



**Name:** Richard Grehand

**IJCC Position:** Director

**From:** Belfast, Ireland

**Industry:** Branding and Film Production



**About:**

I've been working as a creative director in advertising and branding for over 20 years spanning the globe from London to Johannesburg and now Tokyo, picking up some awards on the way. I founded imageMILL the first ethical and sustainable branding company in Japan, creating high-end advertising and branding for some of the biggest and smallest brands in the world. We focus on branded journalism as a new form of advertising and communication. Whether working in print, digital or film we create inspiring brand stories that resonate with the targeted consumer and create meaning for the brand.

We act as a bridge between Western and Japanese communication, helping international companies customize their communications for the Japanese market and in return helping Japanese companies learn and leverage design and marketing principals from the west.

Personally, I'm a peace and sustainable life activist dedicated to promoting non-violence and preventing abuse; human, animal and environmental. Deeply committed to corporate social responsibility and the next generation of social business. We have a long history of Pro Bono work for NGOs and charities such as UNICEF, Greenpeace, Amnesty International and Peace Boat.

At the IJCC, I plan to update and renew the brand image of the IJCC, which started with the new logo and then the redesign of the website, then extending into the different events and overall public profile of the chamber. At the same time, I hope to guide the chamber to engage effectively with sustainability and ethics.