

Curriculum of ASEAN-Japan Partnership Program at Universiti Putra Malaysia 2021

Date		Time		Topic	Contents	Company	Lecturer
4-Oct	Monday	9:15-10:00 10:15-11:00	90 mins	Introduction	Introduction	ASEAN Secretariat	Project Coordinator Mr. Hiroaki Kinoshita
		11:15-12:00 12:15-13:00	90 mins	Product Development	Product development utilizing local agricultural products	Seed to Harvest	Food and agriculture consultant 'Ms.Kaori Tadokoro
		14:30-16:00	90 mins	Work Shop			
5-Oct	Tuesday	9:15-10:00 10:15-11:00	90 mins	Agricultural Cooperatives	Securing Safety, Quality Control and Traceability of Agricultural Products through Agricultural Cooperative Organizations in Japan	The Institute for the Development of Agricultural Cooperation in Asia (IDACA)	Program Coordinator 'Ms. Miho Tougaki Cooperative Development Consultant,
		11:15-12:00 12:15-13:00	90 mins	Agri Financial	Agriculture and Agricultural Finance in Japan	Norinchukin Reseach Institute Co., Ltd.	Visiting Researcher Mr. Tetsuro Shimizu
		14:30-16:00	90 mins	Work Shop			
6-Oct	Wednesday	9:15-10:00 10:15-11:00	90 mins	ICT, Agri	Smart Agriculture in Japan	FUJITSU LIMITED	Next Generation Social Solutions Unit Senior Manager Mr. Katuyoshi Watanabe
		11:15-12:00 12:15-13:00	90 mins	Marketing	Marketing of Mushrooms in Overseas Market	HOKUTO Corporation	Marketing Office Manager 'Dr. Hiroki Nakai
		14:30-16:00	90 mins	Work Shop			
7-Oct	Thursday	9:15-10:00 10:15-10:30	60 mins	Sustainability of food and agriculture product	Introduction of Food Value Chain, and Examples of FVC Firms in Japan	Nomura Agri Planning & Advisory Co., Ltd. (NAPA)	Senior Fellow, Emeritus Professor of Shiga University, Director, head of consulting dep., Visiting professor of Tsukuba University,
		10:30-11:00 11:15-12:00	75 mins		Modernization of Food Value Chain		Chief Consultant Mr.Zhou Xuan
		12:15-13:00	45 mins		Branding Agricultural Commodities		
		14:30-16:00	90 mins	Work Shop			
8-Oct	Friday	9:15-10:00 10:15-11:00	90 mins	Foodservice	YOSHINOYA's Sustainable Agricultural	YOSHINOYA HOLDINGS CO., LTD.	Global HR Strategy Division / General Manager Mr. NAGAIRO Hisashi
		11:15-12:00 12:15-13:00	90 mins	Functional Food	Health Functional Food in Japan	YOSHINOYA HOLDINGS CO., LTD.	Global HR Strategy Division / Recruitment Manager Miss. Wirachapan Sutharat
		15:00-15:40	40 mins	Job Fair			