



APEC
Japan 2010

Women Leaders Network

- The Entrepreneurial Skills of Women Demanded by the Times -

MTSAT1 2009/07/22 01:30 UTC VIS

ERI/IIS/U-Tokyo/Japan

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Path to Becoming a Woman Entrepreneur

A Choice

Here



Now

A black and white photograph of a baby's feet, with text overlays. The feet are positioned at the bottom of the frame, with the toes pointing towards the center. The background is a soft, out-of-focus grey.

I

was
brought here...

by
who?

for what
reason?

Before dawn

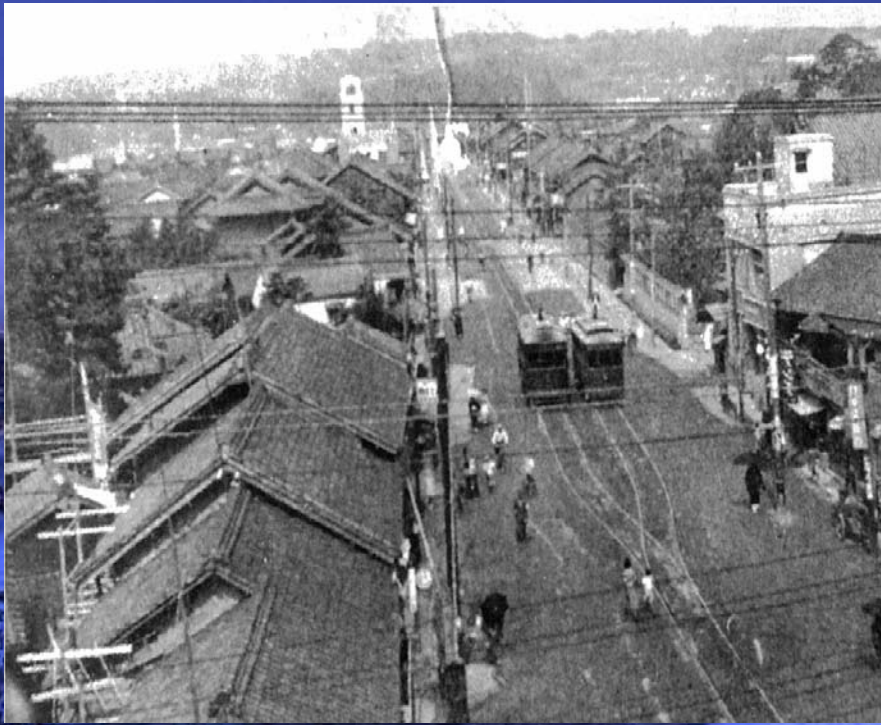
