In 2010, Guhen Taiten Kitaoka was featured as one of the "100 Next-Era CEO's in Asia" on The Japan Times magazine's online English-language website.

北岡泰典は、2010 年、The Japan Times 誌の英文オンライン サイト「100 Next-Era CEO's in Asia」で「アジアの次世代 CEO 100 人」の一人として紹介されました。

100 Next-Era CEOs IN ASIA 2010

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Office Kitaoka Inc.
CEO **Taiten Kitaoka**

Year of birth	1956
Birthplace	Wakayama/Japan

Message to young people

So long as you know what you really want to do, the only thing that can interrupt you from achieving your goal is the idea that "it is impossible for me." The key to succeeding in life is to have optimistic confidence that makes you believe it is possible for you ? whatever anyone says ? and the commitment in which you are determined to sacrifice anything to realize what you really want.

Have the spirit of "leaping before seeing" and find what you really want to do. Go out of Japan and lift the status of Japan internationally and make Japan more active and lively.



I suffered from cerebral palsy when I was 4 months old and became partially paralyzed. I went through many traumatic incidents when I was young and had difficulty adjusting myself to society, suffering with PTSD (post-traumatic stress disorder) and borderline personality disorder.

So I was a troublemaker in junior high and got involved in left-wing student activism in high school. The counterculture, hippie culture and rock culture of America's West Coast influenced me when I was in high school and they shaped how I live.

It took me two years after graduating high school to enter a university and I repeated a year at university. I wrote my graduaton thesis in French about Marcel Proust's novel "In Search of Lost Time." I think university days were the most barren time in my life.

Upon graduation, I went to the Sahara Desert and worked as a French language interpreter for three years. Then I became a disciple of an Indian guru and lived on the West Coast of the U.S. I moved to London when I got married.

I lived in London for about 20 years, working as a cross-culture communication consultant, coach, interpreter and translator. My clients during that time included relatives of Winston Churchill, Princess Anne, top management of F1, the Church of England. Meanwhile, I learned NLP (Neuro-Linguistic Programming), which is an approach of communication psychology, directly from its founders and gained qualifications. In that process, I overcame my own traumas completely. I came back to Japan in 2002 after getting divorced.

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Next-Era CEOs in Asia

Entrepreneurs tap into growing Asian markets

The world was stunned by a report released in October 2003 by U.S. investment bank Goldman Sachs that predicted that China's economy would surpass Japan's by 2015 and the United States' by 2041. Many only half-believed the report, which also forecast that India would overtake Japan, the world's second-largest economy at the time, by 2032.

Today, nobody doubts the report. The actuality is that China's nominal gross domestic product is most likely to surpass Japan's this year (as it did during the second quarter), or five years earlier than the report predicted.

Another report, released in March 2008 by PricewaterhouseCoopers, the world's largest accounting firm, predicted that China will overtake the U.S. as the world's largest economy in around 2025. It also foresaw that India may have the potential to catch up with the U.S. by 2050 and will at least overtake Japan.

For Japan, these predictions may sound gloomy in that its economic standing in the world would erode, along with its political influence on world affairs.

Japan's trade policymakers do not think so, however. In their view, these forecasts should be taken as good news for Japanese businesses. The white paper on international economy and trade for 2010, issued by the Ministry of Economy, Trade and Industry, said, in part: "Asia, which has recovered from the global economic crisis ahead of other regions of the world, is now getting attention not only as the 'world's factory' but also as the 'world's market.'"

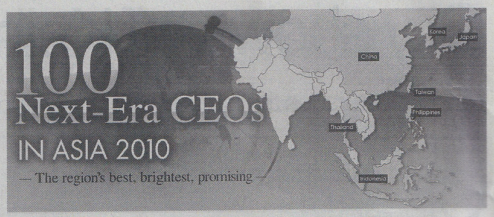
According to the METI report in 2015, Asia, including China and Japan will have the largest share of the world's nominal GDP at 25.4 percent, compared to 23.8 percent for the European Union and 22.3 percent for the U.S. More importantly, the Asian region is predicted to emerge as the world's largest consumer market. Asia's overall personal consumption will reach $16.14 trillion in 10 years, higher than the $15.78 trillion in the U.S. and $12.67 trillion in the EU.

The METI report said that the fast-growing Asian economies and the resulting emergence of a giant consumer market in Asia will provide more opportunities for Japanese businesses.

Against such a backdrop, The Japan Times Crossmedia Department is launching the project 100 Next-Era CEOs in Asia 2010 to introduce promising businesses in key Asian markets and their CEOs to our readers.

Focusing on the leaders of innovative companies in China, Indonesia, the Philippines, South Korea, Taiwan and Thailand, as well as in Japan, this project brings readers detailed interviews with 100 CEOs about what their sources of strength are as they carve a path to success in the fast-growing Asian markets.

