

Schedule (Subject to Change)

The 13th Distribution and Business Practices in Japan (February 2011)
5 Days Intensive Course in Japan for EU Firms
Monday, 21st February – Friday, 25th February 2011

As of 25th January 2011

Time	Event	Place
Monday, 21st		Day 1
10:00-12:00	Orientation Session and Introductory Remarks	Centre
12:00-13:00	Lunch on your own	
13:15-15:00	Lecture1: “Overview of Japanese Consumer Markets” <i>By Prof. Roy LARKE, Rikkyo University</i>	Centre
15:15-17:00	Lecture2: “Overview of the Japanese Retail and Distribution System” <i>By Prof. Roy LARKE, Rikkyo University</i>	Centre
17:30-19:30	Welcome Reception	Centre
Tuesday, 22nd		Day 2
08:20	Meet at the lobby in the Grand Prince Hotel Akasaka	Akasaka
08:40-10:20	Move by bus	Bus
10:30-11:30	Visit1: Japanese Consumer Co-operatives	Chiba,Noda
11:30-12:00	Complementary lunch box will be provided	Chiba, Noda
12:00-14:00	Lecture3: “The Business Practice by Japanese Consumer Co-operatives” <i>By Dr. Isaac YAW ASIYEDU, Japanese Consumers’ Co-operative Union</i>	Chiba,Noda
14:00-16:00	Move to the hotel by bus	
Wednesday, 23th		Day 3
09:30-11:00	Lecture4: “Selling to Japanese Consumers, Originality, Quality and Design” <i>By Mr. Onno JALINK, BRITA Japan K.K.</i>	Centre
11:00-12:00	Lunch on your own	
12:00-14:00	Lecture5: “Department Stores in Japan” <i>By Mr. Kunio TADOKORO, TCC Corporation Co., Ltd.</i>	Centre
14:00-14:40	Move by subway	Subway
15:00-18:00	Visit2: Ryohin Keikaku (TBC)	Ikebukuro
Thursday, 24th		Day 4
08:30	Meet at the lobby in the Grand Prince Hotel Akasaka	Akasaka
09:00-09:20	Move by subway	Subway
09:30-11:30	Visit3: Marubeni, Sogo Shosha	Otemachi
11:50-13:30	Move by bus / Lunch (TBC)	Bus
14:00-17:00	Visit4: Aeon LakeTown (TBC)	Saitama
17:00-18:30	Move to the hotel by bus	
Friday, 25th		Day 5
09:30-12:30	Lecture6: “E-commerce(TBC)” <i>By Mr. Tatsuhiro NAKASHIMA, JMAC</i> Lunch on your own	Centre
14:00-16:00	Final Reporting Session: “What did we learn from the course?”	Centre
16:00-17:00	Closing	Centre
17:30-19:30	Farewell Reception	Centre