1936 - 1954

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

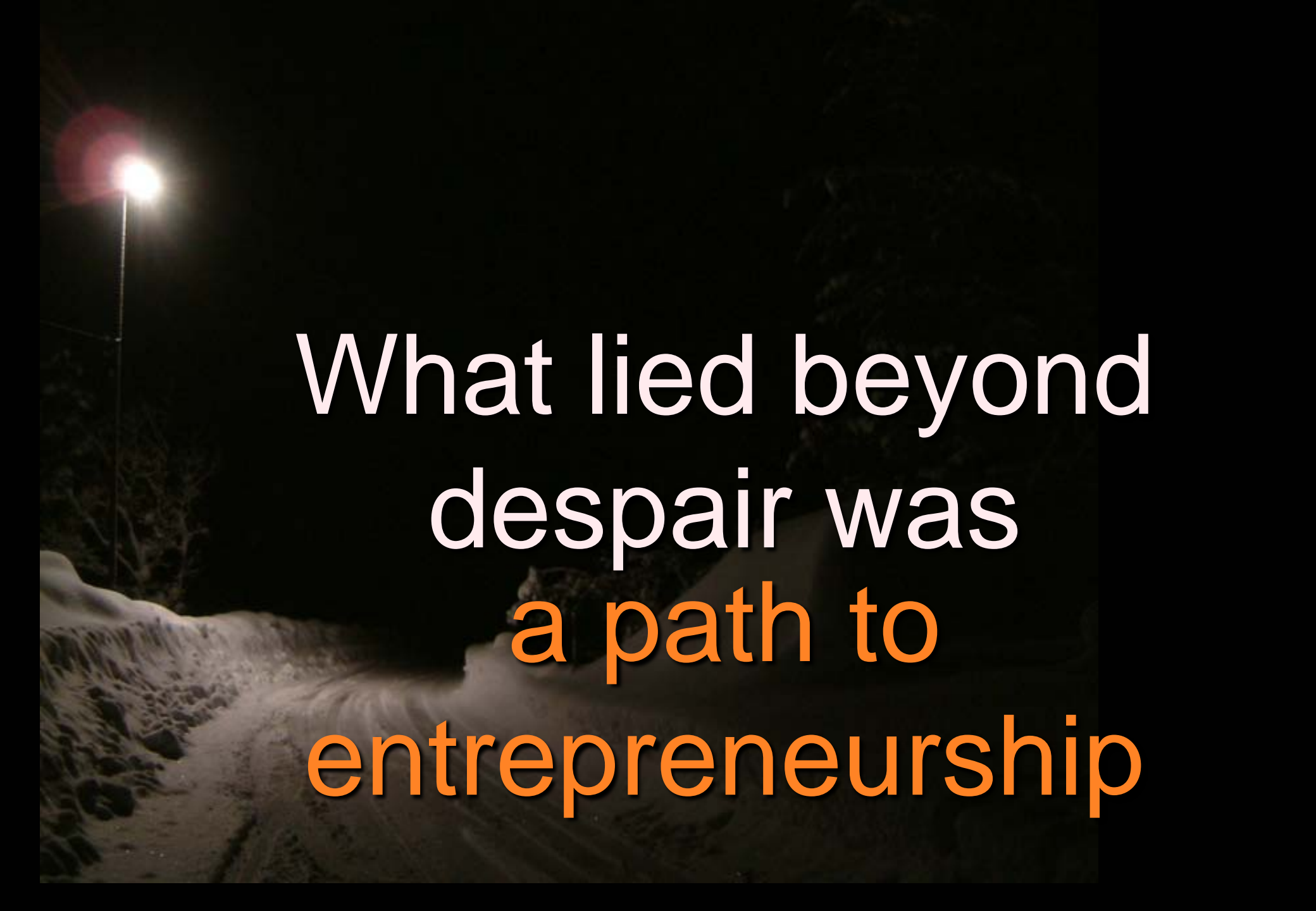
Despite graduating from university

Failed to find a job

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

Truly unemployed

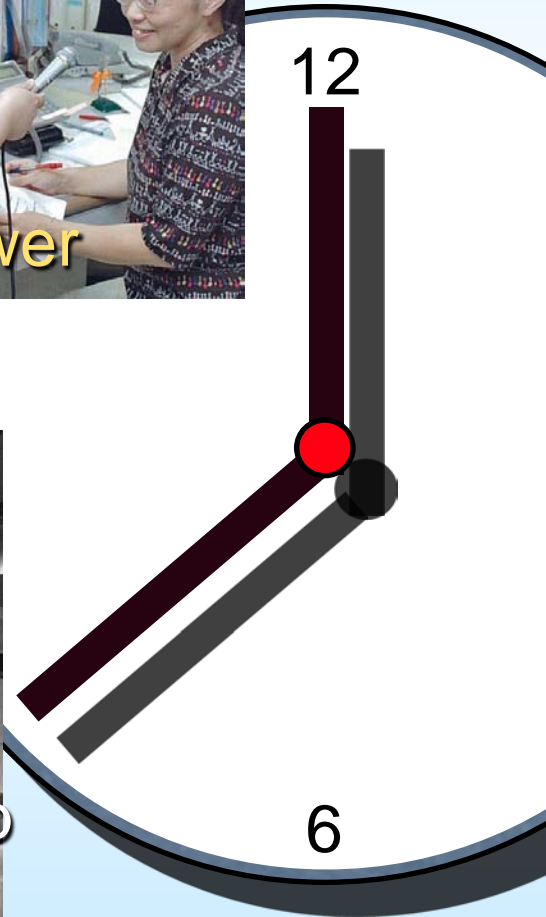
Aim to become an entrepreneur

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 darkness. The text is overlaid on the right side of the image.

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



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



THE GINZA MAIN STREET.

