



# MISSION REPORT

## SEED 2022

Social Entrepreneurship Empowerment Development

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# MESSAGE FROM GOROM ASSOCIATION



When I founded the SEED Program, the objective was to find new and innovative ways of achieving regional revitalization in Japan through entrepreneurship. After a couple years of development and preparation, the SEED Program finally embarked on its pilot project in 2022. Given the experiences of the participants to include the local community and stakeholders, it has been a tremendous success. It has been an honor to engage with all the participants of the program from students to producers, to our partners institutions.

Seeing as the 2022 Program was the first of its kind for GOROM Association, there were many uncertainties, including the novel Coronavirus. However, thanks to the tremendous support of the local community and our partners, as well as the hard work of the students themselves, the first year of the SEED Program has set a wonderful example of how innovative thinking and cross-cultural communication can achieve measurable impact.

This year, the SEED Program was able to cultivate the local business acumen and professional skills of Latin American youth, while also fostering strong relationships with the local community and producers of Yamanashi. I would like to extend my gratitude to all those who participated or supported the SEED Program. I am looking forward to next year's program and many more to come.

Goro Mitsuura  
Representative Director  
GOROM Association

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# MESSAGE FROM PARTNER UNIVERSITIES



The SEED Program gives students from Latin America the chance to better understand how people [in Yamanashi] are thriving in sectors such as wine, sake, and jewelry production. EAFIT University is very pleased to take part in the SEED Program and continue a long relationship focused on various interests: commercial, cultural, economic and others. Our students are extremely thankful for all the effort and the wonderful opportunities to be found in working together and for future cooperation.

Juan Carlos Díaz Vasquez, Associate Professor - EAFIT University, Colombia

I thank you for receiving us in beautiful Yamanashi. Austral University is a top private university in Argentina. We are honored to work with GOROM Association and those we have met [in Yamanashi]. Austral has a strong focus on societal impact, so I thank you for the opportunity to take concrete steps towards improving society, having our youth learn together how to work for a better future. Only good things can come out of such SEEDs.

Maria Gabriela Espeche Gil, Director of International Relationships  
- Austral University, Argentina



I am very grateful for the experience that Mr. Mutsuura has provided through a wonderful initiative. I would like to thank the partners of the SEED Program for your time and help. I believe this experience will contribute to a greater interest and admiration for Japan. Perhaps in a few years we will be able to see some of the young people playing an important role in the collaboration between Latin America and Japan.

Alexandre Ratsuo Uehara, Professor & Academic Coordinator  
- ESPM College, Brazil

From breathtaking landscapes to modern train stations, traditional restaurants to bustling universities, products of the finest ingredients to business owners looking for innovative ways to promote their brands, Yamanashi Prefecture is a land full of potential. I hope that the experience that GOROM Association has made possible marks the beginning of a fruitful and productive relationship between our institutions.

Tomás Kavulakian, Associate Researcher - Austral University, Argentina



# DAY 1 : December 5

## Meiji University

On December 5, the first visit of the SEED program consisted of a visit to Meiji University Surugadai Campus in central Tokyo. During the visit, an event was held with the president of Meiji University, professors of four partner universities and other executives of Gorom Association. It highlighted the importance of cultural exchange with the Latin American region and how exchange has increased during the last few years prior to the pandemic.



A series of acknowledgements were exchanged between the speakers, composed of representatives from Meiji University and representatives from partner universities Austral University, EAFIT, ESPM, and Los Andes University. Thanks to the event, students had the opportunity to learn about the history of the university and its important agreements and cultural exchange activities in recent years. Thanks to this encounter with Meiji University, participating students were able to broaden their international vision by learning about the program's importance in the community.

After lunch at the university's cafeteria, which had a breathtaking view of the city, the program members were invited to visit the university campus through a guided tour led by the students themselves. The tour featured the Meiji University Museum, which has multiple historical pieces representative of Japan on display that were of importance and interest to the students. The students were captivated by the different exhibits and learning opportunities at the university.



# DAY 1 : December 5

## Embassy of Colombia in Japan



On December 5th, participants learned about the role of the Council and the Embassy, as well as the history and current status of bilateral relations between Colombia and Japan. There is an EPA in process that is being negotiated in the agriculture and automobile industries that was of key interest to the students. Both countries share values, a fair and clear set of rules, and a unity of policy.

The Embassy covered tourism, investment, and commerce handled by ProColombia. The students also learned of the government projects promoting students, athletes, researchers and professor exchange. Japan has provided aid to Colombia in various ways in order to help it become stronger in exporting activities, alongside aid for Hurricane Iota and vaccines donations to Venezuelan immigrants.



Participants also discovered that the main opportunities for Colombian enterprises are intended for practical, user-friendly goods for aged populations with high income. Additionally, students learned that business conglomerates like Mitsubishi have invested in Colombian infrastructure. The students were provided with empanadas for a snack and a Q&A session was held followed by a group picture.

