

## Supporting Regional Development by Utilizing Local Resources in Africa

May 28 to June 30, 2012

L: Lecture, V: Visit, P: Presentation

Date		Time	Form	Contents	Place
28-May	Mon	~		Arrival to Japan	
29-May	Tue	9:30 ~ 16:30	L	Briefing , Program orientation	Nagoya
30-May	Wed	9:30 ~ 12:30	L	Program orientation	Nagoya
		13:30 ~ 16:30	L	Course orientation, Inception report preparation	Nagoya
31-May	Thu	9:30 ~ 16:30	L	Inception report presentation	Nagoya
1-Jun	Fri	9:30 ~ 12:30	L	The role of administration, residents and agent in	Nagoya
		13:30 ~ 16:30	L	Marketing basics- Continuous dialogue with a	Nagoya
2-Jun	Sat	~		Holiday	
3-Jun	Sun	~		Holiday	
4-Jun	Mon	9:30 ~ 12:30	L	Case introduction: Import of Marawi Honey	Nagoya
		13:30 ~ 16:30	L	Supply chain- Agriculture-Commerce Industry	Nagoya
5-Jun	Tue	9:30 ~ 16:30	L	Marketing basics: SWOT, Targeting, Positioning, 4P	Nagoya
6-Jun	Wed	9:30 ~ 12:30	L	Frame work and view point of case analysis (inreach)	Nagoya
		~		Move to Tokushima city in Tokushima prefecture	Tour
7-Jun	Thu	~		Move from Tokushima city to Kamikatsu town	Kamikatsu town,
		13:30 ~ 15:30	V	Case of Irodori Co., Ltd	
8-Jun	Fri	9:30 ~ 10:00	V	Visit to farmer's house belonging to Irodori company	Kamikatsu town,
		10:30 ~ 11:00	V	Irodori company consolidating facility	
		13:30 ~ 16:30		Move to Nagoya	Tokushima
9-Jun	Sat	~		Holiday	
10-Jun	Sun	~		Holiday	
11-Jun	Mon	9:30 ~ 12:30	L	Management of planning and hypothesis	Nagoya
		13:30 ~ 16:30	V	Basics of Antenna shop: Pipit AICHI	Nagoya
12-Jun	Tue	9:30 ~ 16:30	V	Provision of opportunity to small scale business and merchandise differentiation: A-COOP Inazawa Konomiya shop, Charan-ya, Ichinomiya Meitetsu	Ichinomiya city, Inazawa city
13-Jun	Wed	9:30 ~ 12:30	L	Marketing Strategy to citizens in city and town	Nagoya
		13:30 ~ 16:30	L	"How to give value added" Market survey-Practice	Nagoya
14-Jun	Thu	9:30 ~ 12:30	L	Introduction of One Village One Product Movement	Nagoya
		13:30 ~ 15:30		Move to Taki town in Mie prefecture	Taki town in Mie
		15:30 ~ 16:30	V	Local touristic resource (Local scenic place of Hydrangea: Nyudaishi (Jinguji temple)	Taki town in Mie

15-Jun	Fri	9:00 ~ 11:00	V	Kawahara tea (Tea field and factory)	Taki town in Mie
		11:00 ~ 12:00		Lunch at Mameya	Taki town in Mie
		12:00 ~ 13:30	P	Practice to make Tofu (soy bean card)	Taki town in Mie
		13:30 ~ 14:30	L	Challenge of Mameya	Taki town in Mie
		14:30 ~ 16:00	L	Review and challenges of NIU local resource bank	Taki town in Mie
16-Jun	Sat	~		Holiday	
		~		Holiday	
17-Jun	Sun	~		Holiday	
		~		Holiday	
18-Jun	Mon	9:30 ~ 12:30	L	Local area branding and merchandise branding	Nagoya
		13:30 ~ 16:30	L	Function of direct shop of agricultural product and	Nagoya
19-Jun	Tue	9:30 ~ 12:30	L	Introduction of PRODEFI model	Nagoya
		13:30 ~ 17:00	L	Merchandise diversification and Risk Management	Nagoya
20-Jun	Wed	9:30 ~ 12:30	V	Road station and Similar facility run by private sector	Seki city, Gifu
		13:30 ~ 16:30	V	Rasten Horado, Kurihara fureai hiroba in Seki city, Gifu prefecture	Seki city, Gifu
21-Jun	Thu	9:30 ~ 16:30	V	Practice of cocking tomato ketchup in Airi, road station Meiho, Meiho Ladies (Tomato ketchup production by female group)	Takayama city, Gifu prefecture
22-Jun	Fri	9:30 ~ 11:30	V	Morning market and historical town in Takayama city	Takayama city, Gifu prefecture
		11:30 ~		Move to Nagoya. Lunch on the way	
23-Jun	Sat	~		Holiday	
		~		Holiday	
24-Jun	Sun	~		Holiday	
		~		Holiday	
25-Jun	Mon	9:30 ~ 12:30	L	Case study of failure of business which is apt to be	JICA Chubu
		13:30 ~ 16:30	L	Importance of social development	JICA Chubu
26-Jun	Tue	9:30 ~ 12:30	L	Case study (Cases of road station in Japan)	JICA Chubu
		13:30 ~ 16:30	L	General discussion	JICA Chubu
27-Jun	Wed	9:30 ~ 16:30	L	Preparation of action planning and presentation	JICA Chubu
		~			JICA Chubu
28-Jun	Thu	9:30 ~ 16:30	P	Action Plan Presentation	JICA Chubu
		~			JICA Chubu
29-Jun	Fri	9:30 ~ 12:30		Evaluation meeting, Closing session	JICA Chubu
		13:30 ~ 16:30		Preparation for returning country	JICA Chubu
30-Jun	Sat	~		Return to country	
		~			