東京名所 銀座通り



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

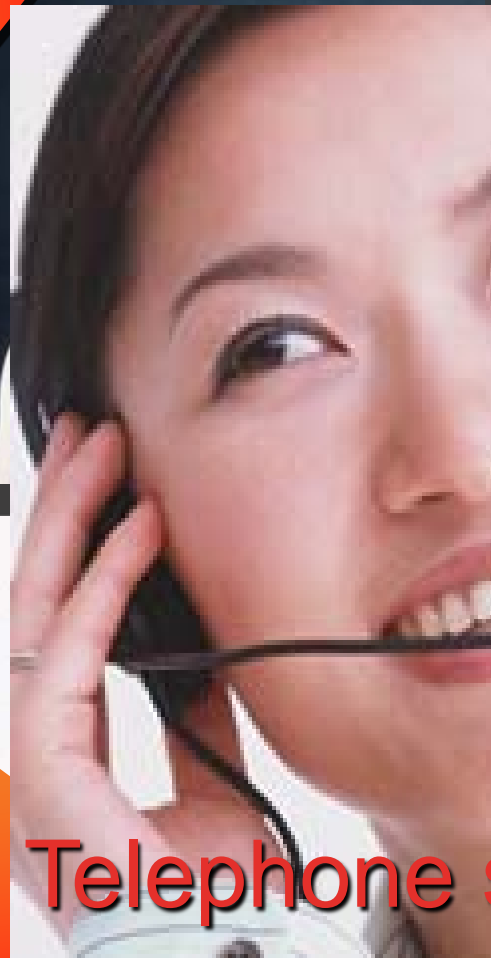
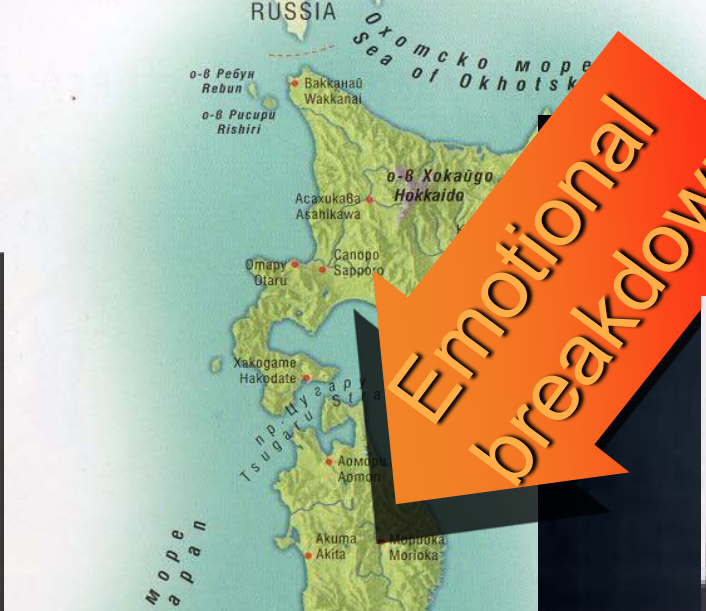
Embrace the telephone as a
two-way media and

Begin child rearing helpline

Worries



Emotional
breakdown



Telephone s

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

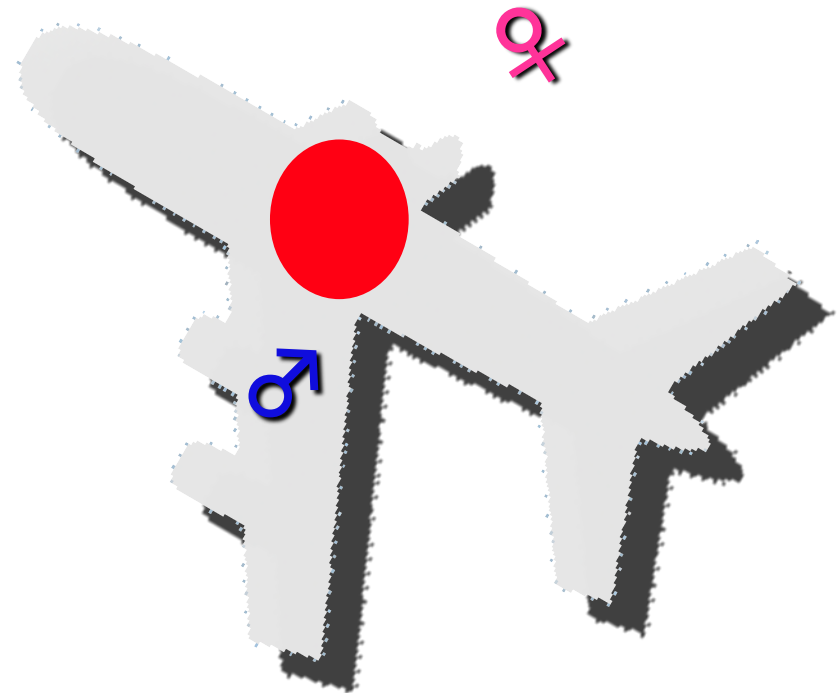


A snapshot of Japan revealed by
telephone counseling



All male-engine, one-winged
airplane society

Illustration of Japanese 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



