

Tourism Innovation Lab.

Join Seminar & Workshop for Tourism new business!

With Change Comes Opportunity and Earn Monetize power in tourism business



Think together about the Tourism Business of CHUGOKU District

☆Tourism business is a growing market in Japan!

- Tourism business market is on the rise among Japan, especially **“Inbound market”** in Japanese Travel and Tourism business.
- Trend for Japanese Tourism business is changing, and we expect **new tourism business** to meet FIT's(Foreign Independent Tourism) needs.
- Japanese each regions have many attractive contents for Tourists. We have great potentials for tourism business. We are not targeting only existing tourism business such as Hotels, Restaurants, Souvenirs, and Traffics, but also **new tourism businesses such as targeting ICT, Anime contents, Cycling, and Homestay system etc.**

☆Coordinated by 01booster, a specialist for Startup!

- 01Booster is one of **a great leading company for Startups**, and coordinates this event. 01Booster creates innovation in Japan, such as “Cooperate Acceleration Program” and support innovative entrepreneurs.

☆Participatory Workshop! Welcome All ages, All job, All Country!

- In tourism business, it makes big chances and challenges to meet and network various and different people.
- In this event, **various participants** who have experiences, knowledge, ideas, and passions will join and share their business ideas. They will discuss or brush up new business ideas together.
- We welcome challengers for tourism business. **Please join us!**

<Event outline>

1. Schedule and Venue :

- <Hiroshima> **Saturday, December 3, 2016 13 : 30 ~ 18 : 40**
Hiroshima City Central Library 3rd floor seminar room
(3-1 Motomachi Naka-ku Hiroshima-City)
- <Tottori> **Sunday, December 4, 2016 13 : 30 ~ 18 : 40**
Yonago Cultural Hall 2nd floor training room 1 and 2
(293 Suehiro-cho, Yonago city)

- 2. **Sponsorship** : Chugoku Bureau of Economy, Trade and Industry / 01Booster
- 3. **Co-host** : <Hiroshima> Hiroshima City Central Library
- 4. **Capacity** : First Section (Seminar) 50people / Second Section (Workshop) 30people
(We are to close the list when the number of applicants reaches the quota.)
- 5. **Object Persons** : Persons with the new business ideas in tourism-related business,
Those who want to brush up on existing business ideas (Student, Business operator,
Those who are aiming for its founding, International student, etc)
- 6. **Entry fee** : free
- 7. **Programs and Application** : Please look on the reverse side.

※**Deadline for applications : Friday, November 18, 2016**

(See the reverse side)

<Programs>

※ Contents are subject to change without advance notification.

1 st Session	Tourism Innovation Seminar (mainly in Japanese) * Capacity 50 person / Anybody can join if you are interested in tourism business.
13:00	Open / Networking by 13:30
13:30-13:35	Greeting of the sponsor / Chugoku Bureau of Economy, Trade and Industry
13:35-14:35	"Introduction of inbound tourism business in Japan and oversea case study." / George Goda, co-founder of 01Booster
14:35-15:00	Networking
2 nd Session	Tourism Innovation lab. workshop • Capacity 30 person. Who have business idea or who would like to discuss tourism business.
15:00-15:20	Introduction
15:20-15:30	How to utilize a library? (* Hiroshima only)
15:30-16:00	Vision
16:00-16:30	Challenges and Solutions
16:30-17:30	Brush up of business plan
17:30-18:00	Summarize the business plan and preparation of presentation
18:00-18:40	Presentation and discussion
18:45-	Networking party * Persons wishing to participate only



Business development, open innovation, human resource development, entrepreneurial incubation, etc. Japanese Top Corporate accelerator with Japanese large companies.

George Goda

Co-Founder of 01Booster

He obtained his Masters degree in Science and Engineering and MBA. He begins his career in heavy electric related institute of Toshiba implementation, in alliance with consumer Electronics Company in Sweden. His responsibility was focused in product planning of white goods by offshore production in China, Thailand and Europe. He then joined Murata Manufacturing Co. Ltd., which carried the whole world communication device technology business of Motorola. He was involved in building corporate strategy for telecommunication fields at corporate marketing. He continued his career path by joining Nobot, participating in smartphone advertisements, primarily expanding to overseas as company's Marketing Director. He led all the events and marketing, representing the company. After the buyout of Nobot by KDDI group, he adjusted the M&A, and develop overseas expansion plan of KDDI group subsidiaries until March 2012. At present, He is co-founder of 01Booster. 01Booster is a seed accelerator, which focuses on Asian market. They collaborate with Japanese large to middle size companies to support Startups. They also support Japanese Rural area and international business.



Norifumi Suzuki

CEO of 01Booster

In 1999 he joined Culture Convenience Club, The head of Corporate Management Officer. He was a member, Tokyo Stock Exchange Mothers listing and the first section of the Tokyo Stock Exchange reassignment project. After that, he founded after-school "Kids base camp(KBC)" in 2006 and served as M-out new business development senior director in concurrently. KBC was acquired by Tokyu Corporation. Through the PMI of three years, he retired the company's Board of Directors. After that, founded 01Booster. MBA.



Application Form

※Please apply by FAX or e-mail by filling out the following contents.

<Deadline for applications : Friday, November 18, 2016>

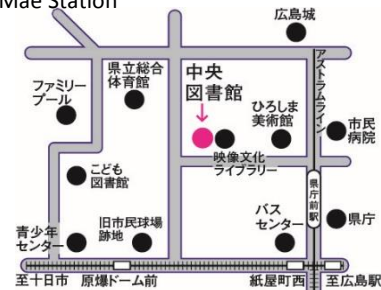
name	
Company and Department	
contact information	(cell phone number)
	(E-mail)
Which venue / Which program do you wish to participate?	1. Hiroshima 2. Tottori
	1. Seminar and Workshop 2. Seminar only 3. Workshop only
Do you have business Plan or Idea in advance?	1. Yes 2. No
Age group	10's 20's 30's 40's 50's 60's over
Business Fields of interest in tourism	
Freedom described	

[Hiroshima] No Parking

「Hiroshima City Central Library」

A 5-minute walk from the Hiroshima Bus Center

A 4-minute walk from Astramline Kencho-Mae Station



[Tottori] Use a nearby parking

「Yonago Culture Hall」

A 2-minute walk from JR Yonago Station



<Contact information>

Partners, Inc. (Entrusted Company)

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