### Objective

The participants expected to design effective and feasible promotion policies or support programs for SMEs or farmers in their countries to improve regional economic situations.

### Outcome

By the end of this course, participants should be able to:

1. Understand policies for rural development by promoting and assisting small and medium-sized enterprises and farmer’s organizations.
2. Increase the ability to analyze and advise management issues and problems of SME’s and farmers.
3. Enhance value added activities and OVOP projects of foods and agricultural produce.
4. Improve the teaching method of management and marketing.
5. Design effective action plans (interim report) on promotion for rural industries.

### Contents

The following subjects are taught by lectures, field visits, discussion and workshops:

1. (1) Obihiro city rural development policy, “Food Valley” initiative
2. Project of Obihiro University of Agriculture & Veterinary Medicine Human resources development on Agriculture and Biotechnology
3. Promotion Policies and supporting programs for SMEs and farmer’s organizations
4. Corporate and business strategies
5. Managerial Accounting (Break-even analysis) and record keeping
6. Operation management (5S, Kaizen)
7. Organization management (SMEs and Cooperatives)
8. Understand marketing basics
9. Analyzing marketing opportunities
11. Participant centered learning, Case method Teaching and Business games
12. Project Cycle Management

### Target Organization / Group

1. Central and local governmental organizations dealing with rural development
2. Small and medium-sized enterprise
3. Chambers of commerce
4. NGOs.

### Target Countries

- Japan

### Sub-Sector

Private Sector Development/Small and Medium Enterprises/Supporting Industries Promotion

### Language

(A) English/(B) English

### Outline

This training course is designed to learn how to promote local industries, One Village One Product projects (OVOP) in agricultural regions by enhancing management and marketing capabilities of small and medium enterprises (SMEs) and farmers. Participants have various opportunities to understand promotions of value added activities, effective OVOP utilizing local resources based on field trips and case studies.

### Implementing Partner

(A) Insight Management Inc. /(B) Insight Management Inc.

### Website

URL http://www.insight-m.com