# DAY 2 : December 6

## Ministry of Foreign Affairs of Japan

The first appointment of the second day was a visit to the Ministry of Foreign Affairs (MOFA) of Japan, located in Chiyoda, Tokyo. All the student teams of Colombia, Brazil, Argentina and Japan attended the site visit.

The program was welcomed by the Director of the South America Division, Mr. Shogo Toyota. Mr. Toyota gave a self-introduction and a brief presentation about the work of the Ministry. Mr. Toyota talked about the 100 year-long diplomatic relationship between Japan and the Latin American region, which contains the largest Nikkei community in the world of around 2.3 million people.



He also discussed how the Ministry aims to improve the relationship in different ways, such as enhancing free trade agreements, promoting Sustainable Development Goals, and supporting Latin American countries. Mr. Toyota also explained current and future projects with the region, such as cultural seminars, clean energy projects, and an agricultural project to help countries in Asia and Africa. The Ministry of Foreign Affairs showed deep interest in improving the frameworks for dialogue and demonstrated a desire to import more from those countries, especially considering the global resources constraints with Europe.

At the end of the visit, there was an engaging Q&A session with the students, followed by a dialogue on topics such as the challenges of doing business in the LAC region, in which unpredictable policies and safety challenges were of key interest.

# DAY 2 : December 6

## Japan International Cooperation Agency

On the second day, participants also visited JICA (Japan International Cooperation Agency) to learn about current and future projects. Students were briefed on the different forms of JICA aid and shown examples of each type of aid provided to Latin American countries. JICA then introduced ODA (Official Development Assistance), and how bilateral relationships are reflected in technical cooperations, loans, and even the provision of private investment.



Next, JICA gave an overview of projects in Argentina (environmental conservation, regional economic revitalization, and South-South cooperation), Brazil (urban problems, environmental disaster prevention measures, investment environment improvement, and triangular cooperation support through JBPP), and Colombia (people with disabilities, development under peace agreements, improvement of livelihood, agricultural development, land mine control, and peace education). They also gave an overview of similar JICA projects in Colombia.

Furthermore, although there are many people from South America living in Japan due to the influence of Japanese-Americans living in South America, there is no normal education system for them in Japan, so JICA is developing ideas to resolve this. JICA also helps Japanese startups to invest in South America through the Tsubasa Program. In 2021, 8 companies invested in South America. Currently, there is little investment from Japan to South America and vice versa, so the students were very hopeful that JICA's activities will help change that.

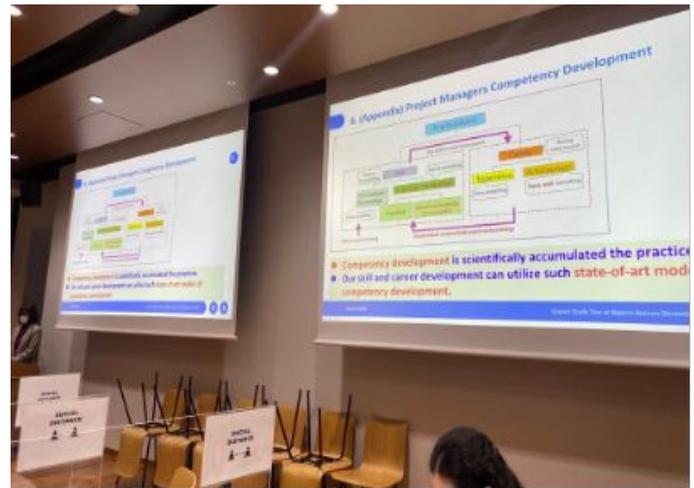
# DAY 2 : December 6

## Nippon Koei

At the end of the second day, participants visited Nippon Koei, the largest engineering consulting company in Japan. Representatives began by giving an introduction of Nippon Koei and their work. Nippon Koei contributes to nation building around the world through consulting and power engineering businesses, which in turn builds the social capital that supports safe and reliable social infrastructure.

Additionally, they have conducted business in 160 countries across Asia, Africa, Latin America, the Middle East, and Europe. Following the introduction, Nippon Koei discussed project management and introduced relevant resources. Students learned about the recent trend in project management to move from process-based to principle-based standards and how to focus more on intended results rather than deliverables. Participants were also shown what to watch for in each country of the Study Tour when managing projects using a culture map.

Following the company introduction and workshop, the Nippon Koei representatives shared more about themselves and their careers. Students were also provided with some space for a review of their presentations by the representatives. Students had the opportunity to receive advice on how to improve their work and to conclude the visit, time was provided to have dinner and socialize with program participants.



