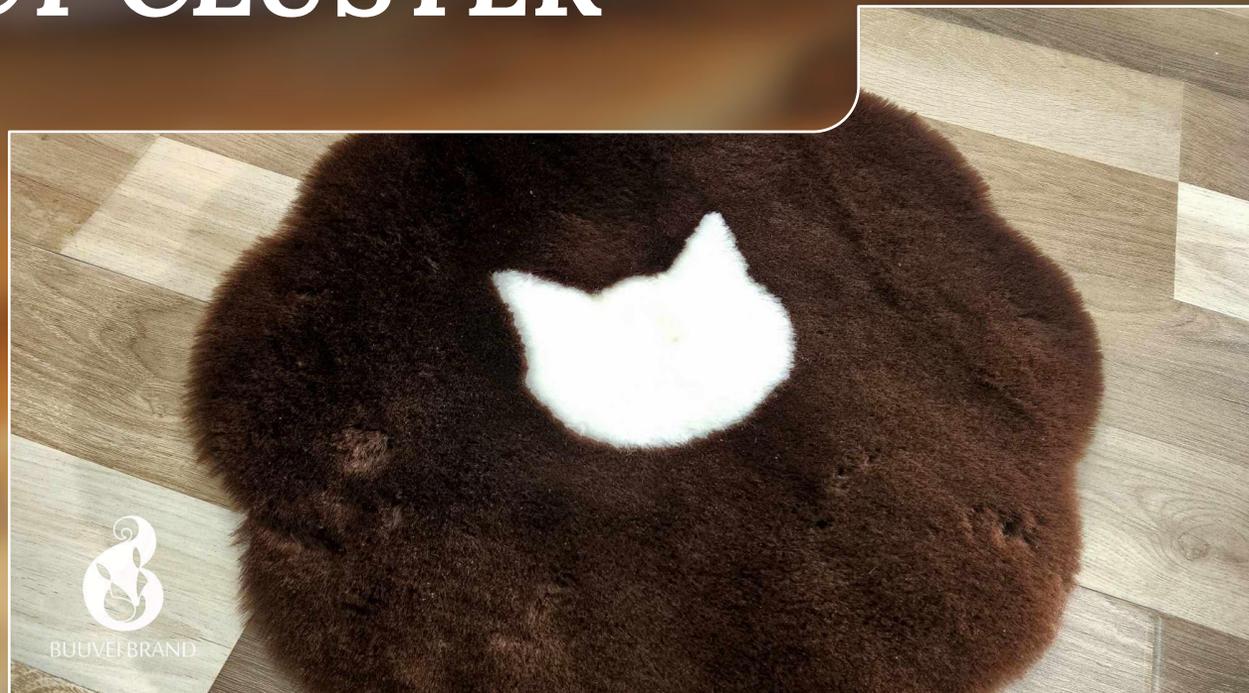
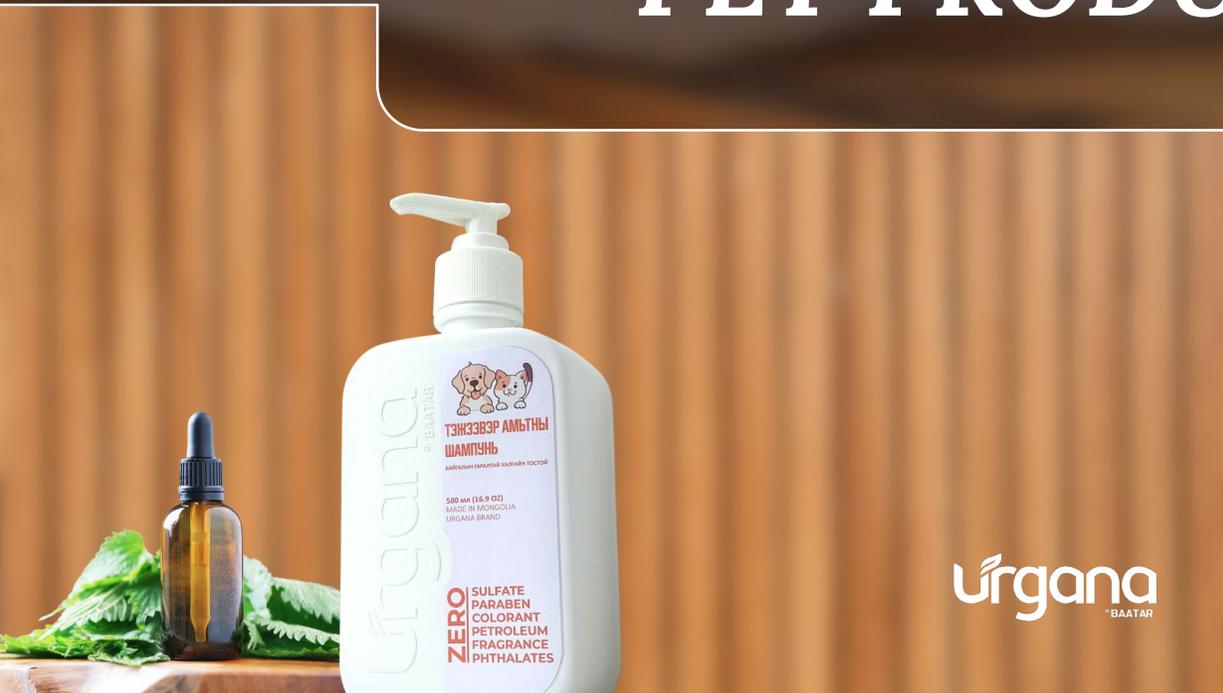


