

Curriculum of ASEAN-Japan Partnership Program at Kasetsart University 2023

Date	Time (Bangkok time)	Topic	Contents	Company	Lecturer		
4-Aug	Friday	Field Study			Seleven Eleven Pattaya Flagship Store and Siam Kubota Farm		
7-Aug	Mon.	8:45 - 9:15 (Bangkok)	30 mins	Opening Introduction	Kasetsart University	Head of Department of Agro-Industry Technology, Assistant Prof. Dr. Ravipim Chaveesuk	
		9:15 - 10:00 & 10:15 - 11:00	90 mins	Sustainable food and agriculture management	Sustainable food and agriculture management	MAFF Japan	Deputy Director of Plant Variety Protection Office, Export and International Affairs Bureau, Ms. Akiko NAGANO.
						ASEAN Secretariat	Project Coordinator Mr. KINOSHITA Hiroaki
						Nomura Agri Planning & Advisory Co., Ltd. (NAPA)	Chief Consultant Mr. Zhou Xuan
		11:00-11:15	Break				
		11:15-12:00 & 12:15-13:00	90 min.	Agri-business	Increase added value on the agri & food business	Nomura Agri Planning & Advisory Co., Ltd. (NAPA)	Senior Fellow, Emeritus Professor of Shiga University Dr. Ryoichi ISHII
		13:00 - 14:30	Lunch Break				
14:30 - 16:00	90 mins	Workshop	Agri & Food business workshop	Nomura Agri Planning & Advisory Co., Ltd. (NAPA)	Mr. Zhou & Mr. Ryoici		
8-Aug	Tues.	9:15 - 10:00 & 10:15 - 11:00	90 mins	Agricultural cooperative / Virtual Study Tour	JA Group's efforts to add value to agricultural products	Institute for the Development of Agricultural Cooperation in Asia (IDACA)	Planning Group, Group Leader Ms. Miho Togaki
		11:00-11:15	Break				
		11:15-12:00	45min	Agricultural cooperative / Environmental & SDGs	A Quarter of a Century of Food Security Debate in the International Community	Institute for the Development of Agricultural Cooperation in Asia (IDACA)	Executive Director Mr. Hirofumi Kobayashi
		12:15-13:00	45mins		Thinking about Food and Agriculture from the Perspective of the Earth		
		13:00 - 14:30	Lunch Break				
		14:30 - 16:00	90 min.	Workshop	Expand local production for local consumption in your country	Institute for the Development of Agricultural Cooperation in Asia (IDACA)	Ms. Miho & Mr. Hirofumi
9-Aug	Wed.	9:15 - 10:00 & 10:15 - 11:00	90 min.	Agricultural Machinery / smart farming	Safety, ergonomics in farm work and international standardization	The National Agriculture and Food Research Organization (NARO)	Group leader, The Institute of Agricultural Machinery Dr. YUTAKA KIKUCHI
		11:00-11:15	Break				
		11:15-12:00	45 min.	International trade and food/agriculture	International food trade – a case study between Thailand and Japan and Codex, Internationally agreed rules.	Japan External Trade Organization (JETRO)	Bangkok Office, Senior Chief Officer Mr. Yoshihiro Chuda
		12:15-13:00	45 min.	Marketing	The role of Mass Communication in FVC, In terms of Marketing	Japan Food Journal Co., Ltd.	Business Unit, Manager Mr. Hiroshi Akutsu
		13:00 - 14:30	Lunch Break				
		14:30 - 16:00	90 min.	Workshop	Discussion, complete presentation file	ASEAN Secretariat	Project Coordinator Mr. Hiroaki Kinoshita
10-Aug	Thurs.	9:15 - 10:00 & 10:15 - 11:00	90 min.	Food Service Industry	Yoshinoya's Agricultural and Manufacturing	YOSHINOYA HOLDINGS CO., LTD.	Global HR Strategy Division/ General Manager Mr. Hisashi NAGAHIRO
		11:00-11:15	Break				
		11:15-12:00 & 12:15-13:00	90 min.	Food Service Industry	Impact of Innovation in the Food Service Industry	YOSHINOYA HOLDINGS CO., LTD.	Global HR Strategy Division/ Recruitment Manager Miss Sutharat Wirachapan
		13:00 - 14:30	Lunch Break (Yoshinoya Beef Bowl)				
		14:30 - 16:00	90 min.	Workshop (Presentation)	Presentation	ASEAN Secretariat	Project Coordinator Mr. Hiroaki Kinoshita
		16:00 - 16:15	15 min.	Closing	Closing Remarks	Kasetsart University ASEAN Secretariat	Head of Department of Agro-Industry Technology, Assistant Prof. Dr. Ravipim Chaveesuk Project Coordinator Mr. Hiroaki Kinoshita
11-Aug	Fri.	9:00 - 12:00	180 min.	Talk-show/Seminar			