# DAY 3 : December 7

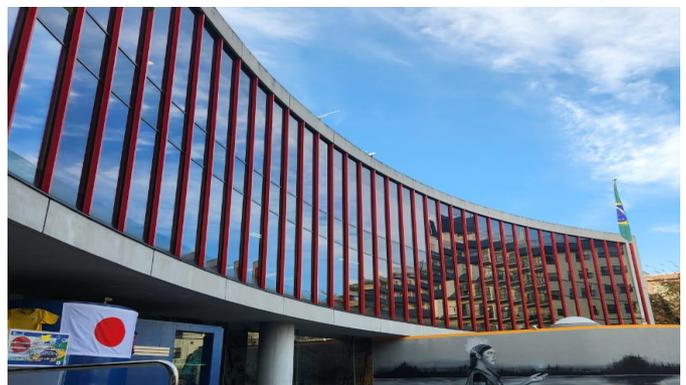
## Embassy of Brazil in Japan



On the 3rd day of the Study Tour, the Brazilian students also had the opportunity to visit the Embassy of Brazil in Tokyo. The two countries have had diplomatic ties for more than 120 years, which makes the relationship between these two countries very special. Both countries share a similar vision in international forums and are members of the G4, who seek permanent seats in the UN Security Council along with India and Germany. The Embassy is responsible for three General Consulates: Tokyo, Nagoya, and Hamamatsu, servicing approximately 204,879 Brazilians living in Japan.

During the visit, students learned about this relationship in greater detail. For example, the first group of immigrants arrived in Brazil on board the ship *Kasato Maru*, which ultimately became a symbol of Japan-Brazil relationship. This day is celebrated in Brazil as the Japanese Immigration Day, as there are more than 2 million people of Japanese descent in Brazil.

It was a valuable experience for the students to learn more about the ways in which the Embassy contributes to the Brazil-Japan relationship and opportunities for further establishing entrepreneurship, as well as the promotion of greater business cooperation between the two countries.



# DAY 3 : December 7

## Embassy of Argentina in Japan



On December 7th, Argentinian students had the opportunity to visit the Embassy of Argentina. Participants were welcomed by Minister Rodolfo Campoy and Secretaries Martin Costanzo and Renato Morales. Mr. Goro Mutsuura introduced the SEED Program and its goals and the Embassy discussed the Japan-Argentina bilateral relationship.

In addition to sharing information regarding the cultural events and activities of the Embassy in Japan, the representatives discussed the major challenges that Japan is currently facing, such as the aging population. Students spoke about Austral University's interest in working with Asian countries and how their university also supports programs that enrich not only relations between the two countries, but also students' development and how they are able to engage with the social issues that affect Latin American countries.

An important detail that the students greatly appreciated was that they were served traditional Argentinian food: empanadas made by chef Mr. Claudio Olmos along with a well-known Argentinian wine. Considering that next year marks the 125th anniversary of the diplomatic relationship between Argentina and Japan, the Minister was very welcoming of the SEED Program and happy to support both the program and its participants, encouraging students to stay in contact.



# DAY 3 : December 7

## Japan-Brazil Central Association

On December 7th, Brazilian students visited the Japan-Brazil Central Association, an organization whose purpose is to promote economic and cultural exchange between Brazil and Japan. The Japan-Brazil Central Association develops reports and seminars about Brazilian topics, promotes bilateral cooperation through study exchange programs, and provides consulting services to Japanese companies that want to expand to Brazil, among other activities.



The students were received by Mr. Hajime Uchida, the Representative Chief of the Trade & Development Bank of Mongolia and Mr. Higor Uchoa, a specialist in international business from Brazil and a professor at Raffles International Institute in Mongolia. During the visit, Professor Uchoa spoke about his career path and the importance of being a pioneer when exploring small niches that have potential for exponential growth. Following the presentation and a Q&A session, the students came away with a very clear understanding of the value to Mr. Higor Uchoa's words: you should not be afraid to take risks, explore, and try new things and places, because in the end it is worth the effort.

# DAY 4 : December 8

## Inter-American Development Bank

On the morning of December 8th in Tokyo, the SEED Program had the pleasure to listen to a presentation at the Inter-American Development Bank. Participants traveled to the business district of Tokyo where they were received by Mr. Alfredo Giro Quincke, the Senior Operations Adviser for Asia at the IDB. Mr. Quincke gave a fascinating presentation introducing the IDB and its activities.



Students were able to learn about the connection between the IDB and Japan, as well as the different segments of the IDB (such as IDB Invest and IDB LAB which is a particular passion of Mr. Quincke). A topic that students found particularly interesting and relevant to their projects for the SEED Program was the relationship between IDB LAB, BIDAcademy, and entrepreneurship. BIDAcademy is a platform that promotes practical learning, creating relevant resources for addressing the challenges for development in the Latin America region.