Here are the 100 CEOs with their words of wisdom. The full interview feature is available on our website, The Japan Times Online: www.japantimes.co.jp/info/100-next-era-ceos



Name
Company name
Message to young people

Miki Watanabe
Watami Co.



Figure out what you want to do and write it down step by step in your calendar.

Kim Boo Gon
Corehands



You need your own unique identity no matter what field you're in. Don't be restricted by how things should be done; express your individualism.

Shi Xiaoyan
Ilinoi



Starting a business is incredibly difficult and requires guts. Have these qualities if you are to go down the path of entrepreneurship.

Paulus Ong
Ace Hardware Co.



Don't be afraid of having big dreams for they lead to big ambitions. Make sure you continue meaningful endeavors and end ones that aren't worthwhile.

Junji Torigoe
Sagamiya Foods Co.



Nothing will change unless you act of your own accord. It is important to abide by the stance: "I'll be the one who'll initiate things!"

Ryuta Inoue
Pal Co.



Heighten your sensitivity, knowledge and awareness of the world around you by deepening your experience in your field.

Chen Kunchi
Comebuy



In order to succeed, you need dedication, effort and gratefulness. Cherish all the people around you.

Masaru Furukawa
Global Education and Training Consultants Co.



If you think you can do it, or think you want to do it, then start it.

Rit Thirakomen
MK Restaurant Co.



Keep trying. Find out what you want to do, what you like and love. You'll never find what it is unless you look for it.

Lester Pimentel Ong
RBX



Don't start off with something big, start off with something small. Then you can aim at the immeasurable.

Pamongkol Chayavichitsilp
M Hotel Sathorn Co.



If you know what you want to do, do it. Then once you start it, don't quit or stay pat.

Tetsuya Ebata
All About Inc.



There are many opportunities in the world because there are so many changes taking place. To succeed, you need the ability to realize your goals.

Stephen SC. Wu
E-Ton Solar Tech



Build your abilities and strengths based upon your hobbies. Use that as your aspiration and then pull through to realize your dreams.

Jimmy Masrin
PT Lautan Luas



Don't give up. In order to succeed, you need to work hard and persevere. The rest is luck.

Hiroshi Onoda
Waseda Environmental Institute Co.



Go your own way, make your own path.

Christine Barki
PT Metropolitan Retailmart

Yuichi Matsuda
ASK Global Communication Inc.

Pack KunGyu
Silla Group

Takaharu Fujita
Olive International Patent Office

Raymond Chong
Samitivej PCL (Samitivej Hospitals)



Focus on one thing and do your best to make it a reality.



Learn how to manage yourself well by prioritizing the things that contribute to your goals.



Believe in yourself and put in an honest effort toward your goals. Get diverse experiences and live by the motto: "Studying is for life."



Focus on everything and make a contribution to the world.



The first thing that can be said to anyone is that they must have fun. Enjoying life starts with having fun.

Takashi Shimizu
Japan Medi-Mental Institute



Don't be afraid of failure, cherish the people you meet and enjoy life.

Yang Lichang
Macroblock Inc.



Focus on an objective, come up with a unique idea and then do it.

Shinichi Iwamoto
Nippon Shinshyukukan Co.



Understand Japan's strengths and weaknesses and ask yourself what you can do and what you can leave behind. Let's work together for Japan's growth.

Hiroshi Sato
Bookoff Corp.



Go through great pains. It is important to endure during your 20s for ultimate success.

Wang Yong
WAPTX Ltd.



It is great to experience many things while you are young. Even if it is something painful, it will be an asset in the future.

Kim Hong Sun
AhnLab Inc.



If your passion is like fire, then you won't be conscious of success or defeat. You will be able to enjoy life that much more.

Hideo Yoshida
YP-system Corp.



Do good for others and leave behind proof of your goodwill.

Oki Matsumoto
Monex Group Inc.



Work hard on the tasks in front of you. Don't get too far ahead of yourself, else you will use shortcuts.

Zhu Zhengyao
Haigang Supermarket Stores



"Losing is a blessing." Gather your blessings and you will grow.

Viboon Kromadit
Amata Corp.



People have many ambitions and businesses start with chance. Because of those chances, people succeed.

Yasutomo Ohshima
Ohshima Industry Co.



First, do the things you hate. Reflection is OK, but I hope you lead a life without regret.

Nobuyuki Takahashi
N.T. Philippines Inc.



Have big ambitions. If you have dreams, even if you encounter difficulty you'll realize this is the path you chose and can make good of your situation.

Sai Suken
UFO Transportation Co.



Don't waste ideas, don't blame others, do your best and make sure you can give it your all.

