



ROYAL DANISH EMBASSY
Tokyo



DATA-EX
Data Society Alliance

Danish digital digitalization and use case

Date and time: 23 April 2024, 13:30 - 16:00 (Doors open 13:00)

Location: Daiwa Ubiquitous Computing Research Building (3rd floor),
Interfaculty Initiative in Information Studies, The University of Tokyo

Address: 3rd floor, 7-3-1, Hongo, Bunkyo-ku, Tokyo

TUESDAY APR 23ND 2024

13:00-16:00: Seminar: (Doors Open 13:00)

Each session has 5 min Q&A.

13:00 Doors open

13:30 Seminar starts

13:30-13:35 **Opening remarks**

Noboru Koshizuka
Professor, Interfaculty Initiative in Information Studies,
The University of Tokyo

13:35-14:00 **Keynote speech**

Takafumi Ochiai
Senior Partner, Head of Policy Research Institute, Atsumi & Sakai

14:00-14:25 **Front Desk Japan K.K.**

Revolutionizing front yard services

Nicolas Jøns Larsen, CEO, Front Desk Japan K.K.

The Danish queue and appointment management system FrontDesk was successfully launched in Japan in 2023. FrontDesk has partnered with Japanese tech pioneer TACT Inc. to combine the modern booking platform with cutting-edge AI technology. This partnership now ensures that everyone has 24/7 access to book appointments for essential public services, fostering a better, more digital and inclusive society for everyone in Japan.

In this session, the two companies will share key insights from cities around the world.

14:25-14:50 **Partisia ApS**

Computing on all the world's data

Mark Medum Bundgaard, Chief Product Officer

At Partisia we are pioneers in building, tailoring and offering high-security privacy preserving software by providing new standards for secure solutions to protect and compute on confidential and highly regulated data. In this session, we will present how Europe is currently focused on using privacy preserving measures in the healthcare industry to encrypt, protect and enable collaboration between hospitals and organizations using Multiparty Computation. In extension of that, we will also present the future of data ownership, where each citizen is at the center of their own personal data, and has the power to controllably share it in a transparent and secure way across industries

Programme

14:50-15:00 **Break**

15:00-15:25 **HR-ON ApS**
GDPR & HR Data Management: Compliance, Security & privacy in employee data design collection & storage

Mikael O. Nielsen, Ginto Asia G.K. / HR-ON
Rune Soelvsteen Ginto Asia G.K. / HR-ON

HR-ON will share the importance of the processes relating to design, collection, storage and access of Employee data, an often overlooked area leading to GDPR (and Japanese APPI) compliance issues in companies/Organization.

15:25-15:50 **Queue-it ApS**
How building online trust empowers your brand

Jesper Essendrop, CEO

In a time when consumers face a deluge of digital noise and competitors loom around just a few clicks away, consumer standards and expectations are ever-growing. Trust is the currency in the online world, and brands need to prioritize building online trust in order to cut through the noise, build a brand community, and win the loyalty game.

Join the seminar to learn from a leading SaaS company in Denmark that empowers organizations and brands all over the world to earn & nurture trust by delivering online experiences that are fair, transparent & reliable.

This seminar is for you if you are interested in:

- Why building online trust should be a priority for brands & retailers*
- How brands can deliver 5-star, reliable digital experiences while saving costs and selling smarter*
- How Queue-it helps brands build loyalty by facilitating customer trust, including success stories of customers such as ANA and ISETAN MITSUKOSHI*

15:50 -16:00 **Closing remarks**

Noriaki Okui
Representative Director / Chief Director, Data Society Alliance

Speakers (presentation order)

Noboru Koshizuka

Professor, Interfaculty Initiative in Information Studies, The University of Tokyo

Completed a doctorate course in Physics at the University of Tokyo and obtained his PhD in 1994. Working as a professor of Interdisciplinary Information Studies at the Graduate School of the University of Tokyo since September of 2009. Specializes in computer science. Working in research on ubiquitous computing, IoT, operating systems, computer networks, human-computer interfaces, smart cities, and open data in particular.



Takafumi Ochiai

Senior Partner, Head of Policy Research Institute, Atsumi & Sakai

He graduated from the Faculty of Science and Technology, Department of Mathematical Sciences of Keio University. He passed the former bar examination when he was still a graduate student at Keio University Graduate School of Science and Engineering. He worked for the Mori, Hamada & Matsumoto Legal Office for about 9 years at its Tokyo and Beijing offices, and handled international disputes, bankruptcy, intellectual property, and overseas investment. Lately, he has been working on business advice and building new systems in industries such as finance, healthcare, real estate, MaaS, and IT. He has served as a member of Investment WG and Growth Strategy WG, Council for Promotion of Regulatory Reform, Cabinet Office, Ministry of Internal Affairs and Communications/Ministry of Economy, Trade and Industry information trust function, Managing Director of Fintech Association of Japan, Director of Real Estate Tech Association, General Incorporated Association JCoMaaS Director, etc.



Nicolas Larsen

CEO, FrontDesk Japan K.K.

