

## **2022 AOTS Online Program [KROP02]**

### **Business strategy and DX in times of change: benefits and possibilities**

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 Online Program " Business strategy and DX in times of change: benefits and possibilities" is an online program aimed mainly at company owners, executives, senior managers who wish to improve their competitiveness by promoting Digital Transformation (DX) within their companies.

#### **OUTLINE**

Many companies have introduced DX, but face challenges in promoting DX. This program is designed for company owners, executives and senior managers. Through lectures and case studies, this program aims to develop personnel who understand the effects of DX, the challenges of introducing DX and how to overcome them, and the process of promoting DX, and who can introduce DX according to their objectives and lead it to success.

In this program, participants will also learn about the theory and practice of value co-creation, which has been attracting attention in recent years due to the progress of DX. In the DX era, the quality of communication and relationships between companies and consumers is changing due to the increase in the amount of information available and the ease of information transmission. In the program, participants will learn about typical frameworks for value co-creation (e.g. S-D logic) while confirming changes in consumer purchasing behavior based on the current state of DX, with the aim of enabling them to broaden the scope of their DX applications.

#### **OBJECTIVES**

This online program aims for mainly company owners, executives and senior managers to achieve the following goals:

- 1) To improve DX literacy by understanding the definition of DX, the difference between traditional digitalization and DX, the reality of DX promotion and management strategies in the DX era.
- 2) To understand the challenges and solutions when introducing DX and how to develop human resources through DX case studies.
- 3) To understand DX and value co-creation.

## DATE AND TIME

**Wednesday, 24, August 2022, 4:00PM-7:30PM (JST)**

\*Please check the webinar start time in your 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

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

## NUMBER OF PARTICIPANTS

200 participants

## TARGET PARTICIPANTS

Company owners, executives and senior managers.

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

In order to participate in this 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 a corporation or an organization.
- c) Participants should be 20 years old and over.
- d) Participants should have enough English language ability so as to be able to understand the program content.
- e) Participants should not be armed forces personnel.
- f) Participants should not be students.

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 PROGRAM

- 1) Management strategy in the DX era: accelerating digitalization through the COVID19
- 2) Case studies of DX in Japanese companies
- 3) DX and value co-creation: what is value co-creation as a source of competitive advantage?

**LECTURER****Prof. Takamasa Fujioka, PhD**

**Graduate School of Global Business of Meiji University, Tokyo Japan.  
Director, Sasin Japan Center at Sasin School of Management of  
Chulalongkorn University, Bangkok, Thailand**

He received his Master's degree (MSc. in Management Research) with distinction in accounting and Doctoral degree (DPhil in Management Studies) from the Said Business School of the University of Oxford (in association with Hertford College). Currently he is on the board of directors of Japan Academy for Asian Markets and Economies, where he serves as the chairperson of international division. He concurrently serves as the chairperson of Asia Smart City Summit.

**GUEST SPEAKERS****Mr. Motoki Shiho**

**Team Leader, Sales Division, CKD Corporation**

**“Improving customer satisfaction using DX (SNS) x Project Management techniques”**

Mr. Shiho joined CKD Corporation in 2006.

He has been working for CKD Thai Corporation Ltd. since 2013, where he has been involved in the sales and marketing of FA equipment. Since 2020, he has been involved in the improvement of the sales process. During his tenure at CKD Thai Corporation in 2021, he was involved in a project to collect customer information using SNS as a project manager in the sales department.

**Mr. Hiroshi Iwai**

**Managing Coordinator, Product Strategy Planning Division, Hino Motors Asia Ltd.**

**“Data utilization for supply chain improvement”**

Mr. Iwai has joined Hino Motors since 2007 and worked in Thailand and Indonesia for almost 10 years for supply and demand operation as well as product strategy. He had been also engaged in construction of supply and demand system and its operation as a leader of working team in major passenger car manufacturers.

## LANGUAGE

This program will be conducted in **English**. The lecture materials will also be in **English**.

## PARTICIPATION FEE

### **Free of charge.**

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

## HOW TO APPLY

We accept applications from the AOTS Alumni Societies exclusively. Please contact the AOTS Alumni Societies in your area to apply for this program. Application form is available at the AOTS Alumni Societies.

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

E-mail the application form to the person in charge of the AOTS Alumni Society in your area by the application deadline. After the deadline of AOTS Japan, AOTS will screen the applicants and select the participants, who will be notified from the AOTS Alumni Society by email.

The screening is conducted based on a comprehensive evaluation as well as described eligible requirements. Please note that you may not be able to participate in this program depending on the number of applications received.

## APPLICATION DEADLINE

**Friday, 5th August 2022 (JST)**

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

## ONLINE TOOL

### Zoom Webinar

\*When selected as a participant, you will receive a link to join the program from Zoom, approximately one week before the program day. On the day of the program, please click on this link to join the webinar.

\*If you do not receive an email, please contact AOTS Alumni Society/Association you applied for.

## NOTES

Please read the following notes before applying for this program. By applying for the program, you agree to the following terms and conditions.

