



**APEC**

**Japan 2010**

**Women Leaders Network**

**- The Entrepreneurial Skills of Women Demanded by the Times -**

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# Contents

- 1. Path to becoming a woman entrepreneur: A choice**      **...2**
- 2. Obstacles faced by the new venture business**      **..17**
- 3. Networking with the broader world**      **...**
- 4. Women entrepreneurship and future challenges: What to expect from business ventures**      **...**

# Path to Becoming a Woman Entrepreneur

## A Choice

Here

?

Now



A black and white photograph of a baby's feet, with text overlaid. The text is in pink and orange colors. The background is a close-up of the baby's feet, showing the toes and the texture of the skin.

I

was

brought here...

by  
who?

for what  
reason?

# Before dawn

1936 - 1954

0 - Age 18



● Before dawn...Spent the next 18 years since birth in my hometown

Experience the devastation of war at age 9



# Between life and death

Desire to do good for society, to help people

Desire to be employed and live independently

Desire to work for the benefit of others

Desire to connect with the world



# Morning

● Four years of university and until starting my company

1954 - 1969

18 - Age 32

# Morning came, but

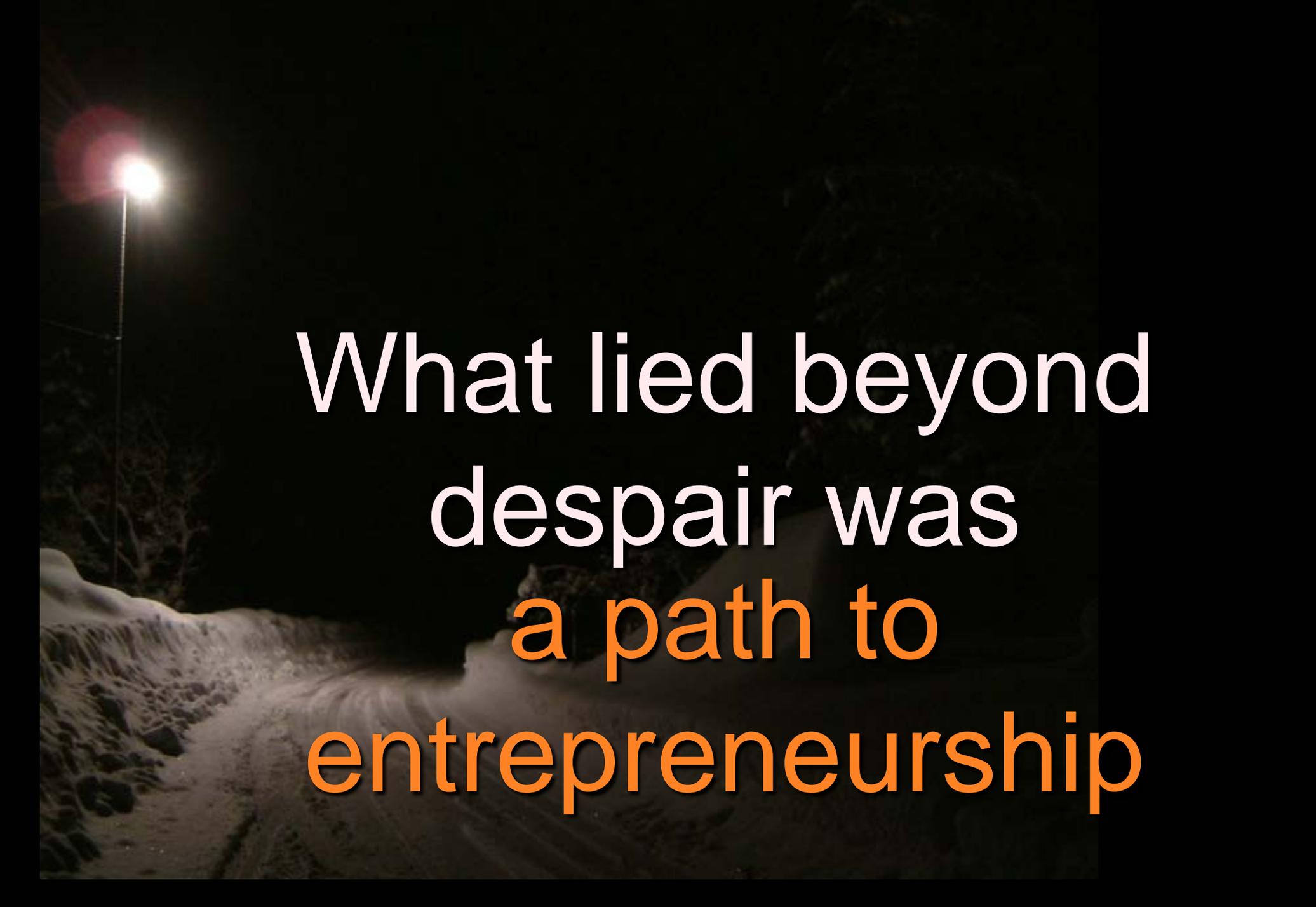
Despite graduating from university

Failed to find a job

Original “freeter” (casual, part-time worker)