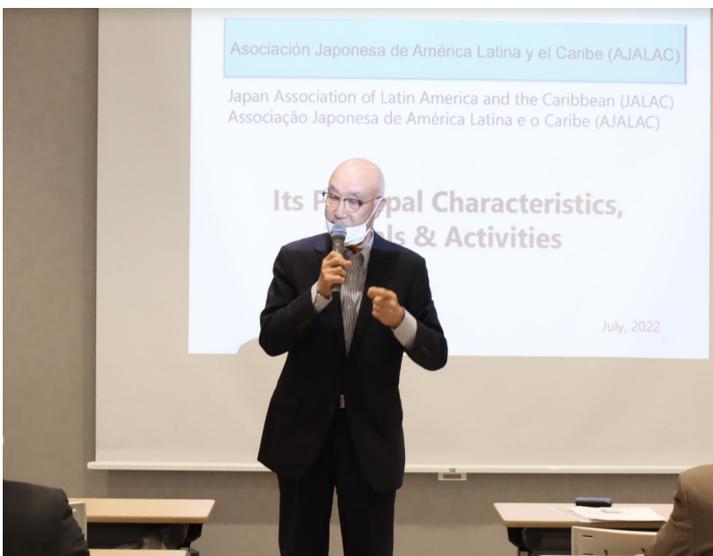


The goal of the BIDAcademy is to be the number one source of practical knowledge in Latin America. In 2022, they held a “Knowledge Week,” in which important and relevant information was shared for more than 16,000 participants from about 94 countries. The event provided an opportunity for listeners to learn about the ways to achieve a greater future for the region, a goal shared by participants of the SEED Program.

# DAY 4 : December 8

## Japan Association of Latin American and the Caribbean

Following the site visit with the IDB, participants met with JALAC, the Japan Association of Latin America and the Caribbean. Their mission is to serve as an instrumental space for the dissemination and collection of information on the region for enhancing the understanding and strengthening of commercial and human ties. JALAC is a non-profit organization with strong support from governments, academia, and large companies that hold the same mission. Students were able to learn in greater detail about the four “contact points” or pillars of activities for JALAC’s mission.



First of these pillars is the JALAC website, where relevant content and information related to the works of the association are posted in promotion of the relationship between Japan and the Latin American and Caribbean region. JALAC also publishes a periodical journal, which specializes in important events, people, and topics of the LAC called the “Latin America Journal.” Additionally, JALAC hosts various seminars and conferences to discuss and present the issues and key points for further developing the multilateral relationship.

Finally, there is the Institute for Latin American and the Caribbean Studies, where they pursue deeper analysis of the LAC region. A round of questions and answers was then conducted, where the students of the Study Tour were able to ask about important issues such as connectivity and the most important projects of the JALAC. It was a very interesting and resourceful meeting where students connected with and learned about an entity that makes the LAC and Japan connection stronger.



# DAY 4 : December 8

## Junior Achievement

In the afternoon on December 8th, there was a gathering of the SEED program with Junior Achievement (JA) alumni. JA is a global non-profit youth-serving organization, which works with partnering companies and organizations to deliver hands-on programs in areas of work readiness, financial literacy, and entrepreneurship to students. The SEED Program posed challenging topics for university students in Latin American countries to stimulate the local economy in Saitama.



Participants worked on the topics and proposed some innovative business ideas. It was a very challenging activity to work on the topics in an unfamiliar place, with group members who had never met before, and in a very limited time. However, even under such conditions, the participants were all vigorous and eager to propose new ideas. Alumni of the JA were reminded of their past experiences and motivated to work even harder. One of the primary takeaways and earned skills of this activity was the value and respect for communication with new people. Particularly, communication with foreign individuals as a means of broadening one's horizons.

Junior Achievement alumni participants commented that interacting with students from the SEED Program and business leaders enabled them to communicate with people of different backgrounds and that it was a wonderful experience. Participants also learned about the many different careers available to them, giving students the confidence to take on new challenges.



# DAY 5 : December 9

## Japan External Trade Organization



The following day, students of the SEED program had the privilege to visit the Japan External Trade Organization headquarters. JETRO is an official entity who is devoted to strengthening ties between the Japanese government and other countries around the world. JETRO focuses on answering different needs ranging from social to economic issues. Students had the opportunity to learn about the different approaches JETRO takes in order to achieve its goals, like: startup support, research and development, overseas business consultation, and agricultural exportation.

The subject that raised the most interest among students was startup support. JETRO is devoted to investing in innovative ideas from young people, especially those who attempt bold solutions to complex issues. The process of selection is exhaustive and challenging, but the efforts are well rewarded since JETRO commits a considerable amount of resources to the startups, including business knowledge, networking, and extensive assessment of their emerging presence. As young entrepreneurs themselves, the students were encouraged to utilize these resources and apply.



# DAY 5 : December 9

## Tokai University



The visit to Tokai University began with lunch at the student cafeteria, where students from the faculty of International Global Studies joined to exchange ideas and share experiences. After lunch, the participants enjoyed a tour of the campus and visited the martial arts building. Students then attended a class with

Professor Daisuke, in which students of the SEED Program and Tokai University participated in several activities. The first activity consisted of introductions and ice-breakers, followed by a lively debate about the current topic of Professor Daisuke's class: sexual health and reproductive issues. Students wrote each these topics on a post-it note and teams debated internally about which topic was most important.

