



*Silver Celebration*

## Guest Speaker Profiles

**DR. SHOICHIRO TOYODA**  
**President, Toyota Motor Corporation**  
**Japan**

Dr. Shoichiro Toyoda has been President of Toyota Motor Corporation since 1982. He has worked for Toyota since 1952, and has served as managing director, senior managing director, executive vice president, and president of the company's marketing organization.

Automotive technology, quality control and factory management have been primary emphases for Dr. Toyoda in his career, and he received the Deming Prize in 1980 for his contributions to quality control. He is a prominent spokesman for the automotive industry and served four years as chairman of the Japan Automobile Manufacturers Association. He recently became vice chairman of the influential Federation of Industrial Organizations (Keidanren). In 1984, he received Japan's Medal with Blue Ribbon for outstanding public service through business.

Dr. Toyoda received a degree in engineering in 1947 from Nagoya University and earned a doctorate in engineering from Tohoku University.

**PRIME MINISTER WILFRIED MARTENS**  
**Belgium**

Prime Minister Wilfried Martens has led the Belgian government since 1979, except for an eight-month interval in 1981. He is Europe's longest reigning Prime Minister.

Prime Minister Martens has been a member of Parliament since 1974 and served as Chairman of the Christian Democratic Party from 1972-79. He was also Chairman of the Young Christian Democrats from 1967-71. Prior to becoming a Member of Parliament, he had served as Charge de mission to Minister L. Tindemans, advisor to Prime Ministers P. Vanden Boeynants and P. Harmel, and Barrister to the Gent Court of Appeals.

He studied at the University of Leuven in Belgium, receiving a Baccalaureate in Thomistic Philosophy, a Licentiate in Notary Science and a Doctor of Law degree.