

# Press Release



October 19, 2022  
transcosmos inc.

## transcosmos takes stage at World Marketing Summit ONLINE 2022, world's leading online marketing seminar

### Helps solve challenges across the world with sustainable marketing

transcosmos inc. (Representative Director, Co-presidents: Koichi Iwami, Masaaki Muta) is proud to announce that the company has become a Bronze sponsor of the world's leading online marketing seminar, World Marketing Summit ONLINE 2022. At the summit, Tsunehiro Fukushima, Corporate Executive Officer, will take the stage.



Visit the World Marketing Summit ONLINE 2022 website here: <https://e-wms.jp/>

### Past, Present and Into the Future

At the Electronic World Marketing Summit – an online global marketing conference - the best minds from business leaders and owners, thinkers, researchers, entrepreneurs, and marketing specialists, and from 50 countries across the globe, share their ideas on co-creating a better world through marketing.

The World Marketing Summit is the brainchild of the Father of Modern Marketing and Distinguished Professor of International Marketing, Philip Kotler, who created the term social marketing. Taking marketing to the next level, the World Marketing Summit unites innovative minds from the corporate world, governments, nonprofit organizations, government agencies, social entrepreneurship, and more. Under the theme of Marketing Changes to Meet Sustainable Goals, the World Marketing Summit ONLINE 2022 will be streamlined in more than 100 countries globally.

The World Marketing Summit, which Japan hosted in 2014 for the first time, has evolved into an online streaming event since 2020 as a solution to address challenges brought under the COVID-19 crisis. Since then, the electronic World Marketing Summit has been held every year, offering access to seminars by 100+ eminent marketing speakers globally in their original languages, and has been highly received by businesspersons worldwide. Now, this year, the World Marketing Summit Japan has handpicked 30 seminars by 30 top speakers for a Japanese audience. The seminars are available via a Japan exclusive website with a Japanese audio translation service. As always, audiences can also access the global website to hear presentations from around the world in the speakers' original languages with a single ticket.

#### ● Seminar overview

Schedule: Livestreaming (Global site): 9:00am, Sunday, November 6 to 8:59am, Tuesday, November 8, 2022  
On-demand streaming (Japanese site): Tuesday November 8, 2022 to Tuesday, February 7, 2023

\*On-demand streaming contents are the same as the live streaming sessions.

Format: Online  
Tickets: Members: ¥14,850 (tax included)  
Non-members: ¥16,500 (tax included)  
Languages: Japanese, English and other languages  
\* Japanese audio translation services available for key seminars (approx. 30 speakers)  
Sponsor: World Marketing Summit ONLINE Organization  
Register here: <https://e-wms.jp/>  
For more details, visit here: <https://e-wms.jp/about/>

● transcosmos presentation overview

Create the Future via Loyalty Marketing based on 5A's Customer Experience



## **TSUNEHIRO FUKUSHIMA**

Corporate Executive Officer  
Transcosmos Inc. Japan

(source of the photograph above: World Marketing Summit official website)

The COVID-19 pandemic and the war in Ukraine have triggered unprecedented levels of changes in consumer mindsets, as well as economic stagnation on a global scale.

Key for recovery and for new marketing is to execute customer management (CXM) strategies powered by 5A's customer journey proposed by Professor Kotler in its true sense. In his presentation, Tsunehiro Fukushima will explain distinctive features of 5A's customer journey in Japan using case studies, and propose an ideal approach to CXM for the future.



\* Find out about transcocosmos's latest marketing theory based on P Kotler's model:

Website: <https://www.pkmarketing.jp/en/>

Twitter: [https://twitter.com/5a\\_cx](https://twitter.com/5a_cx)

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**About transcocosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 173 bases across 28 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcocosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients' excellent products and services to consumers in 46 countries/regions around the globe. transcocosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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