

CROSS Business Producers, Signs Official Partner Agreement with SCHOOL OF INTERNATIONAL FUTURES (SOIF), a London-based not-for-profit consultancy specializing in futures and foresight.

WE HAVE SIGNED AN OFFICIAL PARTNERSHIP AGREEMENT WITH SCHOOL OF INTERNATIONAL FUTURES (SOIF), A NOT-FOR-PROFIT CONSULTANCY HEADQUARTERED IN LONDON, UK, AS ITS ONLY PARTNERSHIP AGENT IN JAPAN.

~Leveraging SOIF's valuable research results and cutting-edge thinking to enhance business development and future-ready services for businesses, governments, and organizations~

CROSS Business Producers Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo, President & CEO: KOTOBA MIKI) announced that on July 2023 (local time), SOIF (SCHOOL OF INTERNATIONAL FUTURES) headquartered in London, UK, has concluded an official partner agreement where CROSS will act as SOIF's only agent in Japan.

The partnership will bring together CROSS Business Producers' business development approaches with SOIF's participatory futures and foresight expertise. Together the partners will provide world-class strategic visioning methods and decision-making support to those who aim for global business development and success in uncertain times. It will be provided by the Japanese-English collaboration team.

The services for Japan will include strategy development, horizon scanning, sector reports, future scenarios and Executive workshops with full details to be announced later.

Andrew Curry, Director of Futures at SOIF commented:

"We are very excited to partner with CROSS and bring the transformative power of foresight to Japanese companies. Research shows that companies who think effectively about the future are better aligned with their business environment. This leads to higher profitability and faster growth than other organizations.¹

Contact staff at CROSS Business Producers to find out more about how thinking about the future can strengthen your organization

【Outline of SCHOOL OF INTERNATIONAL FUTURES (SOIF)】

SOIF was established in London, UK in 2012 and operates globally, using diverse teams to work with organizations and businesses to make change for the better. They have a social purpose and use strategic foresight to unlock insights into the future. They have advised businesses and governments around the world and worked with multilateral organizations such as the United Nations, World Health Organization, International Atomic Energy Agency and UK Government Office for Science to build capacity, develop strategy, and support long-term sustainability.

NAME: SCHOOL OF INTERNATIONAL FUTURES (SOIF)

Headquarters: Omega House, 112 Main road, Sidcup, DA14 6NE

URL : <https://soif.org.uk/>

LinkedIn : www.linkedin.com/company/soif

¹ Source: Rohrbeck Source: Rohrbeck and Kum, (2018). 'Corporate foresight and its impact on firm performance: A longitudinal analysis'. Technological Forecasting and Social Change, Vol 129.

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**SCHOOL OF
INTERNATIONAL
FUTURES**

【Outline of CROSS Business Producers】

CROSS Business Producers Co., Ltd. is a professional business development agency whose purpose is to "capture changes in the world and send value to society through business development." Since our founding in 2011, we have contributed to the launch of new businesses by making proposals on corporate strategies, conducting field surveys, and other activities using a forward-looking approach with future forecasts as the starting point of business development. Since 2012, we have been continuously implementing a future prediction program to predict a sustainable 2050 as Vision 2050.

<Company Profile>

Company Name : CROSS Business Producers Inc.

Name of representative: Miki

Established : October 2011

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