



# Trilateral Entrepreneurs Forum



Trilateral  
Cooperation  
Secretariat



WASEDA University



**CO-HOST**

- Trilateral Cooperation Secretariat
- Waseda University, School of Social Sciences

**THEME**

Driving Social Innovation for all: Corporate  
Social Responsibility in East Asia

**SUPPORT**

**LANGUAGE**

English

April 19, 2025  
9:30-12:10

**DATE**

## Introduction

### Trilateral Cooperation Secretariat (TCS)

Trilateral Cooperation Secretariat (TCS) is an international organization established with a vision to promote cooperative relations among China, Japan, and the ROK. Upon the agreement signed by China, Japan, and the ROK, TCS was inaugurated in Seoul, ROK, in September 2011.

### Overview of Trilateral Entrepreneurs Forum (TEF)

Trilateral Entrepreneurs Forum (TEF) is TCS's annual event that provides a platform to connect, communicate and share innovative ideas in business sectors, as well as to promote cross-border business cooperation among the three countries. TEF is a new format of the Trilateral Business Networking Reception (IBNR), which has been annually hosted by the TCS since 2013 in the three countries on a rotational basis, co-organized/supported with China Council for the Promotion of International Trade (CCPIT), Keidanren, and Federation of Korean Industries (FKI) since 2014.

## Background

Social enterprises (SEs) play a crucial role in addressing global challenges such as poverty, inequality, and reducing inequalities. China, Japan, and the Republic of Korea (ROK) have been at the forefront of social enterprise development, each adopting unique approaches influenced by their respective governmental policies, market dynamics, and civil society engagement.

“Driving Social Innovation for all: Corporate Social Responsibility in East Asia”, the forum will bring together policymakers, entrepreneurs, investors, and academics from China, Japan, and the ROK to explore the evolving landscape of social enterprises, discuss best practices, and identify opportunities for regional cooperation.

## Program

### 9:30-12:10 Trilateral Entrepreneurs Forum

9:15-9:30	<b>Registration</b>
9:30-9:55	<b>Opening</b>
	<p><b>Opening remarks</b></p> <ul style="list-style-type: none"> <li>• ZUSHI Shuji, Deputy Secretary-General, Trilateral Cooperation Secretariat</li> <li>• SATO Yoichi, Dean, School of Social Sciences, Waseda University</li> </ul> <p><b>Keynote speech</b></p> <ul style="list-style-type: none"> <li>• HARA Ichiro, Managing Director, KEIDANREN</li> <li>• KIM Bong-man, Chief International Network Officer / Vice President, Federation of Korean Industries (FKI)</li> <li>• SHI Ming, Chief Representative, China Council for the Promotion of International Trade (CCPIT) Representative Office in Japan</li> </ul>
9:55-10:00	<b>Group Photo</b>
10:00-10:40	<b>Session 1: Sustainable Approach to Corporate Social Responsibility</b>
	<p><b>Session Topic and Speaker Introduction (5')</b></p> <ul style="list-style-type: none"> <li>• Moderated by XU Hongda, Director of Department of Economic Affairs, Trilateral Cooperation Secretariat</li> </ul> <p><b>Presentation (30')</b></p> <ul style="list-style-type: none"> <li>• [日]: SODA Osamu, Professor, School of Social Sciences, Waseda University</li> <li>• [韓]: SHIN Hyun Sang, Professor, Hanyang University / CEO of Impact Research Lab</li> <li>• [中]: ZHANG Qiang, Professor, Beijing Normal University / Chariman of China Social Enterprise and Impact Investing Forum (CSEIF)</li> </ul> <p><b>Q&amp;A session (5')</b></p>
10:40-10:50	<b>Break</b>
10:50-12:05	<b>Session 2: Future Workforce &amp; Social Impact: Youth entrepreneurship, job creation, and inclusivity in SEs</b>
	<p><b>Session Topic and Speaker Introduction (5')</b></p> <ul style="list-style-type: none"> <li>• Moderated by KOYAMA Shukuko, Professor, School of Social Sciences, Waseda University</li> </ul> <p><b>Presentation and interaction (60')</b></p> <ul style="list-style-type: none"> <li>• [日]: KOCHI Masahiro, CEO, Annotation Support Inc.</li> <li>• [韓]: CHANG Yunjin, CEO, EmbargoMedia, Inc.</li> <li>• [中]: ZHANG Yichuan, Program Manager, China House</li> <li>• [日]: KO Honam, CSO, ecologic Inc.</li> <li>• [韓]: LEE TaeHyung, Head of Global Division, Underdogs Co., Ltd</li> <li>• [中]: CHEN Jingjing, Director of Wecounty Development Lab, TENCENT SSV</li> </ul> <p><b>Q&amp;A session (10')</b></p>
12:05-12:10	<b>Closing Remarks</b>
	<ul style="list-style-type: none"> <li>• ZUSHI Shuji, Deputy Secretary-General, Trilateral Cooperation Secretariat</li> </ul>
12:30-14:30	<b>Luncheon &amp; Networking Session</b>



