




MARIS
TRUE LEATHER



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.





| FINAL 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.
- The MoU will be signed next week.

Hiroaki Ando, AMD Group



Partnership highlights

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



March, 2025

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 September 2025.



March, 2025

Hiroaki Ando, AMD Group



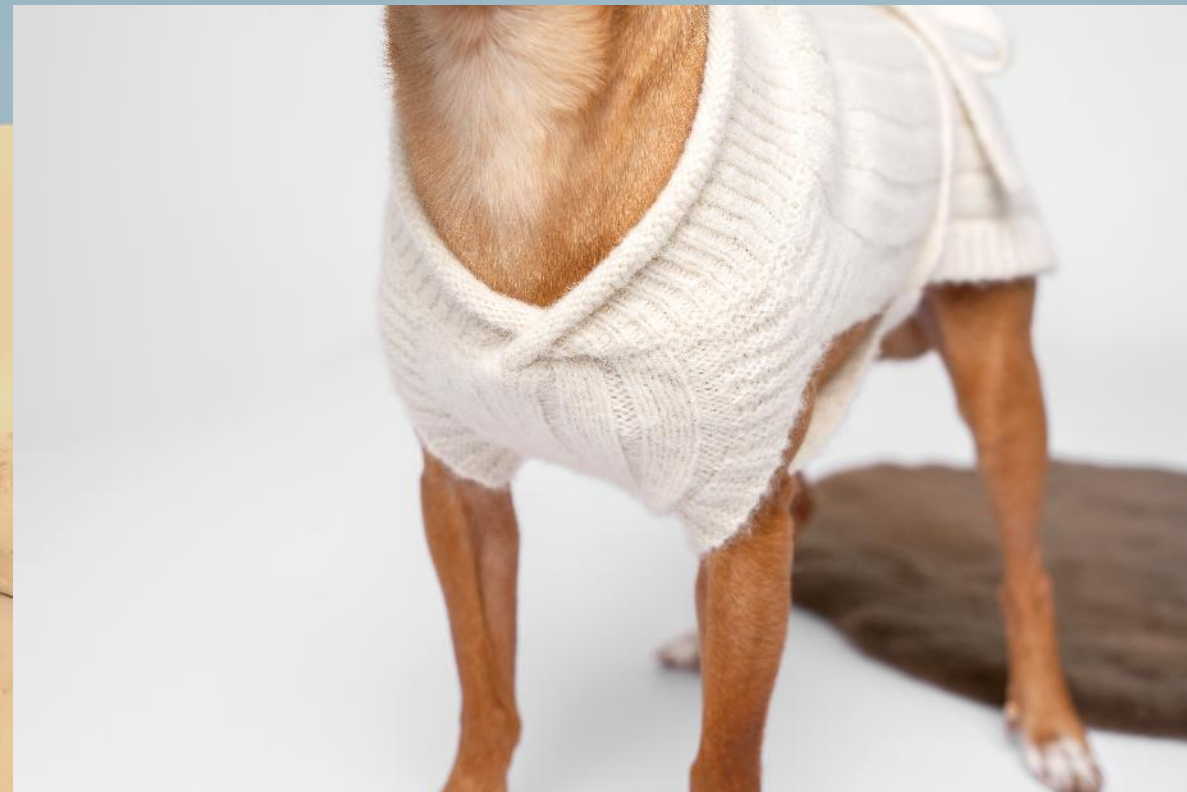
Sep, 2025

Online shop



Recent Milestones in Clusters' Export Journey

- Partnership with MMW – Munkh Mandag Wool Trading.
- Jointly produced the first wool harness from Mongolian sheep's wool.



Recent Milestones in Clusters' Export Journey

- We have produced our first-ever dog harness made from cowhide leather.



Our appreciation to:



НИИСЛЭЛИН
БИЗНЕС ИННОВАЦ
ХӨГЖЛИЙН ГАЗАР





Pet Product Cluster

Thank you!

