)
- Public Interest Capitalism Seminar (2014~)
- **Altered the mandatory inclusion of the financial performance forecast within the summary of accounts.**
- Made recommendations at the Council on Investment for Future (2016~)
- Initiated ROC index development (2017~)
- Further proposed the "Abolition of Quarterly Disclosure Obligation" (2017)
- Public Interest Capitalist Executive Committee (2018~)

PIC Seminar & Executive Committee

- Public Interest Capitalism Seminar
 - Comprehensive training course for future executives via lectures and discussions on PIC practice exemplars.
- Public Interest Capitalist Executive Committee
 - Discussion among high-ranking executives with leaders practicing PIC.
- Currently developing Return on Company (ROC) as a new index to replace ROE.



WAF



AFG



Public Interest Capitalism Seminar



(Public Interest Capitalist Executive Committee)

Theory Research

Social Business

- Since 2008, AFDP has been working on the local cultivation of "*Spirulina*" (edible algae native to Africa, known for its abundance in protein) with the local governments, NGOs, UN agencies (UNICEF, WHO, WFP, FAO), local residents, in effort to fight against malnutrition, a major cause of brain development issues, prevalent among children in Africa.

2000s

- Zambia (2008~)
 - "Nutrition improvement project utilizing Spirulina"
- Bangladesh (2009~)
 - "Microfinance training in collaboration with BRAC"

2010s

- In developing countries, conducts global leadership training for executive candidates to enhance the ability to create new socially transformative businesses and obtain essential management skills that are relevant across the globe.
- Nurtures global leaders with a deep understanding of the societal structure and an openness to question and update their own beliefs and values.
- Assists business development of companies with technologies that could solve global issues, into developing countries.
- Proposes sustainable business models, whilst respecting the history, culture and the business structure of each country, to create an enriched society.

Global Leadership Programme

Business Development



"Spirulina" cultivation landscape in Zambia



Nutrition education implementation scene in Bangladesh



Global Leadership Programme with the Government of Zambia

World Alliance Forum in San Francisco

- An ecosystem where companies, researchers, industries, and policy makers join to promote the industrialization of advanced technologies such as regenerative medicine.
- Originated from World Alliance Forum, which has been held since 1985 in the field of information communication and biotechnology.
- Co-hosted the "Cancer Zero Summit" from 2019.

2010s

- As declared in WAF in SF 2013, the Pharmaceutical Affairs Law was revised in 2014, and the Pharmaceutical and Medical Device Act, the Act on the Safety of Regenerative Medicine, etc were enacted..
- To "create a society in which everyone can live healthy life until his/her last moment", the AFF and the Japanese government co-host the WAF in SF annually to make policy recommendations as well as to discuss research results and medical system reforms.



Honorifics omitted from the left: Paul Berg, Shinya Yamanaka, Irving Weissman

List of Board Members of AFF in the US and Japan

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Special Advisor to the Cabinet Office of the Prime Minister of Japan (※/★)
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Former Ambassador of Japan to Zimbabwe/ Research Fellow, The Africa Society of Japan (※)
Principal, DEFTA Partners/Director, Bangladesh BracNet (※)
Director, Public Interest Capitalism Research Division (※)
Director, Development Programme & Administration Division (※)
Director/CFO, DEFTA Partners (★)

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Professor Emeritus, Waseda University/ Councilor, Meiji Yasuda Life Insurance Company (※)
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President, SK Global Advisors Co., Ltd. (※/★)
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Former Chief of the Court, International Tribunal for the Law of the Sea /
Former Vice-Minister for Foreign Affairs /
Former Ambassador to the United States (US:★) (Japan:※) Alphabetical Order