



Lecture "Learning Innovation from a Foreign Company"

**How to Generate Innovation that Breaks the Existing Business Model**

**~ MAKE THINGS HAPPEN! ~ AirAsia's Challenge ~**

Organizers: Osaka Prefectural Government, Osaka City Government, Osaka Chamber of Commerce and Industry, Osaka Business and Investment Center (O-BIC)

Co-Organizer: JETRO OSAKA

For ten years since its founding in 2001, AirAsia has rapidly grown into Asia's largest low-cost carrier. Since then, its fleet of aircraft increased from just two to over 100 and the number of annual passengers grew from 200,000 to over 120 million. Through this lecture, you can find out the reasons behind the long haul low fare airline's success.

The speaker will be Mr. Azran Osman-Rani, CEO of AirAsia X, who will arrive at Osaka on the airline's first flight from Malaysia to Kansai International Airport. He will talk about the long haul low fare airline's innovative business model, its future business development plans, how to generate innovation that makes the impossible possible, and the secret to making things happen.

Meanwhile, to commemorate the airline's first service to Kansai International Airport, a drawing will be held at the lecture venue for round-trip air tickets between Kansai International Airport and Malaysia provided by AirAsia X. Please feel free to attend this uplifting lecture.

**AirAsia**

AirAsia is the largest low-cost carrier in Asia. With the aim of making air travel as common as train travel, the airline has established an innovative business model, offering fares for less than half of those of major full-service airlines, and works actively to develop new demand. The airline's affiliate, AirAsia X will launch its service between Kansai International Airport and Malaysia on November 30.

- ◆ Date & time: Friday, December 2, 2011, 10:00 a.m. – 12:00 noon (check in at reception from 9:30 a.m.)
- ◆ Venue: International Conference Hall (7F) at Osaka Chamber of Commerce and Industry (2-8 Honmachibashi, Chuo-ku, Osaka)
- ◆ Available languages: English and Japanese (consecutive interpretation)
- ◆ Program:
  - ★ Greetings from organizers: Mr. Shigetaka Sato, Chairman of Osaka Chamber of Commerce and Industry
  - ★ Lecture & Q&A session **Speaker: Mr. Azran Osman-Rani, CEO of AirAsia X**
  - ★ Drawing for round-trip air tickets between Kansai International Airport and Malaysia
- ◆ Seating capacity: 500 persons ◆ Admission: Free
- ◆ For inquiries, please contact: Ms. Okamoto or Ms. Kato, Osaka Business and Investment Center (O-BIC)  
TEL: 06-6944-6298 FAX: 06-6944-6293 E-mail: [o-bic@osaka.cci.or.jp](mailto:o-bic@osaka.cci.or.jp)
- ◆ How to apply: Please fill in the application form below and send it to the above contact by fax or e-mail by Monday, November 28. For those wishing to participate in the drawing for air tickets, please bring two business cards of yours to the venue. (Please note that staff members from the organizers and their related organizations cannot participate in the drawing.)



To: O-BIC ( FAX: 06-6944-6293 E-mail: [o-bic@osaka.cci.or.jp](mailto:o-bic@osaka.cci.or.jp) )

Company/Group Name			
Address	(〒 - )		
1 Name		1 Title/Department	
2 Name		2 Title/Department	
3 Name		3 Title/Department	
TEL		FAX	
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Type of Business	<input type="checkbox"/> Manufacturing <input type="checkbox"/> Construction/Real Estate <input type="checkbox"/> Finance <input type="checkbox"/> Trade <input type="checkbox"/> Wholesale/Retail <input type="checkbox"/> Service <input type="checkbox"/> Public Organization <input type="checkbox"/> Other (                      )    *Please tick as applicable		

\* The information about you will be used for future correspondence of information from the organizers. It will also be printed on a list (company name, title/department, name, type of business and company PR) for the purpose of the networking among companies.