

Local Economic Course

Purpose of the tour	
Aiming visitors to understand how Japanese company manage their business in long term, and what the essentials are for running a business by visiting companies/industries from local area. This time we picked up some companies from the food, traditional art and the electronic manufacturing industry. Furthermore, Miyagi prefecture is one of the area that was greatly affected by the earthquake that occurred in 2011 so you will also be able to learn how companies recovered and resumed since then until today.	

Day	Town	Location	Content	Person in charge	Details	Essentials	Disaster & Recov	Industr y/Agric	Comm unity	Disast er	Local Health	Environ ment	Japane se	Culture	
First day	Iwanuma	Nishiki Food	Visit factory/lecture talk	President, PR manager	The founder of "Nishiki-shokuhin" first sold Tsukudani (reserved food in soy sauce) since 1938. But then they happened to change their products into packaged foods. Mr./Ms. Kikuchi, the third president since the company started, will be talking about the secret history of their business and also about how they survived and continued to run the company after the great earthquake.	<ul style="list-style-type: none"> Discover the system of the factory and understand the Japanese standard of quality managing. Understand the history of Nishiki foods Learn how they restarted their company after the earthquake. 	●	●					●		
	Shiroishi	Kichimi noodle company	Visit factory/lecture talk/workshop	Mr./Ms. Kimura	Here, they are making one of the famous foods in Shiroishi city, "Shiroishi U-men", 400 years ago, a young man named "Miemon" invented this noodle for his father, who had a stomach disorder, to let him eat a non-fried noodle. Later then, he recovered from his ill and the story went all over to lord Katakura Kojiro who rewarded the young man by naming the noodle "U-men".	<ul style="list-style-type: none"> Learn how they carry on the traditional special recipe for U-men for hundreds of years. See the master's work making hand-stretched noodles. Discuss on how to spread U-men to the world. 		●					●	●	
			Stay at private lodging												
Second day	Shibata	Michinoku workshop	Visit factory/lecture talk/workshop	President: Mr./Ms. Takahashi	Michinoku workshop has been making and restoring "Sendai Dansu (drawer)" for many years. This drawer was first used as a toolbox for carpenters. After the, Samurai and merchant started to uses them to put their treasure and sword inside. From Meiji era to Taisho era, this Sendai dansu became famous and they were even exported to Europe. Still now, many people love its detailed and beautiful design.	<ul style="list-style-type: none"> See how the luxury Sendai dansu is made by hand. earn craftsman's spirit through its art. 		●						●	●
	Kawasaki	Aone Onsen	Lecture talk/Work in Japanese hotel	Mr./Ms. Hara	Aone onsen is known for its long history. Ever since they opened this place, from 1528, this place has been beloved by the locals and many tourist. You can enjoy the beautiful scenery that changes every season. This hotel will welcome you with their hospitality and make you relaxed.	<ul style="list-style-type: none"> Learn and experience hospitality "Omotenashi" used in Japanese hotel 								●	●
			Stay at private lodging												
Third day	Ogawara	Hiruzu	Visit Tonton no Oka & Lecture talk	Executive secretary Mr./Ms. Onodera	Apart from raising their livestock "Japanese pork, Mochibuta" they also run a business for food products, Onsen facilities, a restaurant, and rice product manufactory. They have been contributing to the locals by making eco friendly-compost, holding public facilities for communities and so on. Their motto is to be an indispensable company to the local. "Mochibuta" is one of the selective breeding from the company Global Big Farm. You will be able to hear some talks from one of the manager and will be visiting places where Mochibuta is sold.	<ul style="list-style-type: none"> Learn how they successfully run multiple companies and business. Know their meaning behind their motto. Learn how they contribute to the local through business. 		●	●				●	●	
Third day	Yamamoto	G R A	Visit production facility/lecture talk/workshop	Managing director Mr./Ms. Hashimoto	Since the great earthquake devastatingly hit this area, they invented a new strawberry called "Migaki-ichigo" to restart a business in this town. Not only the taste but their unique way of producing strawberries are known as well. Having "the edible stawberry" as their main concept, they have invented this high-quality stawberry by collaborating agriculture with technologies.	<ul style="list-style-type: none"> Learn how they build up their brand "Migaki-ichigo" How they managed to hire people after the earthquake. About the latest agri-technology About eco-friendly technology for agriculture 	●	●	●				●	●	
		Stay at Zao				<ul style="list-style-type: none"> Discuss on how to increase workers for Agriculture related business. 									
Fourth day	Natori	Sendai International Airport	Lock around Sendai airport/Lecture talk	PR manager(Tentative)	Sendai airport was affected from the big tsunami that hit Tohoku area. Many tiles and stones flowed into the airport and also planes got damaged. This airport freshly resumed its business as a privatized airport and starting to become a community friendly airport.	<ul style="list-style-type: none"> Listen to their story about how they survived after the tsunami and gain knowledge about restoring and recovering. Learn about business of airline privatization/ 	●		●	●					
			Panasonic, Sendai factory	Visit production facility/lecture talk/workshop	From Tohoku Recovery Developing Department Mr./Ms. Arai	Panasonic has been made a big impact on our lifestyle with their technology by extending possibilities everyday. The founder, Matsushita Yukinosuke, is one of the famous entrepreneurs in the business world. "Matsushita school" was also founded by him and lots of people come here to learn about business.	<ul style="list-style-type: none"> Learn their "Panasonic Way" by seeing their process of production. Learn the spirit of business from the founder Matsushita Yukinosuke Discuss on how to sell products based on Panasonic's marketing strategy. 		●					●	
	Shibata	Hotel Harada													
Fifth day	Marumori	Gelato shop Gelateria la festa	Experience manufacturing and selling	Shop Manager Mr./Ms. Sugawara	See how products from farms change into products sold in this Gelato shop. Using the Gelato as the base, they add flavors using local foods from Southern areas in Miyagi. Learn how they make strategies to promote local foods.	<ul style="list-style-type: none"> Check their producing process 		●	●						
	Ogawara	Meeting room	Reflection work		Review what you grasped through this trip. Summarize what you "Saw""Heard""Felt"	<ul style="list-style-type: none"> Look back on things you experienced during these five days, and review what you learned from this trip 									
	Shibata	Hotel Harada													

The schedule will may change due to the situation.