



2018 Business Speaker Series

20 years in Japan: How Columbia Sportswear Keeps Growing in a very Competitive Market

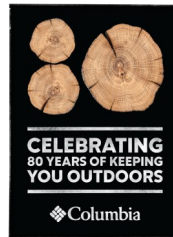


Massimo Lazzari
President
Columbia Sportswear Japan

Massimo Lazzari takes us on a journey over two decades of domestic market challenges,

evolving consumer taste, natural catastrophes and changing demographics.

Find out how developing a localization business in addition to leveraging global strengths, has enabled Columbia to achieve impressive consistent, continuous growth.



Series Sponsors



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Our special thanks to



5:30pm – 8pm Tuesday October 2nd, 2018

The Mark Spencer Hotel, 405 SW 11th Avenue, Portland, OR 97205

Program

5:30-6 Check-in, networking

6-7 Program

7-8 Reception, networking

Members \$20, Non-Members \$30
includes post-event reception
Registration now open at www.jaso.org