About FrontDesk

[About FrontDesk | FrontDesk \(frontdesksuite.com\)](https://frontdesksuite.com)

In 2012, a Danish municipality had problems with long wait times for public services, and they were looking for a queue management software to better to manage visitor flows at the Citizen's Service Center. However, no system was able to sufficiently cope with the diversity and complex structure of public services. The team behind FrontDesk decided to develop this exact system for the public sector. Today, FrontDesk's queue and appointment management system has an 84% market share in Denmark. The comprehensive but very intuitive system was launched in North America and other European countries in 2019 and in Japan in 2023. Now millions of people enjoy a wait-free customer journey in the public sector. FrontDesk is represented in Japan by TACT Inc.



Kazuhiro Mizobe

President and Representative Director

In 1992, he joined Osaka Cable Broadcasting Company (now USEN). On December 10, 2010, he established U-NEXT Marketing (now TACT) and assumed the position of President and Representative Director. In 2016, he launched "AI Concierge," an automatic response service using voice recognition, to improve the efficiency and productivity of telephone operations for companies and call centers. In 2021, the company will begin offering "AI Concierge® for LGWAN," which is compatible with comprehensive administrative networks, to improve the efficiency of telephone operations at local governments and public institutions. In 2023, the company will began a partnership with FrontDesk, Inc. to expand the scope of support to include the streamlining of face-to-face contact operations at public institutions.



Mark Medum Bundgaard

Chief Product Officer, Partisia ApS

About Partisia

[Secure data sharing without compromise - Partisia](#)

Mark is the Chief Product Officer at Partisia, a pioneer and a world leader in commercial applications of Secure Multi-Party Computation (MPC). At Partisia we work on combining MPC with Blockchain technologies which enables corporations to be compliant with all current and new regulations, aiming to set a new standard for digital infrastructures and secure privacy-preserving data sharing, private machine learning and quantum security.



Mikael O. Nielsen

Ginto Asia G.K. / HR-ON

About HR-ON

[About HR-ON | 会社情報](#)

Mikael O. Nielsen is a seasoned Senior executive with 25 years of corporate leadership experience in the pharmaceutical, food tech and consulting fields, working primarily with European mid-sized corporations in Japan. His focus has been on establishment and growth stage organizational development, building and reshaping subsidiaries in Japan and Asia around global best practices, digitalization and compliance. Initially exposed to HR-ON when working for a Danish Food tech company, he was so impressed with the solutions that he together with Rune Soelvsteen established Ginto Asia in 2020 to help promote, sell and implement the Platform in Japan and Asia.

Mikael O. Nielsen is a retired Army officer, holds an advanced degree In Japanese management from Copenhagen Business School in Denmark, and have studied at both Singapore Institute of Management and Keio University. He Speaks Danish, English and Japanese. He has been living in Japan and Singapore with his wife and Daughter since 2000.



Rune Soelvsteen

Ginto Asia G.K. / HR-ON

Rune Soelvsteen is a strategic thought leader on using digital transformation to grow and reshape businesses to be competitive in the digital age. Rune brings 20 years of transformation experience incorporating a diverse background from large corporates; Google, Nike, Ogilvy, Bain & Company and across industries; FMCG, Retail, HR, Marketplaces, Banking. Today Rune works as principal consultant & co-founder of Defacto Partners where he specialises as interim director and strategic advisor. Rune also is co-founder and CRO of Ginto Asia delivering GDPR compliant solutions to the Asian market. Outside work Rune taught postdoctoral commerce & customer experience courses at Beekestijn Business School. He has also been a mentor at the NPO Giving Back.

Rune holds an MBA from INSEAD and speaks English, Spanish, Dutch & Danish. He lives in Japan with his wife and three boys.



Jesper Essendrop

CEO, Queue-it ApS

About Queue-it

ECサイト・申請登録のアクセス集中対策ならQueue-itの仮想待合室

In his 30+ years of career in IT industry, he has served as CEO for two SaaS companies and as CIO/sales and business development director for a large-scale datacenter. He serves as CEO at Queue-it since January 2023 to accelerate the company's growth. Queue-it is a tech scale-up that helps the world's biggest brands and public institutions to deliver a smoother, fairer online experience and get peace of mind on your mission-critical days. We serve more than 1,000 organizations across the world, and 24 billion visitors passed through our waiting rooms per year including Japan.



Noriaki Okui

Representative Director / Chief Director, Data Society Alliance

Representative Director / Chief Director, Chairman and President of Interfusion Consulting Inc.

Noriaki Okui is a top-class management consultant in the ICT / high-tech / government sector. Having worked as an engineer and manager at IBM Japan, he moved to the Boston Consulting Group to become a management consultant, serving as an executive for Arthur D. Little and BearingPoint. He became independent in 2004. During that time, he also served as a visiting professor at Waseda University Graduate School. He is also active in the business world as a member of the Japan Association of Corporate Executives. He has wide connections in the political, governmental, and business worlds, and conducts a wide range of consulting activities from management strategy to IT. He has written books, published articles, given lectures, and appeared on television and radio many times.

