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<th>Target Organization / Group</th>
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<td>(1) The challenges of the regional development in each country will be clarified.</td>
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<td>(1) Comprehensive regional development planning, local development along the main road</td>
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<td>(3) Understand the function of &quot;Michi No Eki (roadside station)&quot; in the regional development by learning business structure and know-how (public-private partnerships, entrepreneurial support, marketing etc.).</td>
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<td>(4) Understand how to cooperate with the local communities towards the activation of the areas along roads.</td>
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**Contents**

**Pre-Training**
Prepare a SWOT analysis report on the facility resembling a Michi No Eki or Roadside Station in the participant's own country.

**Training in Japan**

1. Lectures on Japan's administrative system, organization and planning for comprehensive development in Hokkaido, road improvement and regional development in Hokkaido.
2. Lectures and field trips on creation of "regional specialities products (branding)" and SME promotion policies, etc.
3. Lectures on tourism promotion measures.
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This training program is designed that the participants can learn from the experiences of regional development in Japan (mainly in Hokkaido) along main roads. As a result of the training program, it is expected that the regional development plan is developed and implemented by the initiative of the participants, in order to contribute to raising income and easing the disparities among regions.