



The Association for Women in Finance
presents:

“Managing a Changing Consumer”
with our special guest speaker

Monika Merz
President, Toys“R”Us, Asia Pacific

Thursday, November 15
7:00 p.m. – 9:00 p.m.

(Doors open at 7:00 p.m. - Speaker starts at 7:30 p.m.)

This event will be held at the offices of J.P.Morgan
Morgan Center, 32nd Floor, Tokyo Building, Marunouchi
Closest stations: Tokyo, Yurakucho, Hibiya, or Nijubashimae



As President, Toys“R”Us, Asia Pacific, Monika Merz oversees all aspects of the company's operations in Japan, Southeast Asia, Greater China and Australia.

In her former role as President, Toys“R”Us, Canada, Ms. Merz introduced the company's first integrated or 'side-by-side' store format, which combines Toys“R”Us and Babies“R”Us together under the same roof for one-stop shopping convenience. This went on to become a key strategy for Toys“R”Us globally; over 40% of stores in Japan now adopt the side-by-side format, and the company recently opened its first integrated stores in China and Singapore.

During her talk, Ms. Merz will offer her insights on how companies can better understand the customer experience and continue to meet expectations in a changing consumer environment.

Please register for this event via our **ONLINE REGISTRATION** form by
Monday, November 12:

<http://awftokyo.wufoo.com/forms/awf-event-with-monika-merz/>

COST (includes buffet & wine):

Members and employees of corporate member firms*: 4000 yen

Guests: 5000 yen

Student members: 3000 yen (with i.d.)

Please send cancellations before the signup deadline so that we are able adjust the catering costs.

Your cooperation is greatly appreciated.

****PLEASE NOTE: ID is required to enter the building – please bring this flyer and a business card in order to enter ****

Please visit the following URL for a map to the venue:

<http://awftokyo.com/wp-content/uploads/2011/10/Map-to-JPMorgan.pdf>