The class then reunited for a general conclusion on which topics were chosen and why, as well as exchanged comments and feedback. After a final brainstorming session, the class thought collectively about which topic was the most important within the theme, ultimately concluding on abortion.



# DAY 6-7 : December 10-11

## Kyoto Culture Trip



On the 6th and 7th days, participants traveled to Kyoto, the original capital of Japan. Students had the opportunity to visit various temples, shrines, and heritage sites to deepen their understanding of Japanese culture and tradition, broadening their worldly perspectives.

# DAY 8 : December 12

## Food Production & Sales Site Visit



On the seventh day of the tour, each group focused on their team projects and interacted with local producers in Yamanashi to develop their presentations. For the Food and Culture Team, there was a meeting at a local super store to study the supplier market base. Students had the opportunity to ask questions about food distribution, food standards, and food waste in the market chain in Japan. Producers and distributors discussed several key issues. First, high standards for fruits and vegetables to be accepted in stores have an undesired consequence. Namely, the rejection of many products based on looks means they are discarded. However, the representatives expressed that these high standards provide farmers a secure market in which they know what to expect and in which they can find status and respect.



Additionally, they are supportive of processed foods and their sale in convenience stores because it allows them to use the products that couldn't pass the higher standards as flavoring for different types of foods like ice cream and jams. They also hope these issues can be alleviated with the new sustainability trend. The goal is to make a consensus between consumers and distributors in order for the sellers to maintain security in life and certainty of income, while also providing more natural products to customers that are more affordable and not excessively expensive. There are existing entrepreneurship ideas in this regard, as a partner of the producers has introduced vending machines that sell products close to the sell by date at a lower price around university campuses.

LEEKs ¥2,50KG  
MOOLI ¥3,40KG

GREEN COURGETTE ¥2,30KG  
AUBERGINE ¥1,30EA

RED CABBAGE ¥920KG

# DAY 8 : December 12

## Sake Brewery Site Visit

The Sake Team visited Taikan Shuzo, a producer of premium *sake* in Yamanashi, along with Professor Uehara and Goro Mitsuura. They learned about the entire process of how *sake* is made from harvest to fermentation to bottling. Students also learned that the quality of *sake* depends on the water and how much the rice is polished. Thus, if the rice is more polished, the quality and prices are higher.



Mr. Osawa then gave a tour of the factory and answered questions about the students' presentation. Mr. Osawa liked the idea of a special label and menu specifically for *sakerinha* (a fusion of *sake* with the national cocktail of Brazil). The students learned that Mr. Osawa has actually set up a process for making alcohols with fruits; thus, the *sakerinha* idea appears to have potential.

In Japan, particularly for a long-standing industry such as sake, many producers may find it difficult to accept change or break from tradition. However, Taikan Shuzo is very innovative, which was helpful for the students and allowed them to learn many new things.



# DAY 8 : December 12

## Wine Vineyard Site Visit



On the site visit to the wine vineyard, the Wine Team was able to meet the owner of Shirayuri Winery and the brand “L’Orient.” During the tour of the winery, students asked questions about the history and special characteristics of Japanese Koshu wine-making and were able to learn about the specific details of the wine and grape production process, as well as what makes Shirayuri unique.

Students also discovered that Shirayuri Winery has recently taken steps to find new grapes that suit the local environment, such as trying to produce not only Japanese grapes like Koshu and Muscat Berry A, but also international varieties, as the environment has slightly changed due to global warming. Students then had the chance to taste several wines made by Shirayuri Winery and learn more about their products.



The students also held open discussions about the contents of their presentation, such as which of the wines would be most suited for Latin American consumers, how they could be marketed, and what designs should be used for the labels.

# DAY 8 : December 12

## Jewelry Workshop & Boutique Site Visit

On the seventh day of the program, the members of the Jewelry Team made a site visit to Oyori jewelry boutique and atelier, TO LABO. TO LABO is a jewelry boutique located in Yamanashi, Japan, focused on the experience of the client and creating workshops to create your own jewelry. Mr. Oyori uses very beautiful and natural gems to create unique pieces that speak to his family's legacy and what he believes in. He uses a 200-year-old traditional Japanese crystal carving technique combined with contemporary and modern aesthetics.



A workshop was held for students with Mr. Oyori on the 14th, and one of his assistants gave participants a tour of the TO LABO boutique on the 13th. TO LABO answered all of the students' questions in great detail. The students felt it was a very helpful and enlightening encounter not only for their research presentation, but for themselves as individuals as well.

At the end of the site visit, students were able to take some video shots of the store, precious gems, and pieces of jewelry. At the personal request of Mr. Oyori, students used the video clips and their experience from the visit to create a video showcasing the products and artisanship of TO LABO.