- ◇ Do not transfer the seminar connection information (meeting link/number/password) given to the participants, to others without permission.
- ◇ This program will be conducted using the external service "Zoom". Participants are required to prepare the necessary equipment for attending the seminar, such as a computer, webcam, and microphone, and to confirm that the communication environment does not interfere with participating this program before the program started. The participant shall prepare and maintain the equipment and communication environment necessary to receive training at their own expense and responsibility.
- ◇ The personal information provided by the participant may be provided to the persons involved in the implementation of the program, such as lecturers and interpreters, based on the participant's consent. In addition, the registration information and other information and data provided may be used at the discretion of AOTS for the purpose of providing and operating training, improving and enhancing training content, publicizing other training programs and conducting surveys, or may be made public as statistical information in a form that does not identify individuals.
- ◇ The participants are requested to cooperate for a survey conducted by AOTS.
- ◇ Unauthorized reproduction, editing, modification, distribution or reprinting of handouts, or filming or recording of lecture content is strictly prohibited. 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 program. AOTS will not be held responsible if it becomes difficult for participants to participate in or continue to participate in the program due to an unavoidable accident or network/equipment trouble.

## INQUIRY

The Association for Overseas Technical Cooperation and Sustainable Partnership  
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 ( ) indicates the time difference during daylight savings time.
Mongolia (Ulaanbaatar)	JST - 01:00
Malaysia	JST - 01:00
Philippines	JST - 01:00
Cambodia	JST - 02:00
Indonesia (Jakarta)	JST - 02:00
Thailand	JST - 02:00
Viet Nam	JST - 02:00
Myanmar	JST - 02:30
Bangladesh	JST - 03:00
Nepal	JST - 03:15
India	JST - 03:30
Sri Lanka	JST - 03:30
Pakistan	JST - 04:00
Iran	JST - 05:30 (JST- 4:30)
Georgia	JST - 05:00
Tanzania	JST - 06:00
Ethiopia	JST - 06:00
Kenya	JST - 06:00
Sudan	JST - 06:00
Turkey	JST - 06:00
Egypt	JST - 07:00
Zambia	JST - 07:00
South Africa	JST - 07:00
North Macedonia	JST - 08:00 (JST - 07:00)
Cameroon	JST - 08:00
Nigeria	JST - 08:00
Ghana	JST - 09:00
Argentina	JST - 12:00
Brazil (Sao Paulo, Rio de Janeiro)	JST - 12:00 (JST - 11:00)
Bolivia	JST - 13:00
Paraguay	JST - 13:00 (JST - 12:00)
Venezuela	JST - 13:00
Peru	JST - 14:00
Mexico (Mexico City, Monterrey)	JST - 15:00 (JST - 14:00)

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

Applicants should be residing in the following countries.

<b>Asia (24)</b>	<b>Oceania (14)</b>	<b>Middle East (9)</b>	<b>Europe (10)</b>
Afghanistan	Fiji	Armenia	Albania
Bangladesh	Kiribati	Azerbaijan	Belarus
Bhutan	Marshall Islands	Georgia	Bosnia and Herzegovina
Cambodia	Micronesia	Iraq	Kosovo
India	Nauru	Jordan	Moldova
Indonesia	Niue	Lebanon	Montenegro
Iran*	Papua New Guinea	Palestine	North Macedonia
Kazakhstan	Samoa	Syria	Serbia
Kyrgyzstan	Solomon Islands	Yemen	Turkey
Laos	Tokelau		Ukraine
Malaysia	Tonga		
Maldives	Tuvalu		
Mongolia	Vanuatu		
Myanmar	Wallis and Futuna		
Nepal			
Pakistan			
Philippines			
Sri Lanka			
Tajikistan			
Thailand			
Timor-Leste			
Turkmenistan			
Uzbekistan			
Viet Nam			

<b>Africa (54)</b>		<b>Latin America (27)</b>	
Algeria	Liberia	Argentina	Haiti
Angola	Libya	Belize	Honduras
Benin	Madagascar	Bolivia	Jamaica
Botswana	Malawi	Brazil	Mexico
Burkina Faso	Mali	Colombia	Montserrat
Burundi	Mauritania	Costa Rica	Nicaragua
Cabo Verde	Mauritius	Cuba	Panama
Cameroon	Morocco	Dominica	Paraguay
Central African Rep.	Mozambique	Dominican Republic	Peru
Chad	Namibia	Ecuador	St. Lucia
Comoros	Niger	El Salvador	St. Vincent and Grenadines
Congo	Nigeria	Grenada	Suriname
Congo, Dem. Rep.	Rwanda	Guatemala	Venezuela
Côte d'Ivoire	Sao Tome and Principe	Guyana	
Djibouti	Senegal		
Egypt	Sierra Leone		
Equatorial Guinea	Somalia		
Eritrea	South Africa		
Eswatini	South Sudan		
Ethiopia	St. Helena		
Gabon	Sudan		
Gambia	Tanzania		
Ghana	Togo		
Guinea	Tunisia		
Guinea-Bissau	Uganda		
Kenya	Zambia		
Lesotho	Zimbabwe		

\*Iran is a member of South Asia Federation of AOTS Alumni Societies (SAFAAS) and is classified as Asia not Middle East.

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/>.