

OVOP counterpart training course

Training Schedule 2012/2/19 ~ 2012/3/10

P=Presentation, L=Lecture, V=visits, D=discussions, E=exercises

Date	Time	Method	Contents	Language	Venue
2/21	9:30 ~ 12:30	P	Presentation by participants on the current conditions of the supporting groups and challenges in their tasks	E	Nagoya
	13:30 ~ 16:30	D		Discussion Session: Situation Analysis	
2/22	9:30 ~ 12:30	L&E	Basic Business knowledge and practical skills to support Small and Micro business (financial statement, cash flow, break-even point, NPV)	E	Nagoya
	13:30 ~ 16:30				
2/23	9:30 ~ 12:30	L&E	Marketing Basics: Continuous Dialogue with a Market (including the interview session with fair trade shop staff)	E	Nagoya
	13:30 ~ 16:30	V			
2/24	9:30 ~ 12:30	L&D	Supply Chain- Agriculture-Commerce Industry linkages for local industry promotion	E	Nagoya
	13:30 ~ 14:15	E	Market Survey method Practice (Takashimaya Department store, food corner)	E	
	14:30 ~ 15:45		Practicing Market Survey method (Takashimaya Department store, food corner)	E	Nagoya
2/25	~				
2/26	~				
2/27	9:15 ~ 15:00		Transfer to Oita		Oita
	9:30 ~ 12:00		One Village One Product movement in Japan	J	Oita
	13:30 ~ 16:30				Oita
	17:00 ~		Transfer to Oyamacho		Oyamacho
2/28	9:30 ~ 12:30		Development of NPC activity of Oyama town, JA's effort to Stabilize income of rural households	J	Oyamacho JA
	15:30 ~ 17:00		Food processing session (making Japanese traditional sweets)	J	Takeda-shi
2/29	9:30 ~ 12:30		Human Resource Development of Toyonokuri-Juku	J	Takeda-shi
	14:30 ~ 16:00		Wakadzumano Mise (Evolution of Income generation activities of a women's group"	J	Takeda-shi
3/1	9:00 ~ 11:00		Visit: Osaka Municipal Wholesale Market Honjyo	J	Osaka
3/2	10:30 ~ 11:30		Factory Visit: Bean snack processing (including lectures on food hygiene)	J	Nagoya
	13:30 ~ 16:30		Discussion session (including reviewing session of visited companies, and summary session on OVOP movement)	E	Nagoya
3/3	7:30 ~ 8:30		Visit: 138 Eco Morning Market for local product promotion	E	Ichinomiya
3/4					
3/5	9:30 ~ 12:30		Product branding and Area branding	E	Nagoya
	13:30 ~ 16:30	L&D	Social development - the basement prior to economic development (preconditions prior to boost OVOP movement in Japan	E	

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3/6	9:30 ~ 12:30	L&D	The role of administration, residents, and agents for local economy promotion	E	Nagoya
	13:30 ~ 16:30	L&D	Selling strategies of local products to cities		
3/7	9:30 ~ 12:30	L&D	How to disseminate concepts and ideas (Wisdom, Mechanism and PRODEFI model)	E	Nagoya
	13:30 ~ 17:00	L&E	Risk Management and Product diversification	E	
3/8	9:30 ~ 12:30	D	Discussion sessions for action planning	E	
	13:30 ~ 17:00	E	Action Planning	E	
3/9	9:30 ~ 13:00	P	Presentation	E	Nagoya
	13:30 ~ 14:30		Evaluation	E	Nagoya
	15:00 ~ 16:00		Closing ceremony	E	
3/10			Return home		