# DAY 9 : December 13

## Joint Class with Professor Ross of Yamanashi Gakuin University

After a morning work session at the Cross Be Coworking Center, students took a train from Kofu station to visit Yamanashi Gakuin University. Students participated in a joint class with Dr. Rosario Laratta, Professor of Political Science and Social Policy. Professor “Ross” kindly introduced the SEED Program to some of the students taking his class for the term, as well as some of his former students from other institutions.



Each of the Study Tour teams then gave a presentation of their Final Pitch in front of the other teams, professors, and invited university students. After each presentation, time was allocated for a Q&A, in which suggestions were made to improve the presentations and any remaining uncertainties were cleared up in preparation for the Public Pitch on December 15th.

Students and professors alike worked together to polish ideas and make the last-minute tweaks to ensure the students’ readiness and confidence. The students were very receptive and took these suggestions into account to improve their presentations.



# DAY 9 : December 13

## Latin American Day at Yamanashi Gakuin University

After the opportunity for Study Tour students to present their projects to the students of Dr. Rosario's class and the hard work to incorporate any feedback, students took the edge off with a tour of the Yamanashi Gakuin University campus. Cultural presentations were held in which Japanese students prepared presentations including martial arts, cheerleading, and dance performances. The Latin American students also presented dances and the general culture of their countries on the stage.

To end the day, the university held a party where all students were able to interact, exchange ideas, and have a more free cultural exchange experience. It was an opportunity for cultural exchange and to relax before spending the next day practicing for the public pitch.



# DAY 10 : December 14

## Practice & Rehearsal Day

The students worked vigorously through the day at the CrossBe coworking space to polish and practice their presentations in preparation for the Public Pitch. In the culmination of their work over the past 6 months, they put to practice their ideas as a group.



# DAY 11 : December 15

## Public Pitch - Sake



The group's motto is "from Yamanashi to the world," as they want to position locally produced *sake* over the world in a sustainable way. Students first presented the decline of both local production and consumption as a challenge that can be solved by internationalization, thanks to a large increase in *sake* exports over the last few years. Students followed with a discussion of market research and surveys in each of their countries to describe Latin American alcohol preferences, consumption levels, and related trends. Brazil was highlighted as a potential market, as there is a product adaptation of interest called the *sakerinha*. To demonstrate a clear understanding of what competitors and governments are doing to promote *sake*, the team introduced current industry approaches and governmental support.



Finally, students presented an innovation and sustainability proposal for producers to differentiate and deliver added value to the market. First, students created new labeling for targeting 2 different types of customers: premium and standard. Then, for business sustainability they aimed to create a network of confirmed customers, suppliers, tourists, and local companies such as restaurants and hotels, in order to position Yamanashi as a top tourism destination since its popularity has noticeably decreased in the last year. The final proposal is a new menu adapted for Latin American taste and consumption behavior.

Speaking in front of the audience for whom they had tailored the research to, and later receiving the opinions of the producers were defining moments for the team, in which they truly felt that their goal was accomplished.

# DAY 11 : December 15

## Public Pitch - Jewelry

The Team first provided the context for the ideas through the survey statistics that were used to locate interest groups and show the level of knowledge and the specific consumer desires in terms of the gems and jewelry industry. The Jewelry Team then presented their pitch in two segments, divided by their two primary strategy recommendations.



The team worked in collaboration with TO LABO and was responsible for creating a strategic marketing plan for the company, as well as a promotional video and TikTok. The team also provided data and strategies that could be applied more broadly to similar jewelry companies in their research. Within the two strategies provided, the team created new ways that the brand could promote itself better on both the national and the international business level. In this way, the team aims to keep the history and tradition of Japanese jewelers' techniques and ensure that the value is never forgotten. TO LABO was used as an exemplary case study to guide the team's market study.



The team translated consumer interests into potential profit expectations with realistic forecasts and showed how the interest could be translated into a business that is both sustainable and in demand. The Jewelry Team took all these factors into account in order to give a complete overview for the producer to reasonably analyze and potentially utilize. Following the presentation Mr. Oyori expressed his gratitude and presented each member of the team with a necklace that the students made themselves in his workshop several days prior.

The students felt public pitch was a very fulfilling and rewarding day that wrapped-up their overall experience in the SEED Program.

