



Porter Prize Organizing Committee

Hitotsubashi University Graduate School of International Corporate Strategy

## Porter Prize Winners of 2012

### In Recognition of Distinctive Competitive Strategies

- ⌘ **Ajinomoto Fine-Techno Co., Inc., Electronic Materials Division** (Electronic materials)
- ⌘ **Credit Saison, Credit Card Business** (Credit card)
- ⌘ **Tokyo Itoi Shigesato Office** (Online magazine and sales)
- ⌘ **Recruit Lifestyle Co.,Ltd., Travel Information Div, Jalan net**(Online hotel reservations)

The Porter Prize was established in 2001 to bestow recognition on Japanese companies that have achieved and maintained superior profitability in a particular industry by implementing unique strategies based on innovations in products, processes, and ways of managing. The name of the award is derived from Professor Michael E. Porter of Harvard University, a leading authority on strategy with a longstanding interest in Japan.

Hitotsubashi University Graduate School of International Corporate Strategy is serving as the organizer of this award. Porter Prize Organizing Committee announced to award **Ajinomoto Fine-Techno, Electronic Materials Division; Credit Saison, Credit Card business; Tokyo Itoi Shigesato Office** and **Recruit Lifestyle, Travel Information Div, Jalan net** as the Porter Prize Winners of 2012.

The selection process consists of two stages as follows;

1<sup>st</sup> stage selection criteria; Superior sustainable profitability within the industry, Unique value proposition, Strategic continuity over time and Innovations that enable the strategy. 2<sup>nd</sup> stage selection criteria; Utilization of capital analysis, Distinctive value chain, Trade-offs and Fit across activities.

Submissions were accepted from May 7, 2012 for selection of winners of 2012.

**Porter Prize Conference 2012** will be held on December 5, 2012 for coping with Japanese companies' challenges from strategy innovation perspective. Selection Rationale would be announced at the Conference. Professor Porter would make comments on winners. The conference is also programming a lecture by Professor Ken Kusunoki of Hitotsubashi University Graduate School.

Porter Prize 2012 is sponsored by : Mitsubishi UFJ Financial Group and Asuka Corporate Advisory

**Profile** Porter Prize: <http://www.porterprize.org/english/>

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