

Intensive Course on the Middle East	Venue	Project Manager	Date of Implementation
	Keidanren Kaikan	Sagawa, Wayama, Koyama	June 26, 2013

**Aim** | Intended for businessmen with relatively little experience in doing business with Middle East countries, the seminar aimed to stimulate their interest in the Middle East and to deepen their understanding toward realizing solidarity with the region that constitutes part of Asia, by widely providing broad and unbiased basic knowledge of the region (including the historical background to current issues, social and cultural characteristics, trends in political, economic and energy issues, etc.) through lectures by Japanese experts on Middle East issues, researchers, and businessmen.

**Overview** | The seminar featured lectures and presentations by experts on Middle East issues from universities, research institutes and media organizations, politicians, diplomats and cultural figures with close ties to the Middle East, and business persons who actually engage in business with Middle East countries.

**[Scope and size of audience]**

An audience of 147 people attended the seminar. They included people from JCCME member companies, relevant institutions and organizations, and young and middle-level employees and staff members from private companies engaging in businesses relating to the Middle East (or planning to advance into the Middle East), in addition to “Middle East repeaters,” or the growing group of people with intermediate-level knowledge of the Middle East, and female participants.

**[Program]**

The course was divided into five parts, and covered issues in (1) politics, (2) energy, (3) business, (4) economy, and (5) culture. Lectures were given by: (1) Mr. Nobuhisa Degawa, Senior Commentator at Japan Broadcasting Corporation (NHK); (2) Mr. Takayuki Nogami, Senior Economist with Japan Oil, Gas and Metals National Corporation; (3) Mr. Fumio Yoshida, Advisor, Global Business at J-Power Systems Corporation; (4) Mr. Hirofumi Matsuo, Senior Writer & Editorial Writer at Nikkei Inc.; and (5) Dr. Eng. Essam Bukhary, Culture Attaché at the Embassy of the Kingdom of Saudi Arabia in Japan. Each lecture ran for about an hour, with a 10-minute break between lectures and a lunch break.

**Result Achievement** | Most participants gave the seminar high marks in a post-seminar evaluation.

