

Middle East Business Seminar in Hokkaido	Venue	Project Manager	Date of Implementation
	Century Royal Hotel	Iwata, Okazaki, Oya, Wayama	July 25, 2013

**Aim** | The seminar was held with the objective of providing the latest information on politics, economy and business opportunities in the Middle East region and the GCC countries in particular, to companies and organizations based in Hokkaido. It also aimed to promote business creation and foray into the Middle East by Hokkaido-base companies, while following up on the Hokkaido public-private business mission to the Middle East (Qatar, UAE) from March 29 through April 2, organized and implemented by the Hokkaido Bureau of Economy, Trade and Industry, Ministry of Economy, Trade and Industry(METI).

**Overview** | Overview:  
The seminar was implemented according to the following program.

14 : 00-14 : 10 Opening remarks  
Mr. Toshikazu Masuyama, Director-General , Hokkaido Bureau, METI

14 : 10-14 : 55 Keynote speech  
"Political and economic situations in the MENA region and GCC countries"  
Mr. Yoshiki Hatanaka, Advisor, Energy and Environment Program, International Development Center of Japan (IDCJ)

14 : 55-15 : 45 Presentation & introduction  
"The consumer markets in the Middle East"  
Mr. Toshiaki Wakabayashi, Deputy Director, Middle East and Africa Division, Overseas Research Department, Japan External Trade Organization (JETRO)  
"Introduction of JETRO's operations in the Middle East and the activities of JETRO Hokkaido"  
Mr. Hiroyuki Nakazato, Director-General for Hokkaido Region, JETRO

16 : 00-16 : 45 Panel discussion "The current status and issues of business in the Middle East"  
Moderator: Mr. Iwane Iwata, Deputy Managing Director, Japan Cooperation Center for the Middle East (JCCME)  
Panelists: Mr. Yoshiki Hatanaka, IDCJ  
Mr. Toshiaki Wakabayashi, JETRO  
Mr. Takashi Oya, Investment Advisor, JCCME

16 : 45-17 : 15 Reports and introduction of related activities  
"Report of the Qatar/Dubai business mission and initiatives of Hokkaido Bureau of Economy, Trade and Industry"  
Mr. Masatomo Tanaka, Director, Agriculture, Commerce and Industry Collaboration Division, Hokkaido Bureau of Economy, Trade and Industry  
"Introduction of the activities of Japan Cooperation Center for the Middle East"  
Mr. Yosuke Okazaki, General Manager, Planning and Research Division, JCCME

17 : 15-17 : 20 Closing remarks  
Mr. Akio Nakanishi, Managing Director, JCCME

17 : 30-18 : 30 Networking Reception

\*Sponsored by: Hokkaido Bureau of Economy, Trade and Industry of METI; JCCME; JETRO Hokkaido; Executive Committee for Promotion and Support of Overseas Expansion of "Hokkaido Brand"  
Supported by: Hokuren Federation of Agricultural Cooperatives; Hokkaido Food Industry Promotion Organization; Hokkaido Association for Bio-business; United Nations Industrial Development Organization (UNIDO) Investment & Technology Promotion Office, Tokyo  
Cooperation: Foundation for International Trade and Industrial Co-operation

**Result Achievement** |

- With an audience of approximately 120 people including concerned parties, active discussions and Q&A were held throughout the program. In fact, the panel discussion elicited so many questions from the floor that they could not be fielded completely within the scheduled time, and provided an indication of the strong interest that business circles in Hokkaido have in the Middle East region.
- Evaluation forms from the audience showed that the seminar was highly rated by the majority of the participants. They also took advantage of the networking reception to seek consultation on specific business matters, which contributed to making the seminar a highly meaningful event for future opportunities.

Middle East Business Seminar in Hokkaido

Venue	Project Manager	Date of Implementation
Century Royal Hotel	Iwata, Okazaki, Oya, Wayama	July 25, 2013