Truly unemployed

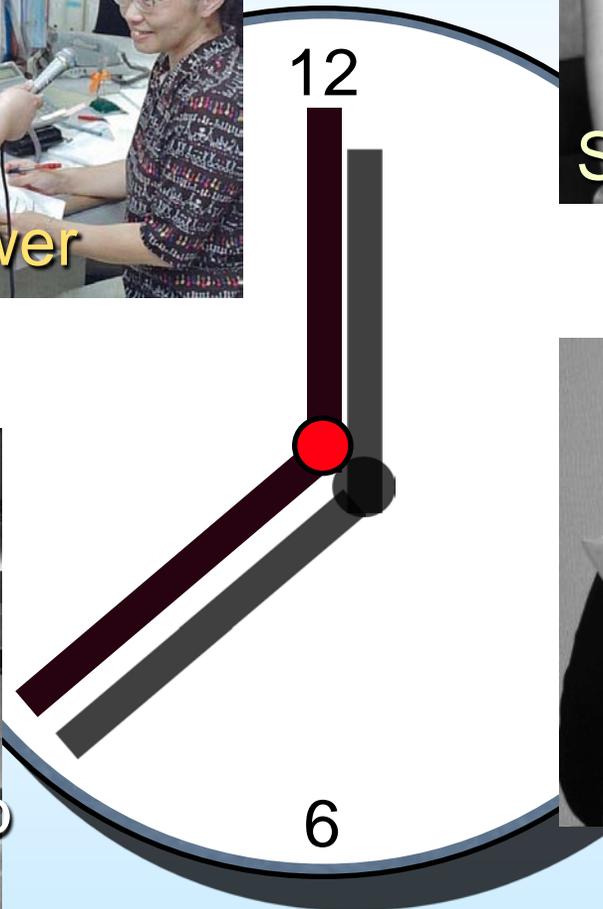
Aim to become an entrepreneur

A dark, snowy path at night, illuminated by a single street lamp on the left. The path is covered in snow and leads into the distance. The background is dark and indistinct.

What lied beyond  
despair was  
a path to  
entrepreneurship

# In 1959, at age 22, led the original "freeter," four-job-a-day life

5 years



**In 1964, at age 27, travelled to the U.S. to work at the NY World's Fair**



5 years

**Meet American women entrepreneurs**

**Travel around South America,  
Europe,  
Africa**

**(Visit the world's information service providers)**

# Afternoon



● 42 years, from business start-up to the present

1969 -

Age 32 -

**In 1969, establish DIAL SERVICE Co., Ltd.**

**Service of women, service by women, and  
service for women and ordinary citizens**



**Birth of Japan's first woman entrepreneur**

**Service of women, service by women, and service for women and ordinary citizens**



# High Economic Growth Period of Japan in the 1960s



# **Obstacles Faced by the New Venture Business**

# High Economic Growth Period of Japan in the 1960s

An era characterized  
by goods and money

Measure of value

Heavy

Thick

Long

Big

Knowledge and information  
about well-being and livelihood

The unseeable

Immeasurable

Incalculable monetary value

Outside the scope of business



The unseeable also has value!

**Knowledge & info about well-being and livelihood**

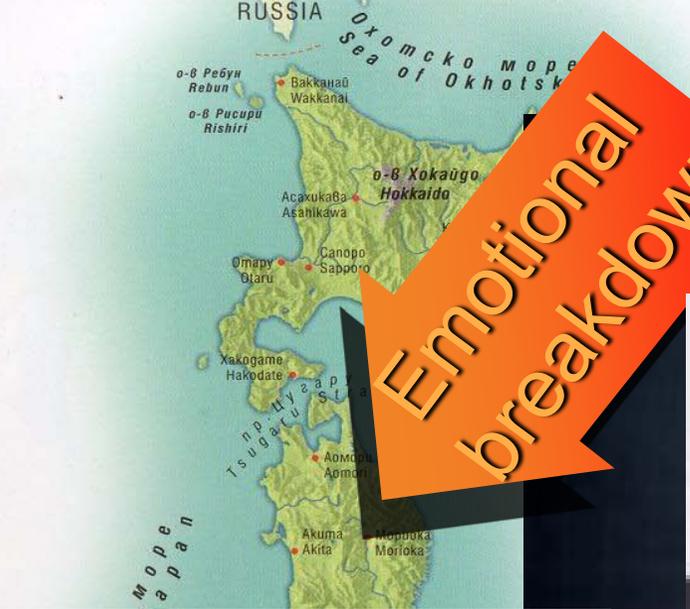
World's first and only service

Embrace the telephone as a two-way media and

Begin child rearing helpline



Worries



Emotional breakdown



Telephone



Loneliness



Counseling

# Legal & Regulatory Barriers

Public Telecommunications Act

Lack of billing system and  
mechanism

# Petitioning the Japanese government for information fee charging system



Photo: From NHK documentary drama, “One Person’s Solitary Rebellion”

