

Rakuten: How to Promote Global Innovation

October 30, 2018



Yaz Iida

President, Rakuten USA, Inc.

Yaz Iida delivered a lunchtime lecture on Tuesday, October 30, 2018, focusing on the e-commerce company Rakuten. He described Rakuten's humble beginnings and its incredible growth in Japan as well as providing an overview of how the company has expanded overseas and its plans to become a household name in the United States. Rakuten was designed as an online "grand bazaar," where the customer would feel like they were getting the personal attention of a shopkeeper in a market, but with the convenience of shopping online. Mr. Iida explained the fundamental Japanese values that underlie Rakuten's company philosophy, including *omotenashi*, or the unique concept of Japanese hospitality that prizes a high standard of customer service and respect above everything. He also gave insight into the company's strategy of increasing brand awareness in the U.S. and abroad by partnering with some of the world's best sports teams, including F.C. Barcelona and the Golden State Warriors.