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# Opening Session

## Opening Session



### **ZUSHI Shuji**

Deputy Secretary-General, Trilateral Cooperation Secretariat (TCS)

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Mr. ZUSHI Shuji commenced his career at the Ministry of Foreign Affairs of Japan in April 1995.

He has served in numerous roles, including Deputy Director positions within the Asian and Oceanian Affairs Bureau, Foreign Policy Bureau, and Economic Affairs Bureau. His extensive international experience includes assignments as First Secretary at the Japanese Embassies in France (2008-2011) and Canada (2011-2013), where he later became Counsellor.

From 2013, he held key positions such as Principal Deputy Director of the Human Rights and Humanitarian Affairs Division, Director of the Hague Convention Division, and Director of Intelligence and Analysis Service. Additionally, he was seconded to the Cabinet Secretariat in 2014 and 2021, serving as a Counsellor (2021-2023) in the Cabinet Intelligence and Research Office.

In September 2023, he assumed his current role as Deputy Secretary-General of the TCS.

Mr. ZUSHI earned his Bachelor of Arts in Law from Tokyo University in 1995.

## Opening Session



### **SATO Yoichi**

Professor and Dean, School of Social Sciences, Waseda University

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His research interests include urban history and visual archives. He received his PhD for his research on the urban development of Vladivostok in the Russian Far East during the imperial period. For many years, he has been collecting photographic materials related to the urban space of Tokyo during the post-war occupation period, and has conducted research in various parts of the United States to collect not only official photographs but also vernacular photographs. Using the photographs he has collected, he continues to research how societies and communities can make use of visual records, while also holding practical exhibitions and workshops.

Since 2000, he has been a faculty member of the Department of Spatial Imaging at the Waseda University School of Art and Design, and in 2010 he transferred to the School of Social Sciences, where he holds exhibitions of the results of his research with many graduate and undergraduate students at galleries outside the university every year.

## Opening Session



### **HARA Ichiro**

Managing Director at KEIDANREN

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Ichiro Hara is Managing Director of Keidanren (Japan Business Federation). In this role, he is responsible for foreign economic relations.

During almost forty years of professional experience with Keidanren, he was also involved in administrative and industrial affairs. Under the Koizumi administration, he was seconded to the Cabinet Office to deal with regulatory reform.

He joined Keidanren in 1986 after graduating from Sophia University.

## Opening Session



### **KIM Bong-Man**

Chief International Network Officer (CIO), Federation of Korean Industries (FKI)

Mr. Kim joined FKI in 2002, and since joining the organization, he has served in various capacities throughout key positions in the organization, developing notable expertise in international affairs. Starting his career at the Competitiveness Enhancement Team and ROK-U.S. Taskforce, Mr. Kim was dispatched to the Ministry of Foreign Affairs and Trade of the Republic of Korea (MOFAT) as an FTA specialist from 2006-2007. He then headed the FKI Tokyo Office from 2011-2013 and led the Regional Cooperation Team and the Public Relations Team upon his return to Korea. In 2016-2020, Mr. Kim served as Secretary General of the FKI International Management Institute (IMI) and has directed the FKI International Network Department since 2020. Mr. Kim was promoted to Vice President in 2024.

Mr. Kim Bong-Man was awarded the Commendation of the Minister of Foreign Affairs and Trade in 2006. He obtained his B.A. in English Literature from Dongguk University (Korea) in 1999, M.Sc. in International Relations from the University of Newcastle Upon Tyne (UK) in 2000, and M.Sc. in International Business and Management from the University of Manchester Institute of Science and Technology (UK) in 2001.

## Opening Session



### **SHI Ming**

Chief Representative, China Council for the Promotion of International Trade (CCPIT)

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SHI Ming, born in September 1971, is a native of Jinan, Shandong Province, China. He holds a master's degree from Renmin University of China and is a visiting researcher at Chuo University in Japan.

