

International Open Public Lecture & International Study Forum
In Aomori, Co-hosted by
Aomori Public University Regional Research Center
& Conference of Society for Local Management

Theme:

To Think about Local Management toward International Conference Tourist Cities
~ Holding International Conferences Inviting Researchers and Professionals from Other
Countries and Examining MICE Promotion Measures

The purpose of this open lecture is to provide opportunities for international researchers / experts in Aomori for international conferences and tours (MICE) to explore possibilities to promote cross-cultural exchange and regional-based international business promotion. Through this project, we aim to discover the potential attraction of Aomori from international perspectives to experience the goodness of staying in Aomori for many foreign visitors and to let them come back again in the conferences and tours.

Today, traveling to Japan is increasing and it leads to setting up businesses and promoting local businesses overseas. Aomori City is aiming to promote tourism internationally and attract more foreign tourists. As one of Aomori City's achievements, the Tourism Authority certified the City as the "International Conference Tourism City" last year.

In this open lecture, we invite four professors from universities in USA, Taiwan and India. The whole theme is a "collaboration in local communities and creation of local innovation." For universities, we are expanding the centers, incorporating incubations directly linked to businesses and developing practical human resources to create innovations.

Therefore, this time, based on trends in urban development and universities with remarkable transformation, from the viewpoint of administrative science and business administration, we aim for a dialogue between Japan and foreign countries with local organizations, collaboration and local innovation as keywords. From the international view point, we decided to hold an open lecture to promote "local management."

At the 1st International Open Lecture / Research Forum, we invited professors from China last December and implemented it. This time we invite university professors and professionals from the United States, Taiwan, India and hold continuous open lectures and research forums from an international perspective with the keywords of women's regional success, local & regional management, collaboration and local innovation as key words .

Second International Open lectures/Study forum

(The 20th Conference of Society for Local Management)

Date : Feb. 9th (Thu) 13:30-16:00

Venue: Aomri Shin-Machi Cube, 3F Conference Room (Interpreter Available)

Third International Open lectures/Study forum

(The 21st Conference of Society for Local Management)

Date : Feb. 10th (Fri) 14:30-16:30

Venue: Suka-yu Hot Spring, Conference Room (Interpreter Available)

Fourth International Open lectures/Study forum

(The 21th Conference of Society for Local Management)

Date : Feb. 11th (Sat) 13:30-16:00

Venue: Hotel Aomri, Conference Room (Interpreter Available)

MC : Yoshiaki Okawara

(Aomori Public University Graduate School)

Guest Speakers in the International Open Lectures & Study Forums

P. Michael Paules: Adjunct Associate Professor, Public Administration, University of Southern California / Ex- City manager (U.S.A.)

Johnny Shaw: Assistant Professor, Chinese Culture University, (Taiwan)

Sophia H Siao- Yun Yu: Associate Professor, Head, Chinese Culture University (Taiwan)

Lalneihzovi: Professor, Head, Department of Public Administration, Mizoram University (India)

At the 2nd International Study Forum, student practice reports will be scheduled. These are on an in-bound rice burger developed by university students (APU- Endo Seminar) and the local cafe (Cosmos), the local management system and media strategy related with Hakkoda- Aomori central shopping districts.

At the 3rd International Study Forum, we plan a dialogue meeting inviting entrepreneurs and practitioners about the regional management system that connects Hakkoda, central shopping district and Aomori as a whole (Japan and the world) at the Hot Spring Meeting Room. Let' s listen to live voices of foreign tours, discuss tour planning and promotion of local management.

Based on the contents of the previous International Open Lectures and International Research Forums on the "Inbound International Conference Tour (MICE) Strategy", the 4th International Study Forum will discuss the current local issues and future practices. We will discuss various strategies (how to connect regional business with "the world") from various perspectives.

* Currently we are inviting presenters at the International Research Forum. Researchers, graduate students, students, practitioners etc., Please apply!

<Please also join us.>

International Conference Tour with invited professors and professionals

* Interpreter available

Date: Feb 10(Fri) 10: 00-14: 30

Venue: Short Activities, Hakkoda District

Participants: Citizen, Member of Society for Local Management, Students, etc.

Hakkoda Mountain Ice Monster Tour, Suka-Yu Hot Spring

· Tour 10:00 Hotel Aomori Lobby · departure

· Please bring complete warm clothes, gloves, clothes for change.

Application for participation

<Applicant> Society for Local Management Kun Tadahiko

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<Contact information>

Project Manager: Prof. Tetsuya Endo, Aomori Public University

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