# DAY 11 : December 15

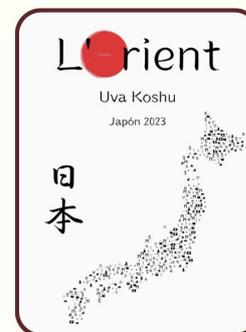
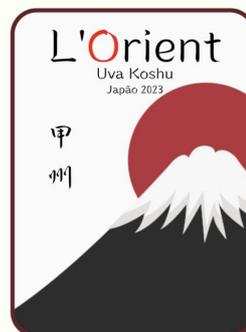
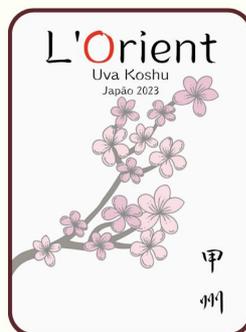
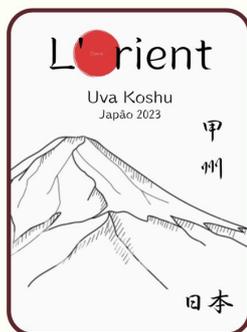
## Public Pitch - Wine

In front of the L'orient wine producer, NHK media, and members of the local community in Kofu, the Wine Team presented the opportunities for Japanese wine in Argentina, Brazil, and Colombia, how to enter markets in Latin America, and potential for developing wine tourism at the producer's winery.



The primary conclusion of the presentation was that even though Japanese wine does not currently occupy a large space in the Latin American wine market, there is an opportunity to enter this market with a premium positioning by targeting high-end consumers that are likely to appreciate wines from various origins.

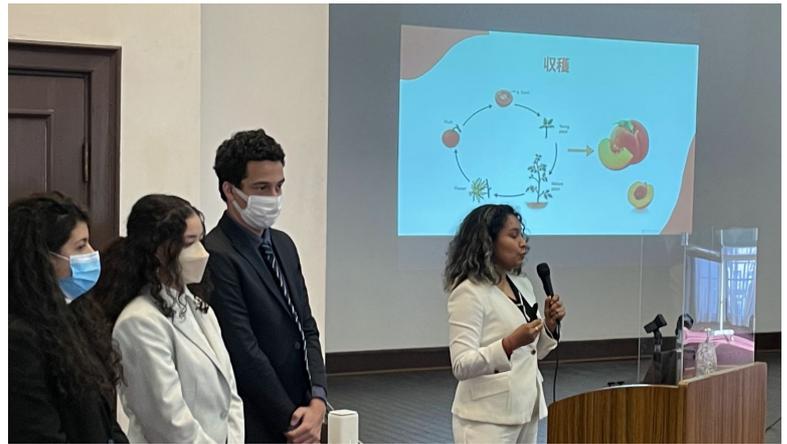
The team even produced unique and appealing label and packaging designs for when attempting expansion overseas. The team was pleased to hear the positive feedback and thanks from the wine producer with whom they had spent a great deal of time engaging with over the course of the program.



# DAY 11 : December 15

## Public Pitch - Food Culture

After 6 months of intensive research and preparation, the Food Culture Team delivered the final public pitch of the day. The Food Culture Team worked in coordination with Mr. Hasebe, a local producer of fruits in Yamanashi Prefecture, to develop ideas for a profitable and sustainable business using agricultural waste products, focusing on peach seeds.



The Food Culture Team presented their initial research data, Latin American focused market research results, and the opportunities for using peach seed oil as an ingredient in products targeted at the Latin American audience. One significant idea was the use of otherwise discarded peach seeds to produce oils used that would then be used beauty products such as perfumes and cosmetics, as well as a means of masking harsh smells from processed products like plastic and rubber.

Students felt it rewarding to look into the audience and see faces that had interest in what the group was presenting and that to know that their attention was genuinely captured by the contents of proposal. Students commented that participation in the SEED Program and making a real deliverable was one of the best experiences of their life. The group also received positive comments and words of gratitude from Mr. Hasebe.



# Business Owners in Yamanashi

## L'ORIENT Brewery(白百合醸造)



The company's vineyard, located in Katsunuma, Yamanashi, is the perfect environment for viticulture due to its favorable climate and geology. Shirayuri Brewery places a strong emphasis on being "local," and their philosophy is to respect and be a part of the local community. They are passionate about everything from viticulture to winemaking.

"As a wine producer I am aware of the decrease in alcohol consumption [in Japan] and have been thinking myself of ways to broaden my business abroad. Through the students' visits to and discussions with Shirayuri Winery, I was able to hear new ideas and perspectives [in that regard]."

Mr. Keiya Uchida

Managing Director of L'Orient Brewery



The sake brand "Taikan" gets its name from the term *taikan*, which refers to a military officer who has achieved success and accomplishments. The name was chosen to be fitting for special occasions and celebrations. Taikan has a rich history dating back to 1877, with over 140 years of tradition in sake production.

"I truly enjoyed the presentation. I hope that the ideas presented can be employed in Latin American countries, and as a result that Taikan can also become successful in Latin America."

Mr. Yoshinobu Osawa

President of Taikan Brewery

# Business Owners in Yamanashi

## TO LABO



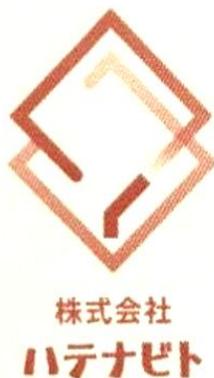
TO  
LABO

Kofu, Yamanashi has a long tradition of superior stone polishing techniques. Tomohiko Ohyori, owner and the artisan of TO LABO jewelry boutique is committed to researching and carefully creating jewelry that will bring joy and enrichment to the lives of those who wear it. TO LABO is proud to share their products made with care in Kofu with the world.