In 2002, he started working for the China Council for the Promotion of International Trade (CCPIT). From 2004 to 2008, he worked at the CCPIT's representative office in Japan. From 2008 to 2017, he served in the International Liaison Department, holding various positions including representative and director. In 2017, he was dispatched by the CCPIT to work at the China Chamber of International Commerce and approved to establish the China-Japan-Korea Enterprise Exchange Center, where he serves as the director. In November 2022, he was assigned to the representative office of the CCPIT in Tokyo, Japan, where he is responsible for all operations.



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# **Session 1**

## Session 1



### **SODA Osamu**

Professor, School of Social Sciences, Waseda University

Professor Osamu Soda is a faculty member at the Faculty of Social Sciences, Waseda University, specializing in community development, sustainable regional design, and social innovation. His main areas of research include regional ecosystems for “Local SDGs,” social enterprises, and the formation of collaborative platforms among government, industry, and academia. He obtained his B.A. from the School of Political Science and Economics and his Ph.D. in Engineering from the Graduate School of Science and Engineering, both at Waseda University. He later served as an honorary research fellow at the University of Birmingham in the UK and as a visiting professor at Peking University in China. He has engaged in collaborative field research and international education programs in China, South Korea, Indonesia, Thailand, and Vietnam, focusing on the integration of traditional knowledge and digital technology. In Japan, he has contributed to policymaking and regional revitalization, serving as an Advisor for the Cabinet Office and as Program Director for a MEXT initiative on knowledge-based human resource development. As former Dean of the Faculty, he contributed to the growth of the Global Asia Research Center at Waseda University, fostering cross-border academic collaboration. At present, he teaches courses such as “Creative Inquiry in the Social Sciences” and the “JA Kyosai Endowed Lecture.” His recent publications include *Knowledge Integration and Open Social Innovation for Sustainable Development* (Springer, 2023), part of the Sustainable Development Goals Series.

## Session 1



### **SHIN Hyun Sang**

Professor, Hanyang University / CEO of Impact Research Lab

Hyun Shin, Ph.D. is Professor of Marketing at the School of Business and Vice President of Global Social Innovation Foundation, Hanyang University (Seoul, South Korea). He also serves as Director of Impact Science Research Center, Ashoka U Change Champion, and Academic Editor of Stanford Social Innovation Review (SSIR) Korean Edition at the university. His research has appeared in premier journals such as Management Science, Sustainable Development, and Stanford Social Innovation Review. Through research, consulting, and advisory, he has worked with global companies, such as BGF, Hyundai Motor Group, LG, Posco, Samsung, and SK; with Foundations, such as Asan Nanum Foundation, Asia Foundation, Bill & Melinda Gates Foundation, Hyundai Motors CMK foundation, Economics of Mutuality (EOM) Foundation, Posco 1% Nanum Foundation, Smilegate Hope Studio, and SK Happiness Foundation; with public institutions, such as Gyeonggi-do Social Impact Creators (GSIC), Korea National Research Foundation (KNRF), Korea Social Enterprise Promotion Agency (KOSEA), Korea International Cooperation Agency (KOICA), Korea Trade-Investment Promotion Agency (KOTRA), Korea Foundation for International Healthcare (KOFIH), Korea National Council for Social Welfare (KNCSW), and Korea Venture Investment Corporation (KVIC); with NGO/NPOs, such as ASEAN-KOREA Center, Ashoka Korea, Center for Social Value Enhancement Studies (CFSE), Good Neighbors International, Mango Fund (in Uganda), Save the Children, and World Vision; and with social enterprises, such as Dot, Dr. Noah, Good Sharing (in Mongolia), Sangsangwoori, MYSC, SK Happy Narae, and TreePlanet. He has also served as a member of the Board of Directors at Korea National Advisory Board for Impact Finance, Korea Academic Society for Business Administration, Korea Academy of International Business, Korea Academy of Social Enterprise, and Korea Marketing Association. In 2019, he founded a social venture, Impact Research Lab, which aims to measure impact and provide evidence-based impact consulting and advisory service. He received B.B.A. and M.B.A. from Seoul National University (Seoul, South Korea), M.S. in Economics from University of Illinois at Urbana-Champaign (Illinois, USA), and Ph.D. in Management from the Anderson School of Management, UCLA (California, USA).

