

**2010 COVAMS project counterpart training  
SAMPLE PROGRAM**

Date		AM			PM			Place
		9:30-10:30	10:30-11:30	11:30-12:30	1:30-2:30	2:30-3:30	3:30-4:30	
11/3	Wed	Arrival						
11/4	Thu	Briefing • Orientation						Nagoya
11/5	Fri	Orientation			Course Orientation / Explanation of Expanded Program			Nagoya
11/6	Sat	Off						
11/7	Sun	Off						
11/8	Mon	Roles of Government, Agent and Local People			Frame and Viewpoints for Analysis (inreach & outreach, etc.)			Nagoya
11/9	Tue	Case Study: Importing Malawian Honey			Marketing Basics – Cooperation between Supply Chain and Agriculture, Trade & Industry,			Nagoya
11/10	Wed	Basics of Marketing – Dialogue with Market (Including Interview with Fair Trade Shop),			Marketing Basics(Mushroom business)			Nagoya
11/11	Thu	Secret of Farm Fresh Product Store and Product Branding			Diversification of Products and Risk Management			Nagoya
11/12	Fri	Examples of Providing Opportunities for Small Businesses / A-COOP (Agricultural Cooperative), Charanke and Meitetsu Department Store in Inazawa and Ichinomiya						Ichinomiya Inazawa
11/13	Sat	Off						
11/14	Sun	Off						
11/15	Mon	Introduction to One Village One Product Program in Japan			Basics of Antenna Shops (Lecture & Visit to Antenna Shop in Kakuozan)			Nagoya
11/16	Tue	Introduction to Japanese Case (Irodori, Michinoeki, Meiho Ladies, etc.) Naoto NODA						Nagoya
11/17	Wed	Field Visit to Michinoeki and Similar Facilities Managed by Villagers in Gifu (Kurihara, YANA Fishing Weir, Carpentry Workshop)						Seki City
11/18	Thu	Visit to Michinoeki Meiho, Meiho Ladies (Ketchup Production by Women's Group) ⇒ Move to Takayama						Takayama City
11/19	Fri	Visit to the Morning Market in Takayama, historical townscape ⇒ Return to Nagoya						Takayama City
11/20	Sat	Off						
11/21	Sun	Off						
11/22	Mon	Introduction to PRODEFI Model			Importance of Social Development			Nagoya
11/23	Tue	Off						
11/24	Wed	Practical Exercise : Marketing Research			Summary on Research Exercise			Nagoya
11/25	Thu	Summary on Expanded Program						Nagoya
11/26	Fri	Presentation of Action Plans • Closing Ceremony			Preparation of Departure			Nagoya
11/27	Sat	Departure						