

# ProMAC2021

14<sup>th</sup> International Conference  
on Project Management



November 25 – 26, 2021 HyFlex



KUMAMOTO, JAPAN

Hosted by: SPM (The Society of Project Management, JAPAN) / IPMA-JAPAN

Co-hosted by: IPMA (International Project Management Association)



IPMA.  
JAPAN

international  
project  
management  
association

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ProMAC has been organized since 2002 by SPM, the Society of Project Management in Japan. This conference will follow its rich history of bringing together thought leaders from academia and industry to discuss the theory and practice of project, program, portfolio, organization and systems management, including the latest global trends and developments. Besides a selection of eminent speakers, we have an impressive array of speakers to talk about a range of hot issues. Add to that the excellent social/networking program that has traditionally been part of ProMAC conferences. We are sure you would gain fresh insights from participating in this event and take away warm memories with you.

ProMAC is the International conference where you can interact with world PM leaders. You can share the knowledge, experience and achievements of the projects beyond the region, the border, and across industries.

Venue

Congress Format: HyFlex (on-site in Kumamoto / online)  
Presentation : via zoom meeting



## HOTEL MIELPARQUE KUMAMOTO

14-1, Suido-cho, Chuo-ku, Kumamoto-city

TEL: +81-96-355-6311

<https://www.mielparque.jp/kumamoto/access/>

November 25-26, 2021

Day1: Opening Ceremony, Keynote, Breakout Session

Day2: Keynote, Breakout Session, Closing Ceremony



### Important Date

Abstract Submission (300words)

(Extended)

Result of Abstract Review

September 10, 2021

Full Paper Submission

September 17, 2021

Result of Full Paper Review

September 30, 2021

October 24, 2021

(Updated)

### Conference registration fee

《SPM / IPMA member》	JPY 10,000
《Non Member》	JPY 15,000
《ASEAN discount》	JPY 10,000
《Accompanying Person》	JPY 10,000

\*Early bird discount  
until October 25

\*Please check  
official website  
for more details

If you need to arrange a hotel,  
please contact H.I.S at the  
following address.

[promac-2021@his-world.com](mailto:promac-2021@his-world.com)

Attn: Mr. Sawano

Each registration fee of ProMAC2021 is a one-time-only service only for  
this year with due consideration of people's life under COVID-19 pandemic.

ProMAC2021 official Home Page

<https://promac.spm.or.jp/>

The Society of Project Management, JAPAN e-mail [taikai@spm.or.jp](mailto:taikai@spm.or.jp)



# Keynote of ProMAC2021

◆ Keynote 1 November 25, 2021 10:00-11:00

\*The contents and time are tentative.

## Corporate Transformation toward New Normal Era —Comprehensive Reform of Management, Business, and IT

Executive vice president, CIO, and CISO  
of NEC Corporation  
President of the SPM

Mr. Hiroshi Kodama



The COVID-19 pandemic has brought rapid and unprecedented changes to a lot of companies. The rapid popularization of remote working and video conferencing exemplifies these changes. Tackling these situations requires not only improving IT but also implementing integrated reform of management, operations, and IT. Furthermore, the way of project management and human resource development should be reconsidered.

In this keynote speech, some examples of the actual initiatives, and the Corporate Transformation that companies should deal with will be explained.

◆ Keynote 2 November 26, 2021 10:00-11:00

## Beyond knowledge in IT projects: what competences will be necessary?

Chairman of the IPMA Council of Delegates

Dr. Jesus Martinez Almela

Project management for IT projects experienced a significant change in the last twenty years. From a tools and methods oriented approach it developed into an agile framework when new methods and methodologies are used.

Immersed in the era of AI, robotics and digitization the question mark is which will be future trends and drivers of changing careers and job roles of IT project management team members stretching out into the future with AI adoption? Will be the AI the opportunity to a receptive workforce for Project Management and Project Managers? Many of us keep wondering about what will be the necessary competences to lead IT projects in the era of AI because the implications related to adoption of AI are significant.

Beyond knowledge an holistic perspective competence-based management discipline aiming at delivering long-term sustainable value for a variety of stakeholders in their professional and private roles, for private and public organizations, and for society as a whole.



◆ Keynote 3 November 26, 2021 13:20-14:20

## Hitachi's efforts to ensure the quality of digital transformation

Hitachi, Ltd.  
System & Service Business Division  
Director, Digital Service Quality Assurance Department

Mr. Osamu Yamakawa

DX (Digital Transformation), which uses digital technology to transform businesses and provide new services and value, is being accelerated. Especially developing systems that utilize IT technologies such as big data analysis, IoT, and AI (artificial intelligence) is an important factor in the aspects of advancing DX.

On the other hand, providing systems and solutions that utilize these technologies involves quality risks we have never experienced before.

In addition to these new elements, we need a quality assurance concept that follows speedy developments. In this keynote, we will introduce our handling for quality assurance that considers the features and risks of DX, including examples.

