

Target Countries :

Course No. : 201984825-J002

No. : 201984825

Sector : Agricultural Development/Distribution, Processing, Export Promotion

Sub-Sector :

Language : English

Outline

Tokachi area in Hokkaido Region is well-known for agricultural and livestock production and the made-in-tokachi products have gained wide recognition all over Japan. The major reason for such recognition of Tokachi is motivation raising and continuous efforts by local enterprises and producers with public and private support for new product development, quality evaluation/enhancement and brand certification. This course provides methods of product development and case studies of public private partnership in community business development in order for the participants to promote their own OVOP activities.

Objective/Outcome	Target Organization / Group	
<p>【Objective】 Development of marketable local products are planned and implemented and/or support strategies for such product development are designed.</p> <p>【Outcome】 1.To understand tips and practices for development of marketable local products. To understand methods of product development, sales promotion, and creativity by rediscovering the original value of the local community and weaving its individual stories into the products. 2.To understand roles and importance of the public sector for promotion of community business development through effective use of local resources. 3.To share and understand current issues and experiences among participants regarding development of marketable local products and community business development and suggest concrete plans and actions for solution of the situation that they face.</p>	<p>【Target Organization】 1. Governmental organizations that offer support for community business 2.Providers of Business Development Services for local businesses (chamber of commerce, cooperative union, NPO, etc.) 3. Counterpart organizations and other related organizations for the One Village One Product projects</p> <p>【Target Group】 1.Those who are involved in target organizations mentioned above 2. More than 3 years of experience in local product development 3.Under 50 years old</p>	
<p>Contents</p> <p>【Preliminary Phase in home country】 Submit Inception Report</p> <p>【Core Phase in Japan】 1)a. Planning and selection of marketable local products: entrepreneurial skills of utilizing local unused resources, understanding of market orientation, marketing basics b. Value chain development for enhancing marketability of local products: overview of production, processing, packaging and distribution c. Sales strategy for enhancing marketability of local products: roadside stations, antenna shops d. Good practices of facilitating and mobilizing actors and local existing resources: agricultural diversification (so-called the sextiary sector) and rural tourism in Hokkaido e. Execution of effective promotion for local products 2)The role of government in supporting development of marketable local products: government support and incentives, technical support for branding and value adding. 3)Discussion on participants' interests and challenges related to development of local products and arrangements for implementation.</p>	<p>Course Period</p>	<p>2019/11~2019/12</p>
	<p>Department in Charge</p>	<p>Rural Development Department</p>
	<p>JICA Center</p>	<p>JICA Hokkaido (Obihiro)</p>
	<p>Cooperation Period</p>	<p>2018~2020</p>

<p>Implementing Partner</p>	<p>Hokkaido Intellect Tank</p>
<p>Remarks and Website</p>	