

# Trans-cultural management and innovation eco-system creation



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## (1) Traditional industries and trans-cultural management

We examine the history and current status of industrial formation, such as traditional industries, which continue to grow and remain rooted in Japan, and compare them with cases of different cultures to clarify their differences and characteristics. We are also investigating how a new ecosystem is being formed through this process. To date, some features have been identified through a survey of the Japanese traditional brush industry.

Recently, we have taken up the traditional industry of Aji-stone, Takamatsu City, Kagawa Prefecture, and are looking for ways to expand the industry to overseas by taking advantage of the characteristics of fine and hard Aji-stone. Currently, we are conducting a market research in Mexico and looking for ways to expand sales while maintaining the industrial tradition.

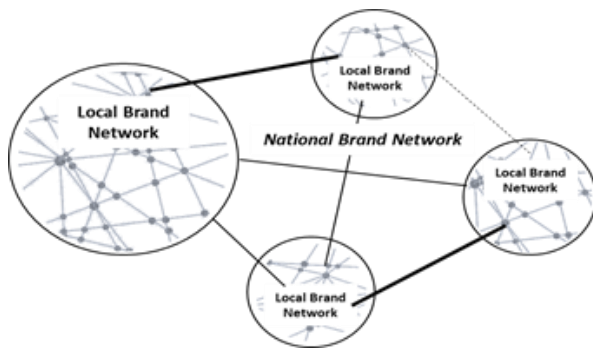


Figure 1 Japanese traditional industry forming a double structure

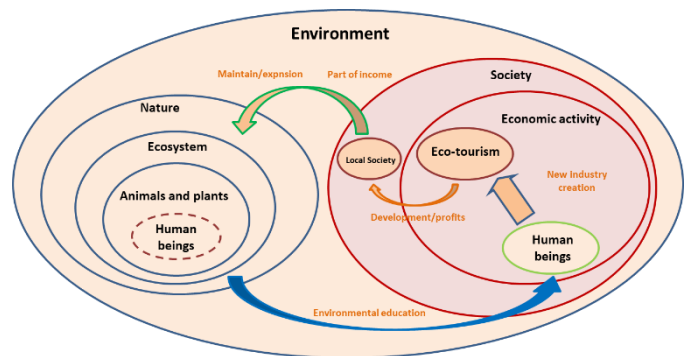


Figure 2 Concept of eco-tourism as an industry

## (2) Ecotourism

We have conducted surveys and research on eco-tourism mainly in Latin American countries. To clarify the progress and problems of eco-tourism, we are currently conducting surveys on the formation of eco-tourism industries in Japa. For example, we are investigating the impact of citizens' civic pride on tourists by taking up the Shodo-shima Island in Kagawa Prefecture.

## (3) Innovation ecosystem formation

We regularly accept Mexican trainees through the Japan-Mexico Strategic Partnership Program, which is a part of JICA's initiatives (currently on-line base due to COVID19). Most of the participants have taken education and research at universities and vocational careers; I hope that collaboration with Japanese students who belong to our laboratories will produce results that incorporate a cross-cultural perspective.



3 JICA Mexican trainees