

## Suntory: Lessons from Integrating Beam Inc.

April 18, 2022

Geffen Hall, Columbia Business School



*Featuring:*

**Takeshi Niinami**, Chief Executive Officer, Suntory Holdings Limited

*Moderator:*

**Takatoshi Ito**, Professor, School of International and Public Affairs, Columbia University;  
Director, Program on Public Pension and Sovereign Funds, CJEB

*Opening Remarks:*

**David E. Weinstein**, Director, CJEB; Carl S. Shoup Professor of the Japanese Economy,  
Columbia University

On April 18, 2022, CJEB presented an in-person-only event featuring Takeshi Niinami. Suntory, one of the world's leading consumer products companies, acquired American spirits company Beam Inc. to create Beam Suntory in 2014. Amounting to \$16 Billion, this was one of the largest Japanese buyouts of an American corporation at that time. What were the greatest challenges? What were the key success factors in bringing together two very different organizations of the East and West? Mr. Niinami, CEO of Suntory, reflected upon this challenging journey and shared his thoughts and learnings. The lecture concluded with a Q&A session and a reception. This was CJEB's first in-person event at Columbia Business School's new Manhattanville campus.