## Session 1



### **ZHANG Qiang**

Professor, Beijing Normal University / Chairman of China Social Enterprise and Impact Investing Forum (CSEIF)

Dr. Qiang Zhang is a professor of public management at the School of Government at Beijing Normal University and an adjunct professor at Tsinghua University and Suzhou University. He is also the Founding Director of the Innovation Center for Risk Governance, the UNDP& China Risk & Resilience Innovation Project Lab, and the External Expert for WHO Guidance Development on Health Emergency Learning and Capacity Building. He is a Board Member of the China Administration Society, a Board Member & Executive Director of the Sustainable Development Committee, the China Management Science Society (CMSS), a Board Member & Executive Director of the Community Safety Committee, the China Society of Emergency Management (CSEM), and a Board Member of the China Volunteer Service Federation (CVSF). Dr. Zhang has over ten years of experience in government agencies, both at local and central levels. His research focuses on public management and governance, including social entrepreneurship, risk governance, climate change, and sustainable development. He was nominated as a Beijing Leading Professor on Emergency Management and Elsevier's Most Cited Chinese Researcher for exceptional research performance in Public Management. He has researched or consulted for UNDP, UNOCHA, UNOSSC, UNESCO, UNV, and public agencies in China and lectured globally on these subjects for two decades.

He received his Ph.D. in Management from SPPM at Tsinghua University as the first cohort (2004) and was a Harvard-Yenching Visiting Scholar at Harvard (2011-2012).



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# **Session 2**

## Session 2 Moderator



### **KOYAMA Shukuko**

Associate Professor, School of Social Sciences, Waseda University

Dr. Shukuko Koyama is an Associate Professor at the School of Social Sciences, Waseda University, where she teaches conflict resolution, development studies, and social innovation. She is also the director of the Institute of Asian Studies and has been actively involved in the Campus Asia Program since 2017.

Beyond academia, Dr. Koyama has extensive experience in operational and policy development roles across disarmament, peacekeeping, emergency response, private sector development and reconstruction assistance. Her fieldwork has taken her to Albania, Cambodia, Indonesia, Liberia, Mali, Nepal, Pakistan, the Philippines, Sri Lanka, and Thailand. From 2002 to 2015, she served as a staff member at the United Nations Institute for Disarmament Research (UNIDIR), the United Nations peacekeeping mission in the Democratic Republic of the Congo (MONUC), and the International Labour Organization (ILO). She was also a fellow of the Global Future Council on Japan at the World Economic Forum from 2019 to 2020.

Dr. Koyama holds a PhD from the School of Social Sciences at the University of Bradford, UK.

Her recent publications include:

Koyama, S. (2025) "Quasi-state paramilitarism in Georgia in the early 1990s" in Tasić, D. and Aleksandar Miletić, A. (eds.) *The Longue Durée of Paramilitarism: Balkan and Global Perspectives*. Peter Lang, pp.173-190.

Koyama, S. (2023) 'The potential of transnational history education: Attempts at university teaching practice in East Asia', *Memory Studies*, 16(6), pp.1663-1670.

Koyama, S. (2023) 'Diffusion of labour rights: Georgia 2003-2019', in Bacon, P., Chiba M. and Ponjaert, F. (ed.) *The Sustainable Development Goals: Diffusion and Contestation in Asia and Europe*. Abingdon: Routledge, pp.142-152.

## Session 2 Speaker



### **KOCHI Masahiro**

CEO, Annotation Support Inc.

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Mr. KOCHI Masahiro joined Borderless Japan Corporation in 2018, and worked as a computer mechanic for about 2 years with refugees who came to Japan at People Port Inc. After that, he worked as a system engineer at Hachidori Electric Power Company for about a year, and founded Annotation Support Inc in August 2021. His desire to solve the statelessness problem was triggered by his firsthand experience in Malaysia, where he visited as an educational support volunteer when he was a student.

Masahiro Kochi obtained his B.A. from Human Sciences, Waseda University in 2018.

## Session 2 Speaker



### **CHANG Yunjin**

CEO, EmbargoMedia, Inc.

Yunjin Chang is the CEO of Embargo Media, a digital healthcare company specializing in AI-driven hearing health management and early hearing diagnosis services. She is dedicated to developing smart earrings and digital hearing aid solutions, aiming to provide innovative hearing care services for 1.5 billion people with hearing impairments worldwide.

Embargo Media was selected for the 2024 National Happiness Service Startup Competition, organized by the Ministry of Health and Welfare, the Korea Social Security Information Service, and Dongguk University SW Education Center. Based on this achievement, the company developed the AI sLLM-powered chatbot system, “Smart Hearing Agent,” to improve welfare and accessibility for approximately 8.5 million senior citizens with hearing impairments in South Korea.

