

**2021 AOTS Webinar [KROP19]  
-The Program on ICT in Emerging Market Economies -  
Business Model Transformation Resulting from DX  
and How to Manage After-Effects of COVID-19**

Organized by The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS)  
Collaborated by AOTS Alumni Societies

## BACKGROUND

The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) is an organization for human resources development mainly in overseas countries to promote technical cooperation through training, experts dispatch and other programs. Through those programs, we aim at contributing to the mutual economic growth of developing countries and Japan as well as enhancing friendly relations among those countries.

The AOTS webinar “-The Program on ICT in Emerging Market Economies- Business Model Transformation Resulting from DX and How to Manage After-Effects of COVID-19” (KROP19) is an online seminar (webinar) for company owners, executives, and senior managers in developing countries. This webinar will provide participants with the knowledge necessary to review their business models in light of the DX trend, strengthen their competitiveness, and ensure business continuity.

## OUTLINE

The wave of Digital Transformation (DX) is having a tremendous impact on corporate activities regardless of industry. This is causing a shift from the existing business model, which is based on a sequence of development, design, manufacturing and product sales, to a business model that earns an ongoing sales profit by offering the effects and benefits of product's Internet connectivity as a service. In addition, as various services are added to products, the boundaries between manufacturing and service industries are becoming less and less.

In order for companies to secure their competitive advantage and enter new markets brought about by the shift to DX, they must understand the essence of DX, the role of the Internet of Things (IoT), and the background of the information infrastructure for DX, and then take concrete measures to address the issues that DX will bring. In particular, from the standpoint of small and medium-sized enterprises (SMEs), the challenges of DX include how to approach business promotion, how to cut into new value chains, how to develop so-called visionary leaders and DX experts, and how to develop internal value and outsourcing.

In this webinar, participants will deepen their understanding of these issues, learn how to establish a path to change direction to develop new solution businesses while strengthening the competitiveness of existing business models, and gain a concrete understanding of how to cope with the various management issues after the COVID-19 so that they can exercise leadership more effectively in their company.

## OBJECTIVES

This course aims to help company owners, executives, and senior managers of companies to achieve the following objectives.

- 1) To familiarize themselves with the concepts of IOT, Big Data Analytic, AI and other digital technologies
- 2) To gain an insight into the driving force behind the on-going DX by
  - understanding how to capture the on-going trend of changes involving DX;
  - visualizing ideal features associated with the information infrastructure for global competitiveness; and
  - understanding the importance of penetration into new markets emerging from the business model transformation resulting from DX
- 3) To develop one's capacity as a general manager to lead their organization toward DX in the after COVID-19 era

## DATE AND TIME

**Wednesday, 19 January 2022, 8:00-11:00AM (Japan)**

\*Please check the webinar date and start time in an applicant's country with **[Table 1] TIME DIFFERENCE WITH JAPAN IN THE TARGET ZONE** or ask it to the AOTS Alumni Society in the leaflet.

## TARGET COUNTRIES

Developing Countries in Latin America

\*Please refer to **[Table 2] LIST OF TARGET COUNTRIES** for details.

## NUMBER OF PATICIPANTS

200 participants

## TARGET PATICIPANTS

Company owners, executives, and senior managers of companies, etc. in target countries,

### **[Basic Requirements for Participants]**

In order to participate in the training program, the following conditions must be satisfied, in addition to the work experience and position requirements specified for each program.

- a) Participants should live and work in target countries. Japanese is NOT applicable.
- b) Participants should belong to either corporation or organization.
- c) Participants should be 20 years old and over.
- d) Participants should be able to understand the lecture in Spanish and be able to understand the lecture materials provided in English.
- e) Participants should not be armed forces personnel.

Notes:

- 1) In the case of applications from other than Japanese-affiliated companies or local companies that hold local capital, the priority for selection becomes lower.
- 2) This training is mainly aimed at the people working in the companies/organizations in the private sector, so those who belong to national or local government agencies are not eligible to participate.

