

6 December ~ 19 December 2023

\*Post course online session: 21 Feb 1:30 – 5:30pm

@AOTS Tokyo Kenshu Center, Tokyo Japan

# The Program on Innovation Management for Africa [AFIM]



Course Director:

**Dr. Koichi NAKAGAWA Ph.D.**



*He specializes in business strategy theory, innovation management, and international management. He is dedicated to spreading management knowledge through YouTube, lectures, consulting, and writing, with a focus on his online management school, Yasashii Business School. <https://yasabi.co.jp/>*

## Objective and Highlights of this course

- ✓ Participants will understand what innovation is, its history and significance.
- ✓ Participants will acquire the thinking process necessary to develop new businesses, new products and services that create new value for society, without being bound by conventional thinking.
- ✓ Through the workshops held in conjunction with the lectures, participants will formulate an innovative business proposal as a group.
- ✓ On the final day, participants will make a group presentation of the formulated innovative business proposal.



## Contact information:

### AOTS Overseas Cooperation Group

30-1, Senju-Azuma 1-chome, Adachi-ku,  
Tokyo 120-8534, Japan

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Email : shouhei-au@aots.jp

## Number of participants

**18 persons**

## Language

**English**

(sometimes with JP/Eng interpretation)

## Participation Requirements

1. In principle, business owners, executives, senior and middle-level managers, and others in Africa who are willing to develop new business
2. More than 20 years old and over.
3. Residing in African countries.
4. Have sufficient working knowledge of English.

## Fees

Participation fee will be partially subsidized by Japanese government. Please refer to "Estimate of AFIM" for details.

## Application

Arrive by **20 September 2023**  
in Japan

# Course schedule (tentative)

Month/Date	AM(9:30-12:30)	PM(13:30-16:30)	Evening (16:30-17:30)
6 Dec (Wed)	Orientation / Opening Ceremony Lecture: Entrepreneur Lecture	Lecture/Workshop: Discovering Business Opportunities	Discussion: Group discussion(1)
7 Dec (Thu)	Visit: Case of Innovation in a Japanese Company	Visit: Case of Innovation in a Japanese Company	Discussion: Group discussion(2)
8 Dec (Fri)	Lecture/Workshop: Idea Generation	Lecture/Workshop: Developing new product	Discussion: Group discussion(3)
9 Dec (Sat)	Day off		
10 Dec (Sun)	Day off		
11 Dec (Mon)	Lecture/Workshop: Method of creating business model		Discussion: Group discussion(4)
12 Dec (Tue)	<b>Study Tour</b>	Visit: Case of Innovation in a Japanese Company	-
13 Dec (Wed)		Visit: Case of Innovation in a Japanese Company	-
14 Dec (Thu)		Visit: Case of Innovation in a Japanese Company	-
15 Dec (Fri)	Lecture/Workshop: Marketing strategy -3C	Lecture/Workshop: Marketing Strategy -4P	Discussion: Group discussion(5)
16 Dec (Sat)	Day off		
17 Dec (Sun)	Day off		
18 Dec (Mon)	Lecture/Workshop: Method to verify business model	Lecture/Workshop: First step to conduct business model	Discussion: Group discussion(6)
19 Dec (Tue)	Final Presentation	Final Presentation / Closing Ceremony	-

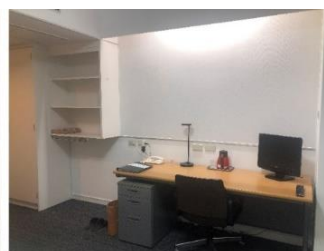
■ Online training after returning to your country

※Program line-up and schedule are subject to change.

Month/Date	AM(9:30-12:30)	PM/ Evening (13:30-17:30)
21 Feb (Wed)	-	Presentation of result after coming back country

## AOTS Tokyo Kenshu(training) Center

The training center provides training facilities and accommodations/meals for the training participants  
(Address : 1-30-1, Senju-azuma, Adachi-ku, Tokyo)



Please review the "Program Outline of AFIM" for application details.