Mooryati Soedibyo
PT Mustika Ratu



Train your mind and body. Your mind can be trained through studying and acquiring knowledge. Foster a fighting spirit that perseveres no matter what.

Teruyuki Kamimura
Ideation Japan Inc.



Throw away the negativism of the man who makes excuses and plow forward with the optimism of a fool. Then you'll get results.

Shen Hanxing
Zhejiang EastRiver Energy S&T Co.



First figure out your dream and live by it. Once you've decided on one, focus on it no matter how hard the going gets.

Susumu Fujita
CyberAgent Inc.



By working hard in areas to which you can contribute, Japan's youth can energize the economy.

Peter Henley
Amari Hotels and Resorts (Onyx Hospitality Group)



If you have an interest in hotel management or the travel industry, I highly recommend these interesting and relaxing fields.

Yonosuke Ito
Gaisousenka



If your job is even slightly interesting, then clench your jaw and persevere.

Bae Dong Chul
L&S Holdings

Don't be afraid of anything and challenge everything. Start everything with a mixture of happiness and gratefulness.

Josephine Werratie Komara
PT Bin Komara Huma/Bin House

Cherish your curiosity with all your heart.

Seiji Edanami
Coper Co.

Pursue your dreams with all your strength.

Bandhit Nilchiamsakul
Bonny International Co.

The ability to do things differently from other people gives you the ability to create new things, which in turn leads to success.

Taiten Kitaoka
Office Kitaoka Inc.

"Fly before you see" and find out what you really want to do. Then go abroad and help breathe new life into Japan's economy.

Thomas Widodo
Digital Network Knowledge

Wake up and see your surroundings. Find out what you can change.

Next-Era CEOs in Asia

Masamichi Nogami
Japan Pail Corp.



Young people's possibilities are infinite. Don't run away from anything and challenge everything.

Kim Baek Geon
Dana Energy



Throw away your stereotypes; it is important to make sure the youths of every country live under the slogan of "humanity" and respect each other's culture.

Masahiro Nakata
Xenlon International Co.



Understand Japan's history and project its new history to the world. A new way of seeing is important. Don't be afraid to do things differently from others.

Yoshiko Shinohara
Tempstaff Co.



There are many things you can learn from failure so don't be afraid to make mistakes. It is also important to continue your endeavors.

Hsingchen Chenlun
Prolight Opto Technology Corp.



Work hard, don't give up. If you don't continue, you'll lose your opportunity to succeed.

Lee Jae Hwan
Wizkorea



The bird who hesitates to fly won't ever leave the nest. Don't ever give up. Success belongs to those who dream.

Hendra Juwono
PT Salitrosa



Don't give up easily. Develop your interests. Then make those interests your area of expertise.

Kentaro Matsuda
Couleur Holdings



Believe in yourself and the possibility of others, and then you can grow together.

Kongkiat Teekamongkol
The Goodyear Tire & Rubber Co.



No matter what kind of job you'll do, it is important to have your will so you can work hard and develop a sense of responsibility.

Akira Takata
Japanet Takata Co.



Work diligently toward your current task and apply yourself to your ambitions.

Huang Chunyi
Ctimes



A person must be devout, for devotion is an important quality.

Julian Bashore
Bodycote Japan



Be proud of Japan, a country with impressive technology and culture. Challenge everything, experience anything and grow.

Choi Young
Funbiz Co.



Have a clear vision, have passion and don't give up. If you have a dream, then work hard to make it a reality!

Motoyasu Sugai
Dopo



Don't give up before you try! Trying is your first and foremost task!

Xu Hui
HiPiHi Co.



If you start a company to realize your goals, then your life will be exhilarating. If all you seek is money, you will be miserable.

Rommel T. Juan
Binalot Fiesta Foods Inc.



Start by doing the things you love. If you start by doing such things, you'll have fun and you'll most likely be able to succeed.

Kantaro Tomiyama
Takara Tomy



It is difficult in the 21st century, but try to make Japan a country that other countries will view with respect and honor.

Yuji Kimura
Polaris Capital Group Co.



Success follows big ambitions. Fail many times while you are young and learn from the failures.

Anuwat Yuteeraprapa
Expertise Co.



First, reflect upon yourself. Feel what you want to feel, study and move forward. Always be conscious of these things.

Venancio Vehnee A Saturno
Saturno Music Production



No matter what you do in the future, the most important thing is to work hard. Without doing so, you won't be able to succeed.

Mayadewi Hartarto
Esmod Jakarta



It is important not to give up no matter what business you're in. Start your work cautiously, gradually develop a methodology and have faith until the end.

Yukihiro Yamamoto
Canvas Mapple Co.



Throw away an entire year and devote yourself to your job. The winds of fortune will certainly change their direction.