PET PRODUCT CLUSTER





PET PRODUCT CLUSTER





Mongolia is deeply rooted in *livestock farming*.

Problem



Herders' low
income



Large herds



Overgrazing



Soil erosion



Dust storm

Problem



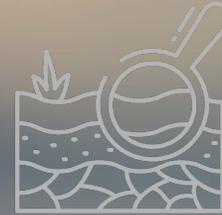
Herders' low income



Large herds



Overgrazing



Soil erosion



Dust storm

Solution



Partner with herders and increase their income



10,000,000

sheepskin, leather, and hide are discarded as waste every year.



MIDTERM REPORT



Stage - 1

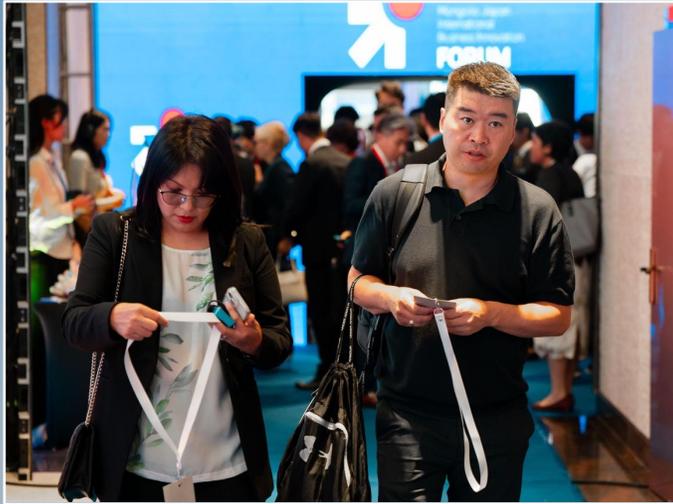
- Booth display of the products
- Partnership with Buuvei brand and development of new products
- Named as one of the top 15 projects

July, 2024



Stage - 2

- “Mongolia Open Innovation and Co-Creation for SDGs” in Tokyo
- “Mongolia – Japan International Business Forum – 2024 ” in Ulaanbaatar
- Meetings with organizations’ representatives and experts



July, 2024

August, 2024



Partnership highlights

- Collaborated with Selenge and Orgilbayar.
- Gained invaluable insights into the Japanese market.
- Received guidance on strategies for successful introduction of new products and online commerce in Japan.

July, 2024

August, 2024

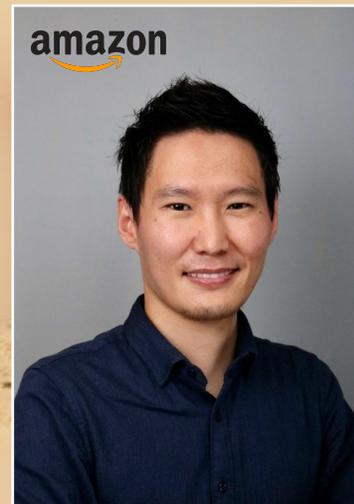
September, 2024



Selenge, Product Designer

Founder, Designer
Luugar bag & accessory (2016~now)

**Handbag designer, Merchandiser,
Web design marketing**
Genova JapanCo.,Ltd (2014~now)



**Orgilbayar, Program
Manager**

**Program Manager / Japan
Operations,**
Amazon Japan, Tokyo (2021~now)

Management Consultant
Accenture Japan, Tokyo (2019~2021)

Partnership highlights

- Partnership with Mr. Hiroaki Ando, AMD Group.

Hiroaki Ando, AMD
Group



Partnership highlights

- Partnership with Mr. Hiroaki Ando, AMD Group.
- Preparation for crowdfunding in progress.



December, 2024

Hiroaki Ando, AMD
Group



Partnership highlights

- Partnership with Mr. Hiroaki Ando, AMD Group.
- Preparation for crowdfunding in progress. 
- Orders from crowdfunding expected to be produced and shipped by March, 2025.

December, 2024

March, 2025

Hiroaki Ando, AMD Group



Online shop



Our appreciation to:



НИИСЛЭЛИН
БИЗНЕС ИННОВАЦ
ХӨГЖЛИЙН ГАЗАР



Thank you!

