



SHINICHI YOSHIKUNI

Chairman

Central Council for Financial Services Information, Japan

Shinichi Yoshikuni has been the chairman of the Central Council for Financial Services Information (CCFSI) in Japan since July 2015.

The CCFSI is the organization which is conducting financial services information activities in Japan. With the primary purpose of enlightening the public regarding the importance of basic financial and economic knowledge related to daily life and in doing so, enhancing the financial literacy, the CCFSI has been engaged in nationwide promotion, mainly through public relations activities.

Since the establishment of the CCFSI in April 1952, the Bank of Japan has been working as its secretariat. Presently, the secretariat is located in the Public Relations Department of the Bank. Prior to joining the CCFSI, Mr. Yoshikuni spent nine years at Japanese financial institutions. He worked as Managing Director at Mizuho Securities Research and Consulting Co., Ltd., from January 2013 to June 2015 and as Senior Advisor at Mizuho Securities Co., Ltd. from October 2006 to December 2012.

From July 2001 to September 2006, he worked for Bank for International Settlements as Special Adviser and Chief Representative of BIS Representative Office for Asia and the Pacific. He started his business carrier at Bank of Japan from April 1973 to June 2001. He worked as Chief Representative for Europe from February 1998 to June 2001 and as Deputy General Manager for International Department from February 1997 to January 1998.

Mr. Yoshikuni received his B.A. in Economics from the University of Hitotsubashi in 1973. He earned his MBA at the University of Pennsylvania in 1978.