

Participatory workshop for  
**Nishio-city Matcha**  
brand product development for overseas



Nishio-city in Aichi Prefecture is one of the largest Matcha producer in Japan. We would like to expand sales for overseas. As a first step, we will hold following workshop to develop innovative product with ideas from foreign students living in Japan.

This event is a great opportunity to learn not only about regional product but also product development and branding from a marketing perspective through experiences. Please register and join us!

**Date and Time : January 21, 2018 (Sun) 13:00 – 17:00**

**Venue : National Innovation Complex (NIC) 1F**

**Target group : International Student**

(We may select participants if there are too many application)

**Agenda : Participatory workshop for product development  
(lecture, group discussion, tasting, presentation)**

**Organizer : JETRO**

**Co-Organizer : Nishio tea corporation, Tongali project**

## Contact & Registration

Please register from

<http://www.aip.nagoya-u.ac.jp/event/detail/0004157.htm>

Contact: Business Capacity Development Center,

Academic Research and Industry-Academia-

Government Collaboration Division,

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