

International University of Japan
 Top Global University Project Symposium 

From Minamiuonuma to the World



— Creating a Prosperous Community and Future —

The challenges facing Minamiuonuma City, such as population decline, labor shortages, shrinking economic activity, and declining community vitality, are related to the maintenance of our nation itself. However, Minamiuonuma boasts an abundance of local resources that cannot be found elsewhere, and making good use of them could help us to overcome these challenges.

At the same time, we should not simply reject any external resources that are lacking here, such as human resources and expertise, but incorporate them and try to build up this region together, which could circulate resources from Japan or even the world and create new value and a new vision.

In this symposium, under the keywords of "regional development," "globalization," "multicultural coexistence," and "business innovation," we will invite people from various positions in industry, government, academia, and the private sector to share their experiences and think together with us about how to build communities where people can live prosperously.

WED., AUG. 24, 2022
2:00PM-5:30PM (JST)
Minamiuonuma Civic Hall

-  Live Streaming available
-  English Simultaneous Interpretation available

Hosted by IUJ / Co-Hosted by Minamiuonuma City

FREE

Registration
Required

*For more details [↗](#)

Program



- 1 Opening Remarks** [14:00]
Dr. ITAMI Hiroyuki, President of International University of Japan (IUJ)
- 2 Lecture** [14:05]
"Sustainable Development and the Future of Minamiuonuma City"
Mr. HAYASHI Shigeo, Mayor of Minamiuonuma City
- 3 Lecture** [14:20]
"Destination Marketing"
Mr. MURAKI Tomohiro, President, Intheory, Inc.
- 4 Q&A** [14:45]

10-minute Interval

5 Panel Discussions

1. "Solving local issues in Minamiuonuma by Minamiuonuma for Minamiuonuma" [15:10]

Including report of the workshop "Minamiuonuma Mirai Ideathon"

- Ms. SAKAI Tomoko, CEO, Sakaiorimono, Inc.
- Mr. KUROGI Keisuke, Advisor, Minamiuonuma City Marketing and Development Organization
- Mr. MURAKI Tomohiro, President, Intheory, Inc.
- Mr. YAMAGATA Takuya, Consultant, Code for Japan
- Mr. SHOJI Masahiko, Professor, Faculty of Sociology, Musashi University / Executive Research Fellow, the Center for Global Communications (GLOCOM), IUJ
- Mr. KIKUCHI Eiki, Research Fellow / Assistant Professor, the Center for Global Communications (GLOCOM), IUJ

2. "Activities of foreigners in local communities" [16:25]

- Mr. SHISHIDO Kenichi, Vice President, Japan International Cooperation Agency (JICA)
- Mr. TAKAGI Yoshio, President, Takagiya, Inc.
- Mr. KWEK Laurence, current student of Graduate School of International Management, IUJ
- Mr. KOSHIGOE Katsutoshi, General Manager, Department of Industrial Promotion, Minamiuonuma City
- Ms. KOBAYASHI Naho, Senior Research Fellow, the Center for Global Communications (GLOCOM), IUJ

6 Closing Remarks [17:25]

Dr. KATO Hiroshi, Vice President of IUJ and Director of Headquarters of Top Global University Project

"Sustainable Development and the Future of Minamiuonuma City"



Mr. HAYASHI Shigeo,
Mayor of
Minamiuonuma City

He became the second mayor of Minamiuonuma City in November 2016, and has been working on sustainable community development under the slogan "Making Minamiuonuma a hometown where youngsters can return and live their lives!" The city, which has heavy snowfall, is working on a project to promote decarbonization by utilizing the large amount of snow that falls in the area as snow and ice thermal energy for snow rooms, air conditioning, and other purposes. In addition, bears, wild boars, and other animals are damaging crops and injuring people all over the country, and efforts are underway to reduce this by improving and restoring satoyama, as well as to cultivate beautiful and lush forests. The aim is to create a society in which people and nature can coexist in the future.

"Destination Marketing"



Mr. MURAKI Tomohiro,
President, Intheory, Inc.

Increasing the number of tourists and other exchange visitors is essential for building sustainable communities. To achieve this, it is important to make strategic and continuous efforts at the local level to increase tourism demand in the region. This is called destination marketing. This lecture will introduce global standard strategies, or theories, through success stories from Japan and overseas, and consider possible future initiatives for Minamiuonuma City and Niigata Prefecture. The key is to gain recognition not only in Japan but also globally, and to build an effective marketing structure through the use of digital technology. The lecture will describe future prospects from a "global + digital" perspective.

Registration



Please register from the registration form, email, or call.

[From IUJ Website]

From the following URL or the QR on the right > <https://www.iuj.ac.jp/jp/sgu-event-3/>

[Via Email or TEL]

Please contact the email address or phone number below.

Website



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