“It was a really impressive presentation considering that the students had only 6 months, and researched both traditional and modern jewelry history. I was also impressed by the market research, from which I was able know how to promote and market outside of Japan.”

Mr. Tomohiko Ohyori  
President of TO LABO

## Hatenabito (ハテナビト)



Nobu Hasebe possesses a wealth of expertise and experience in expanding business related to fruits. He is the owner of a fruit farm in Yamanashi and actively working towards creating opportunities that will allow for a greater emphasis on sustainable food production in the current era.

“I am very happy to have built a bond with the students. Throughout the program I am sure that there were many fun times and hard times, but I hope this experience will raise [the students’] standards and help them take the next step in their future careers. ”

Mr. Nobu Hasebe  
President of Hatena Bito

# Business Owners in Yamanashi

## Yamanashi Prefecture Small & Medium Enterprise Support Project



Atsushi Sueki graduated from the Faculty of Commerce at Meiji University. Mr. Sueki worked for a private company for about 27 years. He then returned to Yamanashi, and now serves as the Project Manager for the Yamanashi Prefecture Small and Medium Enterprise Support Project and Coordinator of the Yamanashi Prefecture Yorozu Support Base. He provides daily management support and consulting services for small and medium-sized enterprises and sole proprietors in the prefecture. In addition, he is also developing his own business as a manager of Rotondo International LLC (Italian restaurant). In addition, he is working on regional development projects with many colleagues using the rice paddies and other fields inherited from his ancestors.

“The students presentations were wonderful. Specifically the research content, as the students provided detailed and precise data on topics helpful for the local community.”

Mr. Atsushi Sueki  
Project Manager of Yamanashi Prefecture  
Small & Medium Enterprise Support Project

# SEED 2022 Program Organizing Members

## GOROM Association



Mari Asano  
*Coordinator*



Cino Hayashi  
*Assistant Coordinator*



Yuma Konaka  
*Assistant Coordinator*



Hana Toyosaki  
*Program Intern*



Nonoka Tagashira  
*Program Intern*



Maki Ohnishi  
*Program Intern*

## Eikei University Volunteers



Aki Nishimoto



Shin Marin



Sayu Yoshimune



Aya Nishimura

## Special Thanks To



Ryan Distaso  
*Kairyudo Co.*



Shino Kato  
*Kanematsu Corporation*



Genshin Sugino  
*Atheneum Partners*

# Thank You To Our Partner Universities



# *Congratulations*



Thank you to all our program participants for your hard work over the course of the 2022 SEED Program. We also thank you for your efforts to revitalize the Japanese local economy in Yamanashi. We expect great things from our new alumni.

# Student Profiles

## Jewelry Team



Team Leader:  
Sofía Castañeda Mosquera - Los Andes University, Colombia



Samuel Botero Castrillón - EAFIT University, Colombia



Fabiano Bruno Barros de Almeida - Tokyo Institute of Technology, Japan



Simon Luis Fuquen Noguera - Los Andes University, Colombia



Mariah Ferreira Mascarenha - ESPM College, Brazil



Suzuka Morita - Sophia University, Japan

## Sake Team



Team Leader:  
Matías Jorge Agudo Medina - Austral University, Argentina



Seungmin Lee - Meiji University, Japan



Natsumi Matsumoto - Meiji University, Japan



Julia Nascimento Aguilar - ESPM College, Brazil



Santiago Hernández Facio Lince - Los Andes University, Colombia



Juliana Marcela Peña Parra - EAFIT University, Colombia

# Student Profiles

## Wine Team



Team Leader:  
Natália Yuri Kitamura  
- ESPM College, Brazil



Takahiro Nakanishi  
- Rikkyo University, Japan



Daniela Montoya Alzate  
- EAFIT University, Colombia



Daniel Álvarez  
Sanz - Los Andes  
University, Colombia



Hikari Kurauchi - Tokyo  
University of Foreign  
Studies, Japan



Theo Soares de Azevedo  
Rajabally - ESPM College,  
Brazil

## Food Culture Team



Team Leader:  
Gabriel Lehwing  
- ESPM College, Brazil



Juanita Cubillos  
Muñoz - Los Andes  
University, Colombia



Solange Alejandra Blacutt  
- Austral University,  
Argentina



Tatiana Patiño Verbel  
- EAFIT University,  
Colombia



# SEED PROGRAM

Social Entrepreneurship Empowerment Development

— 2022 —

STUDY TOUR DECEMBER 5 - 15

ORGANIZED BY GOROM ASSOCIATION

