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Peter David Pedersen, CEO, E-Square Inc, Japan

Born in Denmark, Mr. Pedersen started working for a business-consulting firm in Tokyo in 1995 organizing seminars and international conferences. He became a specialist in the futures field engaging in speaking, writing and consulting activities. In 1999, he launched his publishing company Planet Publishing, and was also appointed as a newscaster on Tokyo Metropolitan Television in 2000. He is the founder and currently the Chief Executive of E-Square Inc.