

Target Countries :

Course No. : (A) 201984714-J002/(B) 201984715-J002

No. : (A) 201984714/(B) 201984715

Sector : Agricultural Development/Distribution, Processing, Export Promotion

Sub-Sector : Private Sector Development/SME/Supporting Industries Promotion

Language : (A) English/(B) English

Outline

Hokkaido is the most advanced and most extensive agricultural area in Japan and implements cluster formation, value-chain improvement and sustainable development protecting the natural environment. In this training course, you can learn broad variety approach of regional strategical development. At the end of the training course, you will make practical policies or support program

Objective/Outcome	Target Organization / Group	
<p>【Objective】 The participants expected to design and implement strategic and feasible development policies, support programs or business plan for SMEs or farmers in their countries to improve national or regional economic situations.</p> <p>【Outcome】 By the end of this course, participants should be able to: 1. Learn regional development utilizing cluster formation, value-chain improvement and agricultural cooperative. 2. Increase the ability to analyze and advise management issues and problems of SME's and farmers in industrial clusters and value chains. 3. Enhance value-added activities and OVOP projects of foods and agricultural produce applying marketing theory and practice. 4. Learn the teaching method of management and marketing for SMEs and farmers. 5. Design effective action plans (Final report) on promotion for regional industries.</p>	<p>【Target Organization】 1. Central and local governmental organizations dealing with rural development 2. Small and medium-sized enterprise 3. Chambers of commerce 4. NGOs.</p> <p>【Target Group】 1. Officers or manager of target organizations who are in charge of national or regional policymaking or management support of SMEs or farmers organizations 2. Have more than five years' working experience in the field of rural development</p>	
<p>Contents</p> <p>【Preliminary phase in home country】 Submit inception report</p> <p>【Core phase in Japan】 The following subjects are taught by lectures, field visits, discussion, and workshops: 1. (1) The cluster development, "Food Valley" initiative by Obihiro city (2) Industry-academia-government collaboration project (3) Agricultural cooperative in Japan (4) Promotion policies and supporting programs for SMEs and farmer's organizations 2. (1) National, Regional and business strategies (2) Basic managerial accounting (Break-even point analysis, Cashbook,) (3) Operation management (5S, Kaizen, GAP) (4) Organization Management (SMEs and Cooperatives) 3. (1) Marketing basics and application (Desing thinking) (2) Product Development (Local Resource Utilization) 4. (1) Participant-centered (Case Method) learning, workshops, business game and learning management system 5. Project management and business plan</p>	<p>Course Period</p>	<p>(A) 2019/9~2020/10 (B) 2020/1~2020/2</p>
	<p>Department in Charge</p>	<p>Rural Development Department</p>
	<p>JICA Center</p>	<p>(A) JICA Hokkaido (Obihiro) (B) JICA Hokkaido (Obihiro)</p>
	<p>Cooperation Period</p>	<p>2018~2020</p>

Implementing Partner (A) Insight-Management Co., Ltd. / (B) Insight-Management Co., Ltd.

Remarks and Website

- This course is able to implement twice a fiscal year.
- Learning Management System helps participants' understanding by sharing reference materials, practice quizzes and consulting for their questions etc.
- Four participants had approved for the Follow-Up Program.
- URL <http://www.insight-m.com>