

The Economist Group, Economist Corporate Network



Dr Florian Kohlbacher **Director, Economist Corporate Network, North Asia** **The Economist Group**

The Economist Corporate Network (ECN) is the membership-based briefing and networking service from The Economist Group for senior executives seeking insight into economic and business trends across markets and regions. Independent and thought-provoking, ECN provides members with the information, insight and interaction they need to succeed. ECN is led by experts who share a profound knowledge and understanding of business issues. It has regional business groups in Asia-Pacific, the Middle East and Africa. Through its tailored blend of interactive meetings and high-calibre research, ECN delivers country-by-country, regional, global and industry-focused analysis on both current and forecast conditions.

Dr Florian Kohlbacher is the North Asia Director of The Economist Corporate Network, managing the Networks in Japan and South Korea.

Florian is an internationally renowned expert on global business and consumer trends, focusing on how to manage innovation, strategy, sustainability and change. He is particularly well known for his work on ageing and business and how companies can strategically manage the challenges and opportunities of population ageing and other megatrends. While global in nature, Florian's work has a strong focus on the economies of Asia, in particular China, Japan and Korea and he has been based in Asia for the most part of the past 18 years.

Prior to joining The Economist Group Florian was an Associate Professor of Marketing and Innovation in the International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University (XJTLU) in China and the Founding Director of the XJTLU Research Institute on Ageing and Society (RIAS); he also was a Senior Research Fellow and Head of the Business & Economics Section as well as Deputy Director at the German Institute for Japanese Studies (DIJ) Tokyo, Japan.

Florian holds both a master's degree and a doctorate from the Vienna University of Economics and Business (WU Vienna) and he began his career in B2B marketing in the transportation industry. Among others, Florian is also an Adjunct Professor at Temple University, Japan Campus, Keio University and Waseda Business School, where he teaches Asian Business, Global Marketing and Consumer Behaviour.

A fluent speaker of Japanese, Florian is also a member of the Executive Committee (Excom) for the British Chamber of Commerce in Japan (BCCJ) as well as a member of the Executive Operating Board of the European Business Council (EBC) in Japan.

Among many international publications, Florian is co-editor of "The Silver Market Phenomenon: Marketing and Innovation in the Aging Society", 2nd edition, co-author of "Advertising in the Aging Society: Understanding Representations, Practitioners, and Consumers in Japan", and author of "International Marketing in the Network Economy: A Knowledge-Based Approach".