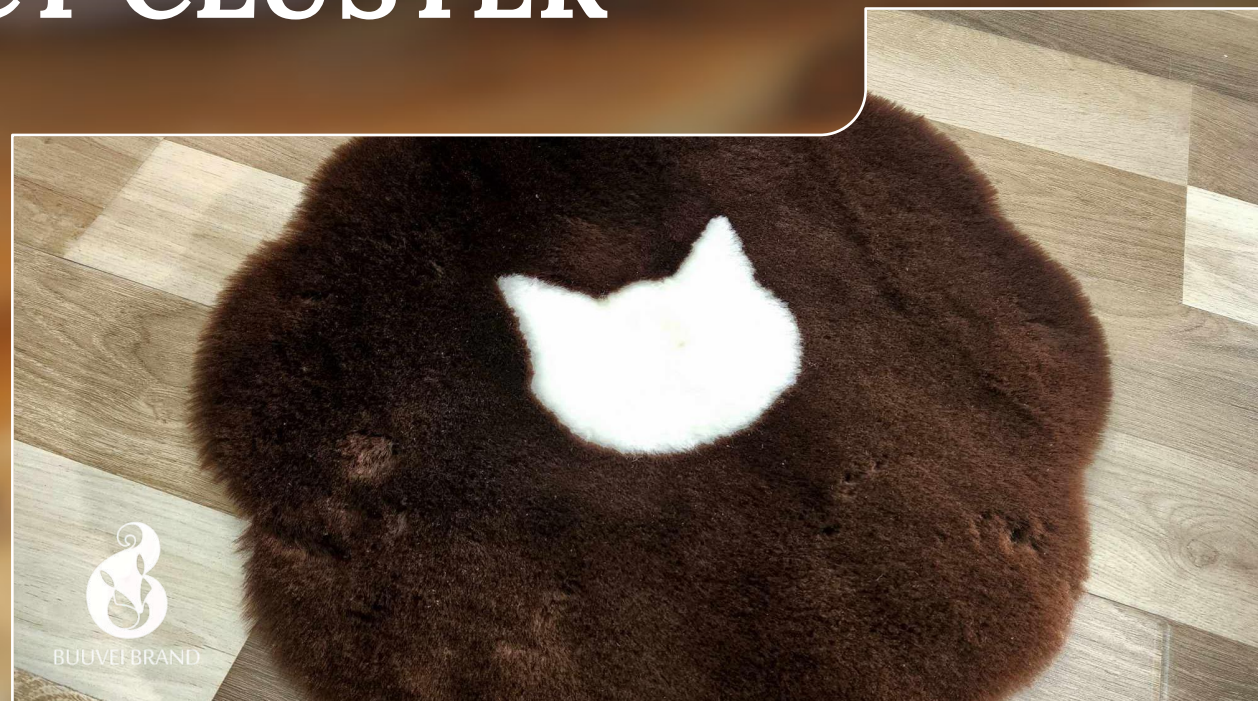




# PET PRODUCT CLUSTER







# PET PRODUCT CLUSTER







*Mongolia* is deeply rooted in *livestock farming.*



# Problem



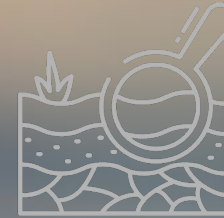
Herders' low  
income



Large herds



Overgrazing



Soil erosion



Dust storm



## Problem



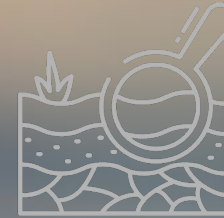
Herders' low  
income



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

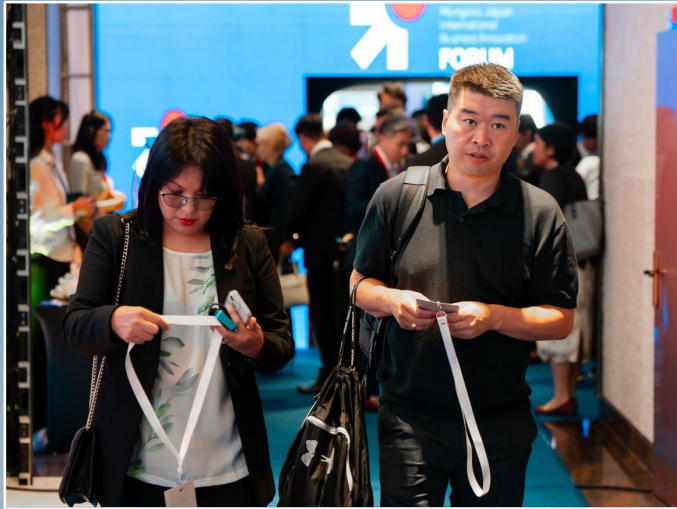
July, 2024





## 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.  **CAMPFIRE**




December, 2024

Hiroaki Ando, AMD  
Group





# Partnership highlights

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



December, 2024

Hiroaki Ando, AMD  
Group



March, 2025

Online shop





*Our appreciation to:*



НИИСЛЭЛИН  
БИЗНЕС ИННОВАЦ  
ХӨГЖЛИЙН ГАЗАР





*Thank you!*