Wu Jianming
Tongxiang Normandi Leather Garments Co.



First make friends. When you are with them, don't expect favors. Instead, develop true and lasting bonds.

Hiroshi Kodama
Shinko Plastics Co.



Whether or not Japan can re-establish itself in the world depends upon the energy of its youth. In this regard, let's work hand in hand.

Wen Bizhou
Highlight Tech System Corp.



You need the mentality and approach of a pro.

Takeshi Okada
Naigai Imu



With suffering comes ease. Challenge everything and always be full of vitality when you act.

Tatsuharu Hioki
Trilingual Japan



Have big dreams. Have the capacity to say things like, "I will be the one who will protect world peace!"

Jake Song
XLGames Co.



Challenge many things while you are young. Even if you fail, you can try again, so don't be afraid of failing and keep on trying.

Tomohito Asakawa
Life Design Partners



You only have one shot at life. Be conscious of "living according to a life you envision" and have the bravery to live according to it.

Wasna Lathouras
Narai Intertrade Co.



Even if you feel despair at not succeeding, it is still not the end. When you wake up tomorrow, have faith once again.

Lee Jun Hee
One A Day



In order to start something new, you will need to prepare many things. At the same time, lose your hesitations.

Motohiro Yoshikawa
Pegasos Electra Co.



Rather than contemplating many things, ask yourself what you want to do, then focus on it.

Li Jincheng
Achievo Corp.



Passion, responsibility and a long-term commitment are essential. With these three qualities, you can overcome your difficulties and succeed.

Yoshihisa Aono
Cybozu Inc.



Make an effort to contribute to society. That is the secret to living a happy and enjoyable life.

Wu Jinlang
LEDstars Opto Co.



Don't think about the profits in front of you. Exercise your wisdom. If you think you're right, don't hesitate to act by your own principles.

Yoshitake Shibusawa
Toho Jidousya Co.



To understand each other, and to tell others your objectives and how you intend to achieve them are qualities of a leader.

Hong Bibo
The H Hotel



Even if you get an opportunity through luck, if you don't work hard, the window of opportunity will close. It is imperative you continue to work diligently.

Somchai Chaisuparakul
Osotspa Co.



For the young generation of Japanese, Thailand will be a promising country. It will be a great place for Japan to project its leadership

Kiyoharu Nakamura
Makoto Co.



By not giving up and giving it your all, you'll definitely obtain results. When in doubt, plow forward and life will be fun.

Iwan Gogo Bp Panjaitan
PT Kemang Food Industries



The secret to success is not giving up. Not having dreams is the equivalent of not being alive. Always have dreams.

Yukio Fujimaki
Fujimaki Japan Inc.

Read books, watch movies, travel, have various experiences: these four things will make your life rewarding.

Paul Harn
Harnn Products Co.

Reflect upon yourself and live according to your beliefs. By doing so, the world will recognize you for who you are and will support you.

Yoshikazu Ohba
Housing Inspection & Guarantee Association Co.

Always have objectives where you can fail and be prepared to become a better person through failure. Challenge your goals boldly.

Wang Jinhe
Bin Shyh Enterprise Co.

A person who really succeeds doesn't rely only on his abilities but also on the abilities of others.

Tomoo Nakayama
ITC-Aerospace, Inc.

Go abroad aggressively, meet many new people, develop a true worldview and be a good influence for others.

Wiryanti Sukamdani
Sahid Group

Do things according to everything you've acquired. Always be conscious of what you've learned and act by this wisdom. This will help you evolve.

Mamoru Kimura
Shinko Tecno Co.

All things that end mark a new beginning. No matter what a nuisance something may be, always think your life is a happy one.

Chen Xinqin
Sean & Stepaen Corp.

Have dreams, work hard, always have faith and believe in something.

Takahiro Kitano
Hougakukan

Even if you fail, you won't lose much. You have time. This is the biggest asset for young people. Be bold and daring because you are young.

Isidro M. Dela Cruz
Pandora Equipment Specialist Corp.

If you believe in God, God will help you when you are in need. Also, if you push yourself while you are young, you will succeed.

Toshiya Kusuno
Tescom & Co.

Don't be afraid of failure no matter what. Work hard, and develop your identity and talents!

Aman Kunkudatharn
Majestic Grande Hotel

Love and believe in your job. Also, if you are making something, make sure it is your best work and believe in your work.

Kenichi Hatori
Gulliver International Co.

Have big ambitions and continue to challenge things. Results will follow.

Martha Tilaar
Martha Tilaar Group

Become a sharp person. Be honest, true and creative.

Yoon Hong
Genesis BBQ

If you have an idea, don't just stop there. Challenge things boldly based upon your ideas.