Additionally, Embargo Media has solidified its position as a leader in ethical AI startups, participating in the 2024 Fly Asia exhibition by invitation from the Korea Startup Forum, winning the 2025 Korea Industry Awards K-Startup Grand Prize (AI Chatbot System for the Hearing Impaired), and receiving an invitation to the 2025 Swiss Biotech Exhibition.

CEO Chang’s career is diverse and multifaceted. She earned a Bachelor’s degree in Art Studio from California State University, Chico, and later obtained a Graduated Gemologist from GIA in New York. Since 2025, she has been serving as the of VP of Administration Women’s Jewelry Association (WJA) Korea Chapter, supporting Korean female jewelry designers in expanding into the Japanese, Hong Kong, and U.S. markets while fostering business networks between women’s jewelry CEO.

## Session 2 Speaker



### **ZHANG Yichuan**

Program Manager, China House

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Yichuan Zhang is the Program Manager of China House, a social enterprise dedicated to bridging China and global sustainable development through youth engagement. Through project-based learning (PBL) initiatives, China House has inspired more than 2,000 young Chinese students to engage in global sustainable development and has raised over \$100,000 for NGO projects.

Since 2018, Yichuan Zhang has been working in the nonprofit sector, leading dozens of social impact projects, including research on migrant children, youth career counseling, urban neighborhood revitalization, support for people with dementia, and empowerment of marginalized women. She earned her Master's degree in Sociology from the University of Warwick in 2022. She previously participated in the Peer-to-Peer project at TU Berlin and published a research article in the related academic journal. Currently she is in charge of student research programs at China House.

## Session 2 Speaker



### **KO Honam**

CSO, Ecologgie Inc.

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Mr. KO Honam is the CSO of Ecologgie Inc. and the Founder/President CEO of JC Group, leading initiatives in sustainable agriculture, high-protein food innovation, and economic collaboration between Japan and Cambodia.

Since 2020, he has been spearheading Ecologgie Inc.'s efforts to develop and expand cricket-based high-protein food materials from Cambodia to global markets. He has successfully led fundraising efforts from venture capital and individual investors in Japan and oversaw the establishment of the Ecologgie Takeo Factory (ETF), a cricket food processing facility in Takeo Province, Cambodia.

In addition, since 2008, he has been the driving force behind JC Group, a diversified business group operating under the theme of "Made by Japan & Cambodia (JC)." He founded JC Agricultural Cooperatives Co., Ltd. (JCAC) in 2016, focusing on agricultural machinery, smart agriculture solutions, and microfinance for local farmers in Cambodia.

Before his entrepreneurial journey, he was an Executive Officer at Dream Incubator Inc. (DI) from 2005 to 2008, where he played a key role in investing in and supporting startups in Japan, leading to multiple IPO successes. He also contributed to DI's listing on the Tokyo Stock Exchange and launched the company's Vietnam investment business. Earlier in his career, he worked as a Senior Accountant at Deloitte Touche Tohmatsu, specializing in accounting, auditing, and M&A due diligence under both Japanese and US standards.

## Session 2 Speaker



### **LEE TaeHyung**

Head of Global Division, Underdogs Co., Ltd.

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Mr. Tae-Hyung Lee joined Underdogs in 2025.

Before joining Underdogs, he served as the CEO of a global hobby-sharing platform from 2018 to 2023.

From 2022 to 2024, he managed the licensing and Asian distribution of an American apparel brand.

Between 2023 and 2025, he was responsible for domestic distribution and international export of agricultural products.

Since 2025, he has been serving as the Head of the Global Division at Underdogs, leading the company's global initiatives and partnerships.

Mr. Lee earned his B.A. in Sports Science from Sungkyunkwan University in 2016.

## Session 2 Speaker



### **CHEN Jingjing**

Director of WeCounty Development Lab, Tencent SSV

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Dr. Chen Jingjing is the Director of the WeCounty Development Lab of Tencent's Sustainable Social Value Division (Tencent SSV).

She is primarily responsible for Tencent's social value initiatives aimed at rural revitalization, including the projects of Rural Prosperity Based Innovation, Village CEO Training, and Rural Youth Entrepreneurs Initiative, etc. She holds a Ph.D. from Renmin University of China, a master's degree from the London School of Economics and Political Science (LSE) and is a Chevening Scholar of the UK.



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