



ASIAN PRODUCTIVITY ORGANIZATION

14-AG-11-GE/DC-OSM-B

Multicountry Observational Study Mission on Branding Local Specific Agricultural Products through the Use of Geographical Indications, 25-30 May 2015, Tokyo, Japan

Program of Activities

Date/Time	Tentative Program	Hotel Accommodation
Sunday, 24 May 2015	Arrival of participants in Tokyo Proceed to individually to the hotel Tokyu Stay Suidoubashi 1-1-12 Misaki-cho, Chiyoda-ku, Tokyo 101-0061 Tel: 03-3293-0061; Fax: 03-3293-1090 URL: http://www.tokyustay.co.jp/e/hotel/SUI/	Tokyu Stay Suidobashi (Tokyo)
Monday, 25 May		
9:00	Meet at the hotel lobby. A staff from the APO will meet the participants at the lobby and guide them to the APO <u>APO Conference Room</u> Leaf Square Hongo Building 2F, 1-24-1 Hongo, Bunkyo-ku, Tokyo 113-0033 Tel: 81-3-3830-0417 Fax: 81-3-5840-5324	Tokyu Stay Suidobashi (Tokyo)
9:15-9:30	Registration of participants	
9:30-9:50	Opening session <ul style="list-style-type: none">▪ Welcome address by Mr. Mari Amano Secretary-General, Asian Productivity Organization (APO)▪ Opening Remark by Mr. Yoshihide Endo, Director for International Agricultural Organization, International Affairs Department, Ministry of Agriculture, Forestry and Fisheries Japan▪ Opening Remark by Mr. Joselito C. Bernardo, Director, Agriculture Department, Asian Productivity Organization (APO)	

	<ul style="list-style-type: none"> ▪ Introduction of participants ▪ Program orientation ▪ Group photo
9:50-10:00	Coffee break
10:00-10:30	Presentation 1: “Overview for Japanese Agriculture” by Mr. Mitsuo Nakamura, Program Officer, Asian Productivity Organization (APO)
10:30-12:00	Presentation 2: “Program for Regional Brands for Agricultural, Forestry, Fishery, and Food Products” by Mr. Kouichi Mihashi, Senior Staff, New Business and Intellectual Property Division, Food Industry Affairs Bureau, Ministry of Agriculture, Forestry and Fisheries (MAFF)
12:00-13:30	Welcome lunch hosted by the APO (Restaurant Rilassa, 3F, Tokyo Dome Hotel)
13:30-14:45	Presentation 3: “Keys to a Successful Local Brand” by Dr. Mari Hazumi Professor, Department of Commerce, Kumamoto Gakuen University (Kumamoto Pref.)
14:45-15:00	Coffee break
15:00-16:30	Presentation 4: “Application of Geographical Indications for Branding Local Agricultural Products” by Dr. Teiji Takahashi, Temporary Lecturer, Graduate School of Agricultural and Life Science, The University of Tokyo

Tuesday, 26 May

9:00	Leave Tokyu Stay Suidobashi	Tokyu Stay Suidobashi
9:30-10:45	Presentation 5-1: “Country papers” by participants	(Tokyo)
10:45-11:00	Coffee break	
11:00-12:00	Presentation 5-2: “Country papers” by participants	
12:00-13:00	Lunch break	
13:00-14:15	Presentation 6: “Research and Development of Agricultural	

Products for New Markets and Branding”
by Mr. Kaoru Saito, Investigator, National
Agriculture and Food Research Organization
(NARO) (Tsukuba-city, Ibaraki prefecture)

14:15-14:30

Coffee break

14:30-15:00

Orientation of field visits

15:00-17:00

Visit 1: Antenna shops of prefectures in Tokyo
Observe food retailing, packaging and labeling

Wednesday, 27 May

Field Visits Day 1

8:00

Leave Hotel by bus

EL INN Kyoto

8:40

Arrive at Tokyo station

9:00-11:19

Leave Tokyo for Kyoto by bullet train
(Nozomi 213)

11:30-12:00

Visit 2: Shops for Local Specialty in Kyoto

12:00-13:00

Lunch break

13:00-14:00

Presentation 7:
“Branding Initiatives in Kyoto”
by Mr. Tetsuya Ashida, Associate Director,
Brand Promotion Section,
Distribution and Brand Strategy Division,
Department of Agriculture, Forestry and
Fisheries, Kyoto Prefecture

14:00-14:15

Presentation 8:
“Branding Initiatives in Kyoto (2)”
by Mr. Michihiro Yamashita, Board Member,
Association of Kyoto Furusato Products

15:30-16:30

Visit 3: Gekkeikan Okura Museum
Sake brewery (Kyoto Fushimi rice wine
brands)

18:30

Arrive at EL INN Kyoto (Check-in)

18:45

Visit 4: AEON Mall Kyoto
Observe food retailing, packaging and labeling

Stay at: EL INN Kyoto
13 Higashisannoucho, Higashikujo,
Minami-ku, Kyoto 601-8004
Tel: 075-672-1100

Thursday, 28 May	Field Visits Day 2	EL INN Kyoto
8:00	Leave hotel by bus	
9:00-11:20	Visit 5: Tea Farm in Wazuka-town Tea plantation, tea factory, direct sales shop and lecture (Uji green tea brand)	
12:00-13:20	Visit 6: Hari Terrace (Roadside station) Observe local products markets	
	Lunch in Hari Terrace	
14:15-14:45	Visit 7: Miwa Somen Factory, Ikeri Co. Ltd., (Japanese wheat noodle factory)	
15:00-15:30	Visit 8: Industry Association of Miwa Somen	
16:30-17:00	<ul style="list-style-type: none"> ▪ “Todaiji Temple” Appreciate Japanese historical and cultural site 	
18:15	Arrive EL INN Kyoto	

Friday, 29 May	Field Visits Day 3	
8:00	Leave hotel by bus	Hotel
9:00-9:45	Visit 9: Doi Shibazuke Food processing company (Japanese pickles)	Metropolitan Edmont Tokyo (Tokyo)
10:15-10:45	Visit 10: Nishiki Market Local food market	
12:00-12:40	Lunch	
13:00-14:00	Presentation 9: “Regional Brand in Japan - Kobe Beef” by Mr. Tetsunori Tanimoto, Head of the Secretariat, Kobe Beef Marketing and Distribution Promotion Association (Kobe city, Hyogo Pref.)	
14:20-14:40	Visit 11: Registered Store for Kobe Beef (JA Hyogo Rokkou, Rokkou no Megumi)	
15:49	Leave Kobe for Tokyo by bullet train (Nozomi 34)	
18:30	Arrive Tokyo	
19:15	Arrive Hotel Metropolitan Edmont Tokyo 3-10-8 Iidabashi, Chiyoda-ku, Tokyo 102-0072	

Saturday, 30 May

Workshop

9:30–11:00

Group discussion

11:00–11:15

Coffee break

11:15–11:45

Presentation of group discussion

11:45–12:00

Course evaluation by participants

12:00–12:30

Closing ceremony

- Closing remarks
- Awarding the certificate

Sunday, 31 May

Return of participants to respective countries
