



# The Program on New Business Creation for South Asia [SABC]



## [Program Benefits]

- Immersive experiences with Emerging Japanese business contexts
- Dialogues with Japanese entrepreneurs creating new values (in Tokyo and in Tohoku)
- Reflective journey to **discover your passions**

DATE: **12-26 FEBRUARY, 2025 (2 WEEKS)**

VENUE : AOTS TOKYO KENSHU CENTER & TOHOKU

TARGET PARTICIPANTS : 23 PARTICIPANTS

APPLICATION DEADLINE : **19 NOVEMBER 2024 (TUE)**

FEE : PLEASE SEE PROGRAM OUTLINE FOR DETAILS.

## APPLICATION TO:

Nearest AOTS Alumni Society

INQUIRY: AOTS Overseas Cooperation Group I

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# Program Director

## Shimpei Miyagawa, Phd.

Temple University Japan (TUJ) International Business Studies  
Assistant Professor

Dr. Miyagawa is an ethnographer studying organizations by living and working with the research subjects in order to examine the actual experiences and meanings of communal practices. Prior to joining TUJ, Dr. Miyagawa had various roles in Japanese multinational corporations in managing sales teams, HR functions and advising an innovation lab. He also has extensive executive education experiences with major Japanese corporations in the consumer goods, electronics, automobile and medical device and food & beverage industries.

\*All lectures/visits will be conducted in English or with English interpretation.

## Schedule(Tentative)

Date	Morning (09:30 - 12:30)	Afternoon (13:30 - 16:30)
Feb 12 (Wed.)	Orientation on the Training Program Opening Ceremony	Lecture: Overview of Entrepreneurship and New Business Creation
13 (Thur.)	Lecture, Visits & Exercises: Starting point for new businesses (Customer Observations, Part I)	
14 (Fri.)	Lecture, Visits & Exercises: Starting point for new businesses (Customer Observations, Part II)	
15 (Sat.)	Day off	
16 (Sun.)	Day off	
17 (Mon.)	Lecture & Exercises: Starting point for new businesses (Ideation)	
18 (Tue.)	Move to visit site	Visit: Example of New Business Creation Initiatives in Japanese Companies
19 (Wed.)	Study Tour	Visit: Example of New Business Creation Initiatives in Japanese Companies
20 (Thu.)		Visit: Example of New Business Creation Initiatives in Japanese Companies
21 (Fri.)	Lecture & Exercises: Starting point for new businesses (Prototype)	
22 (Sat.)	Day off	
23 (Sun.)	Day off	
24 (Mon.)	Lecture & Exercises: Business Model	
25 (Tue.)	Group Work: Preparation for Final Presentation	Final Group Presentation
27 (Thurs.)	Final Individual Presentation	Reflection on the training, Overall Q&A Closing Ceremony

## AOTS Tokyo Kenshu Center

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