**Laws and regulations?**

**Social needs?**

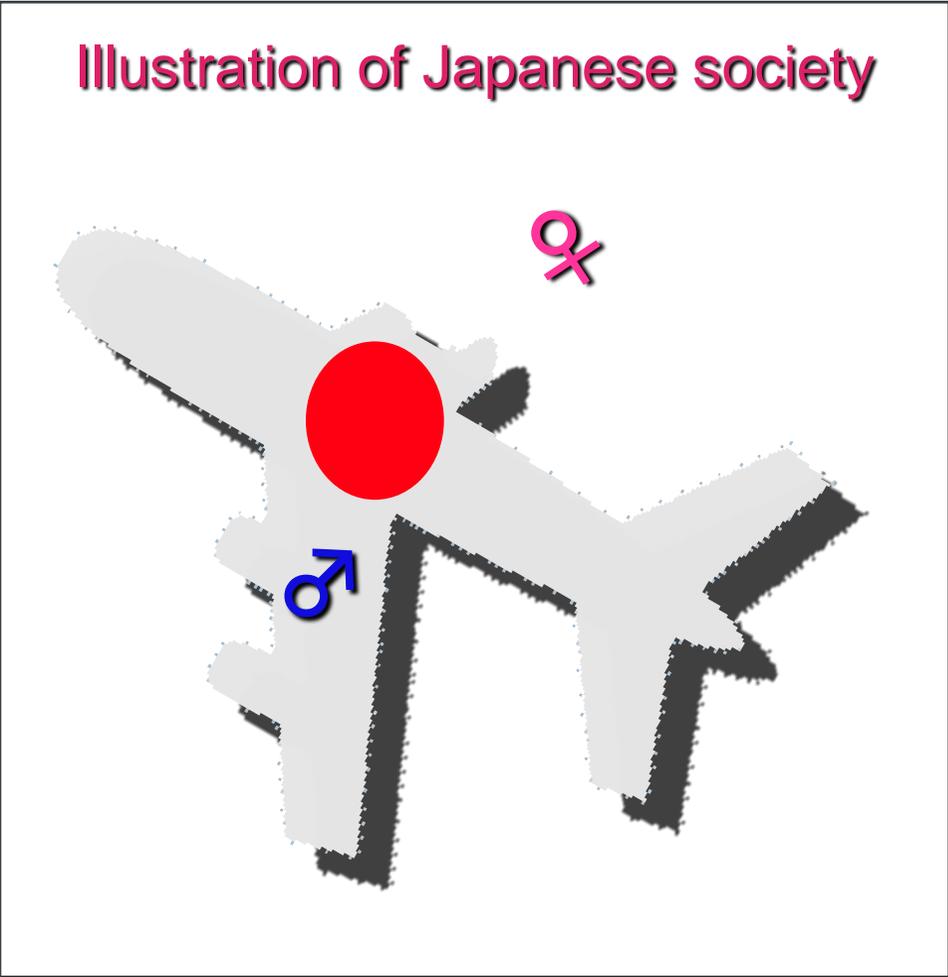
今野由梨さんの郵政大臣賞受賞を祝う



A snapshot of Japan revealed by telephone counseling



All male-engine, one-winged airplane society



# Mission of Dial Service

**Recruit women and capitalize on their skills**

- ◎Expand employment opportunities for women
- ◎Create new jobs that harness the sensibilities and skills of women
- ◎Achieve a diverse society

1971

First helpline for child rearing counseling  
Begin “Baby 110”



1981

Begin “Middle-age 110”



1979

Begin “Child 110”



# Networking with the Broader World

# Expanding Global Network



**1994 C-200 Washington DC Conference, C-200 Annual Conference** Introduced by Vice President Gore and Mr. Mickey Kantor as the first member from Japan



**1996 Japan-U.S. Women Entrepreneurs Symposium (Venue: AT&T)**



**2003 The Leaders Project Conference in Miami**  
Speaker at conference hosted by U.S. Secretary of Defense William Cohen

**As the mother of business ventures**

**Japan**

**Countries in Asia**



# Women Entrepreneurship and Future Challenges

What to Expect from  
Business Ventures

# People Who Want to be Entrepreneurs

Motivated by dreams and interests

Determination to persevere

Positive thinking

Capacity for imagination,  
ability to take action

Appreciative heart

Ability to read the needs of the times

# Utilizing the flowers and tree leaves from home



女性起業家国際交流パーティー  
世紀をひらく女性起業家たち — 躍動するASEAN —

NTT移動通信網株式会社 NTTデータ株式会社 日本郵政株式会社 日本電信電話株式会社  
住友商事株式会社 住友銀行株式会社 住友生命株式会社 住友信託銀行株式会社  
三井物産株式会社 三井住友銀行株式会社 三井住友生命株式会社 三井住友信託銀行株式会社  
丸善株式会社 丸善銀行株式会社 丸善生命株式会社 丸善信託銀行株式会社  
東洋物産株式会社 東洋銀行株式会社 東洋生命株式会社 東洋信託銀行株式会社  
日本郵船株式会社 日本郵船株式会社 日本郵船株式会社 日本郵船株式会社

