

JICA Alumni Association in Syria JAAS Delegates attending the Regional Workshop “Japanese Industries in the Eyes of Arabs”, Ex SBM Imad HAIDAR Reporting:

A Report on the Regional Workshop

“Japanese Industries in the Eyes of Arabs”

1st to 4th February 2012

Beirut - Lebanon

Under the patronage of H.E. Mr. Koichi KAWAKAMI, Ambassador of Japan in Lebanon, JICA Alumni Association in Lebanon LEBAJICA have carried out a regional workshop under the title “Japanese Industries in the Eyes of Arabs”.

The workshop took place in Beirut – Lebanon from the 1st till the 4th of February 2012. Delegates were of different regional JICA Alumni’s, representing Syria, Palestine, Iraq, Egypt, Jordan and Lebanon, attendees were mostly of LEBAJICA and other interested personnel of different backgrounds.

The workshop was attended by Mr. Kaoru IWASAKI - JICA Chief Representative in Syria, Mr. Mikihiro ARAKAWA – Counselor in the Embassy of Japan in Lebanon, Ms. Marah MORAD & Mr. Ahmad AL TAWWAM – both Senior Program Officers in JICA Syria, Eng. Adel ZUREIKAT – Senior Program



Officer in JICA Jordan, Mr. Masahiro IKEDA and Mr. Osamu SHIBATA both Senior Volunteers in JICA Jordan, Eng. Ali GHRAYEB – Executive Board President and most of the board of LEBAJICA.

The workshop went on for four days; each of the participating delegates talked about how Japan and its industries affected lecturer country in different fields of interest, a field trip to Kesrouane Water Supply Project which was funded by JICA was also arranged by LEBAJICA.



JAAS delegates to the workshop were Mr. Mohammed SULAIMAN and Mr. Ayman HAMMAD of Jandar power plant; they talked about the Syrian - Japanese cooperation in the establishment of the power plant and the Japanese support on the electrical field in general in Syria. While Mr. Imad HAIDAR - General Manager of Yamam, fancy yarns & tufts, a private sector company in



Aleppo - Syria representing the Aleppo Chamber of Industry ACI talked about the Chamber's project to modernize, develop and improve the industrial management systems in the Alepian and Syrian industrial companies, the project's concept was based on the Synthetic Business Management SBM course which was attended in JICA Osaka/Japan.

SBM program have started in Syria in the year 2006, SBM trainees was mainly of the public sector, till the year 2009 when companies of the private sector and the staff of the ACI have started to be nominated for the program.

Activities of Ex SBM teams have started in the year 2010 with lectures about the SBM program in ACI involving different background of attendees such as Business Woman's Committee of ACI, industrial members of public and private sectors of different specialties...etc., and some other general lectures.

JAAS delegate to LEBAJICA workshop Ex SBM and Management Development Committee MDC member Mr. Imad HAIDAR talked about the project which ACI and the MDC have adopted and been working on since the beginning of the year 2011. Lecture talked about different aspects of the project and points such as:



- Japan, Japanese people, life and work.
- Activities and management development.
- ACI - MDC project summary.
- The goal.
- Main improvement activities.
- Adopting the project.
- Project structure and phases.
- Proposed training program.

The project in short is to transfer the Japanese SBM model in management to the industrial community in Aleppo through:

- Setting and developing a managerial model based on the Japanese and European management systems.
- Apply the model on 10 SME's from the 4 industrial sectors (Textile, Food, Technical and Chemical industries).



General approach of the program was towards implementing and accommodating the improvement activities within the local industrial environment, opening a door for attendees and industrialists to be able to understand and implement the activities within the local environment.

The audience was interested in the information given, many questions were exchanged

between the attendees and the lecturer, and they showed their need of such knowledge and expressed big interest in attending more lectures and workshops of equal and more advanced levels of the subject in the future.

The workshop was finalized with some recommendations which could be summarized with:

- Plan for more regional meetings and workshops in the near future, for the different Alumni's, and on different topics and specialties to be carried out in different countries in the region.
- Focusing on more support and cooperation with JICA Alumni of Palestine.
- Focusing on more extended training for JICA Alumni trainees, locally and/or in Japan.
- Focusing on transferring the Japanese expertise and state of mind to the local communities, weather it was by SV's or Ex trainees.

Ex SBM program participants in Syria are contributing in the transfer of the knowledge and technology, Kaizen activities and the Japanese culture and state of mind in Syria.

JICA Alumni Associations is an independent, nonprofit organization with no political or religious aims, consists of people whom were sent by the Japan International Cooperation Agency JICA to Japan and got training there in different specialization. JAAS was established in the year 2005.