



JICA SEMINAR (February 24 – March 3)

Industry-Academia-Government Collaboration for Area Promotion



Case Study from **INDUSTRY ACADEMIA GOVERNMENT COLLABORATION SEMINAR**

by

PHAM Quoc Trung (京都大学)

SOUKKHAMTHAT Thanongsai (神戸大学)

LY Hung Anh (東京工業大学)





Presentation Outline



1. Brief Introduction

Promotion
Government
Industry
Academia



2. Case Study

Toyo Company
Hokkaido Wine Ltd.
Tanaka Shuyo Company
Glass Studio in Otaru

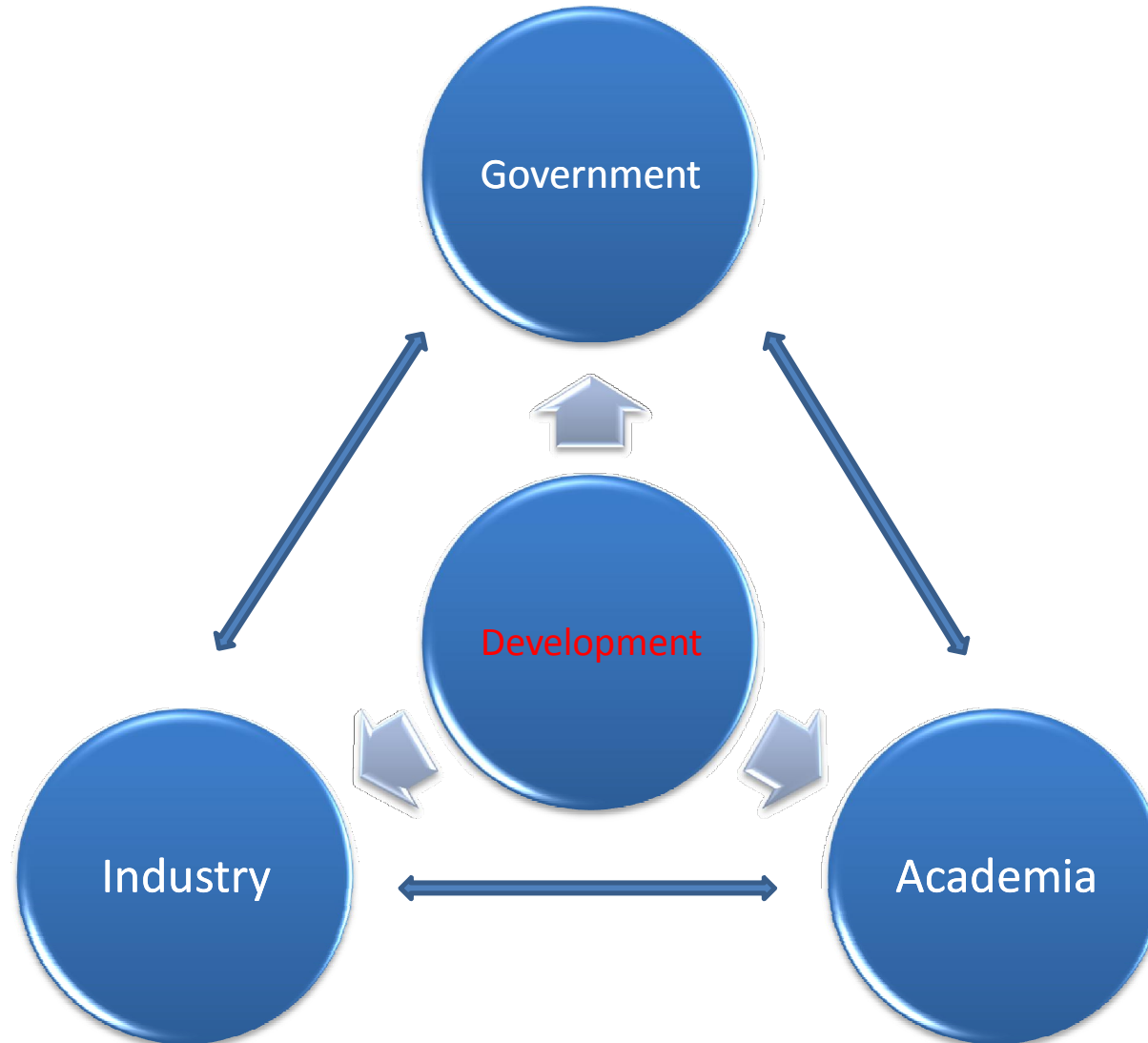
3. Lesson Learned

4. Conclusion



1. Brief Introduction

Promotion





1. Brief Introduction

- Otaru government gives more opportunities for developing local SMEs based on their capability.
- The enterprises is supported by local government through many ways, such as: tax, land...
- Currently, local government want to stimulate some potential businesses, such as: tourism, glass, wine, seafood, used-car...
- The government has comprehensive plans to support small enterprises in reaching the world market and facilitate collaboration between academia and industry.



1. Brief Introduction

- There are many manufacturers with high technology in metal products, wooden products, seafood and marine products.
- Most of enterprises here are small-sized and based on the advantages of local materials or traditional well-know products.
- The common problems of local industry are: human resource and market.



1. Brief Introduction

- Universities in Otaru play important role in providing high quality human resource for industrial sector (but not enough because of the decrease in population).
- The key aspect of regional promotion is to introduce modern technologies from academia to industry, and update university curriculum according to practical problems from industry.



Case Studies



2. Case Study

- ***Products***

- Various type of noodle products
- Mixed with flower as the ingredient makes the unique product brand

- ***Capability***

- High technology & Qualified human resource
- Well concentrate on investment in research and development (agriculture sector)

- ***Market Competition***

- High quality control, safety and fresh get the public trust
- Several competitors, but market share still stable



2. Case Study

- ***Characteristic***
 - The biggest wine business in Hokkaido
 - Well known both domestic and international market (China, Korea and Taiwan)
- ***Contribution***
 - Enhances agriculture sector in this area
 - Provides a remarkable lessons for academic visitors and interested one
- ***Key to success***
 - Adopt and adapt
 - Well production plan



2. Case Study

- ***Characteristic***
 - Small company in glass industry
 - Its products are various and have special tastes of Hokkaido
- ***Key to success***
 - The advantages of the company are based on local materials and low temperature of Hokkaido
 - Traditional well-known brand name
- ***Limitation***
 - The product is made in limited quantity and is consumed in domestic market only



2. Case Study

- ***Characteristic***
 - Small company in glass industry
 - It makes a lot of art products based on glass material
- ***Key to success***
 - Company has good-skill employees and many ideas for new kind of products
 - It has supported from the local government to develop glass art products as the main product of this area
- ***Limitation***
 - Raw material is imported
 - High price product



3. Lesson Learned



- The use of local resource creates unique strength for the local enterprise.
- Public trust can stable the market share.
- To develop any region, a cooperation between government, industry and academia is very important.
- The enterprises bases on their own capability to improve their business.
- Hard working and creative thinking are the main factor for any success.



4. Conclusion



- Through 4 case studies, the main industries of Otaru city is recognized.
- The cooperation of Academy, Government and Industry is the key to enhance the local economy.
- Otaru experience should be good sample for other countries or regions to study on their developing ways in the future.



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THANK YOU VERY MUCH FOR YOUR KIND ATTENTION