### THEME OF THE WEBINAR

- 1) Business Model Transformation Resulting from DX
- 2) Challenges of Companies for Surviving the Era of DX
- 3) How to cope with the management issues after the COVID-19

### LECTURER

Dr. Ushio Sumita



Professor Emeritus, University of Tsukuba, Japan  
Visiting Professor, the Graduate School of Business Administration, Keio University, Japan

Ph.D. The University of Rochester, U.S.A in 1981  
Ph.D. The Tokyo Institute of Technology, Japan, in 1987

He has a lot of experiences in teaching graduates and undergraduates in several universities in both Japan and the United States. His research includes applied probability, financial engineering, e-marketing, information and communication technology, production, logistics systems, organizational theory, and comparative analysis of global management approaches. He has published more than 160 papers in leading archive journals in the above areas. He also has extensive experience in business consulting in both the United States and Japan.

### LANGUAGE

The webinar will be conducted in **Japanese with Spanish interpretation**.  
The lecture material will be prepared and distributed to participants in **English**.

### PARTICIPATION FEE

**Free.** This program will be implemented with the subsidy from the Japanese Government and sponsored by **AOTS Alumni Societies**.

### HOW TO APPLY

Contact the AOTS Alumni Society nearby and send the completed application form by email to the person in charge of the Society by the application deadline. After the deadline, AOTS will screen the applicants and select the participants, who will be notified from the AOTS Alumni Society by email. If no AOTS Alumni Society exists in an applicant's country (region), please apply through the AOTS Alumni Society in the nearest area.

For the list of AOTS Alumni Societies, please visit <https://www.aots.jp/en/alumni/about/>.

## APPLICATION DEADLINE

**Tuesday 21 December 2021 (Japan Time)**

\*After the deadline, the applicants will be notified as to whether accepted or not by e-mail from the Alumni Society in his/her area.

## ONLINE TOOL

### Zoom Webinar

\*When selected as a participant, the participant will receive an invitation email from the AOTS Alumni Society that he/she applied for. Please register for the webinar by clicking on the link in the email.

\*After registration, a registrant will receive another email including participation button for the webinar. On the webinar day, just click this button.

\*Invitation/Confirmation emails will be sent to all the approved participants. If a participant does not receive emails, please contact the AOTS Alumni Society he/she applied for.

## NOTES

- ◇ AOTS certificate will not be awarded for this webinar.
- ◇ Attending a webinar in a group is admitted. For details, please ask the AOTS Alumni Society that the participant applied for.
- ◇ Personal information provided by the participants may be used to publicize other AOTS Training Programs and conduct questionnaires based on consent of the participants.
- ◇ Participants shall not reproduce, distribute, or alternate the distributed lecture materials or film the webinar without prior permission from AOTS. Participants are asked to make a pledge not to commit any violation.
- ◇ In the event of an unavoidable accident (war, riot, labor dispute, earthquake, storm, fire, flood, epidemic, etc.) or network / equipment trouble, AOTS may cancel the implementation of the webinar.
- ◇ Do not transfer the meeting information (meeting link/number/password) given to the participants to anyone other than the participants without permission.
- ◇ AOTS will not be held responsible if it becomes difficult for participants to participate in or continue to participate in the webinar due to an unavoidable accident or network/equipment trouble.

## INQUIRY

The Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS)

Overseas Cooperation Group

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**[Table 1] TIME DIFFERENCE WITH JAPAN IN THE TARGET ZONE**  
(Only countries with AOTS Alumni Societies are listed.)

Country (Region)	Time difference with JST
Argentina	JST - 12:00
Brazil (Sao Paulo, Rio de Janeiro)	JST - 12:00
Bolivia	JST - 13:00
Paraguay	JST - 13:00
Venezuela	JST - 13:00
Ecuador (Quito)	JST - 14:00
Peru	JST - 14:00
Mexico (Mexico City, Monterrey)	JST - 15:00

**[Table 2] LIST OF TARGET COUNTRIES**

Applicants should be residing in the following countries.

<b>Latin America (28)</b>	
Antigua and Barbuda	Guyana
Argentina	Haiti
Belize	Honduras
Bolivia	Jamaica
Brazil	Mexico
Colombia	Montserrat
Costa Rica	Nicaragua
Cuba	Panama
Dominica	Paraguay
Dominican Republic	Peru
Ecuador	St. Lucia
El Salvador	St. Vincent and Grenadines
Grenada	Suriname
Guatemala	Venezuela

If no AOTS Alumni Society exists in your country (region), please apply through the AOTS Alumni Society in your nearest area.

For the list of AOTS Alumni Societies, please visit <https://www.aots.jp/en/alumni/about/>.