

Undiscovered GEMs of Japan Project



地方に隠された宝物を選ぶグランプリ

にっぽんの**宝物**

UNDISCOVERED GEMS OF JAPAN GRAND PRIX

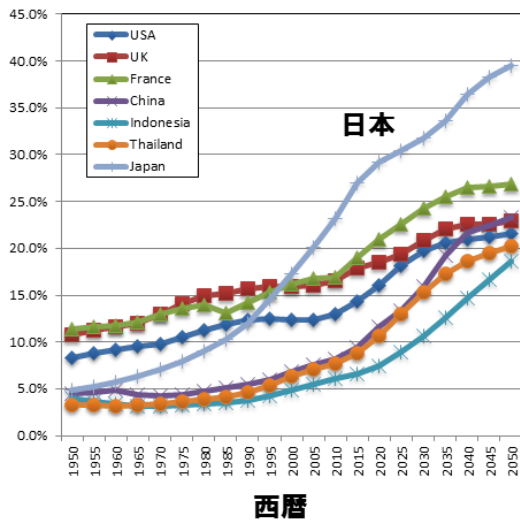
Chosen as the best of Japan's finest local products

<https://www.undiscovered.jp/>

APEC Policy Partnership on Food Security (PPFS) Seminar on
“ Enhancing Market Entry for MSMEs including smallholders in the Asia Pacific Region “
Port Moresby, Papua New Guinea, August 6, 2018

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Percentage of Population over 65

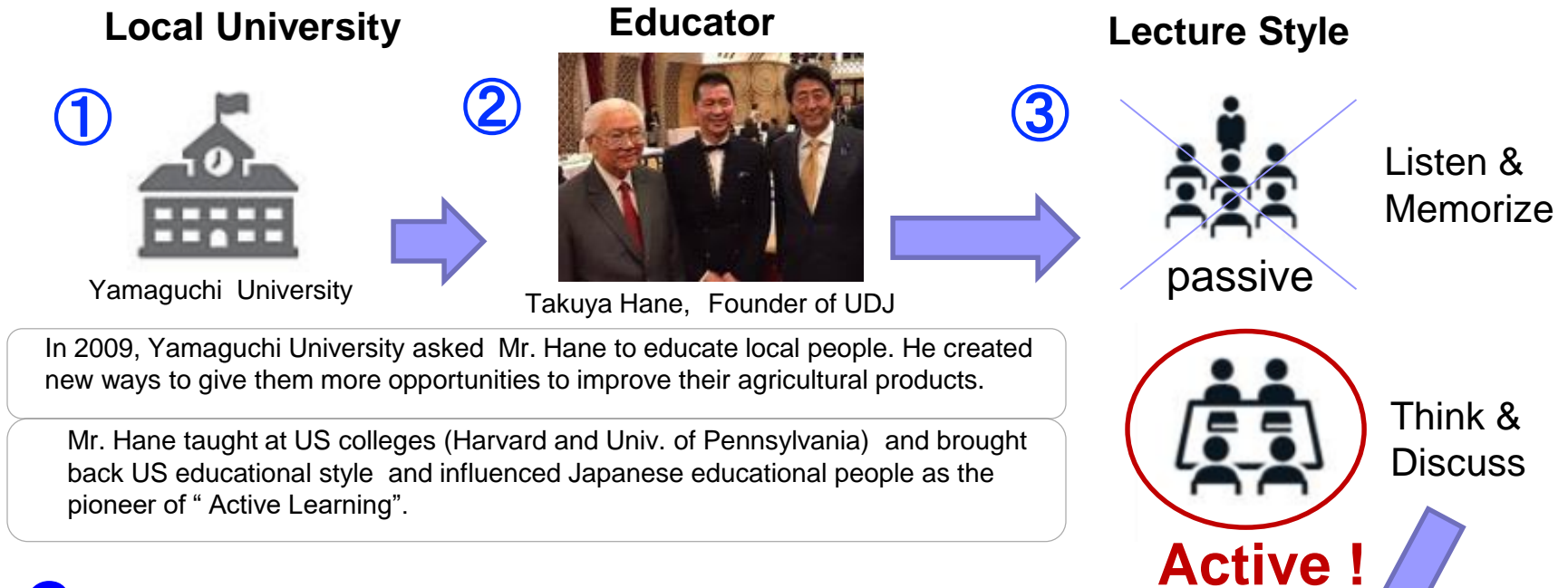


- Japan leads in aging rate but many populations are aging
- Need to develop and share food based solutions

1. What is Undiscovered GEMs of Japan (UGJ) Project
2. Why UGJ Project is important for MSMEs
3. How APEC economies can utilize UGJ Project

1. What is Undiscovered GEMs of Japan (UGJ) Project

~ How they started ~



2 keys to encourage local people



1. Active Learning

Introduce new ways of business, such as what they can do through internet or smartphone and increase their curiosity to other world through their own actions.



2. Collaboration

Encourage them to meet new people through lectures and even to visit other's working place. Make new products through collaboration and bring trials to lectures to get other's feedback.

~ How they have expanded ~

Private-led P3 (Public Private Partnership)

Local Communities

Educators

More active

①



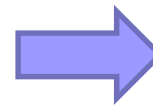
Local Schools, Bank, Media Chamber of Commerce, Local Governments and etc.

②



Takuya Hane and his team with various supporters

③



Think & Discuss, In/Across Community



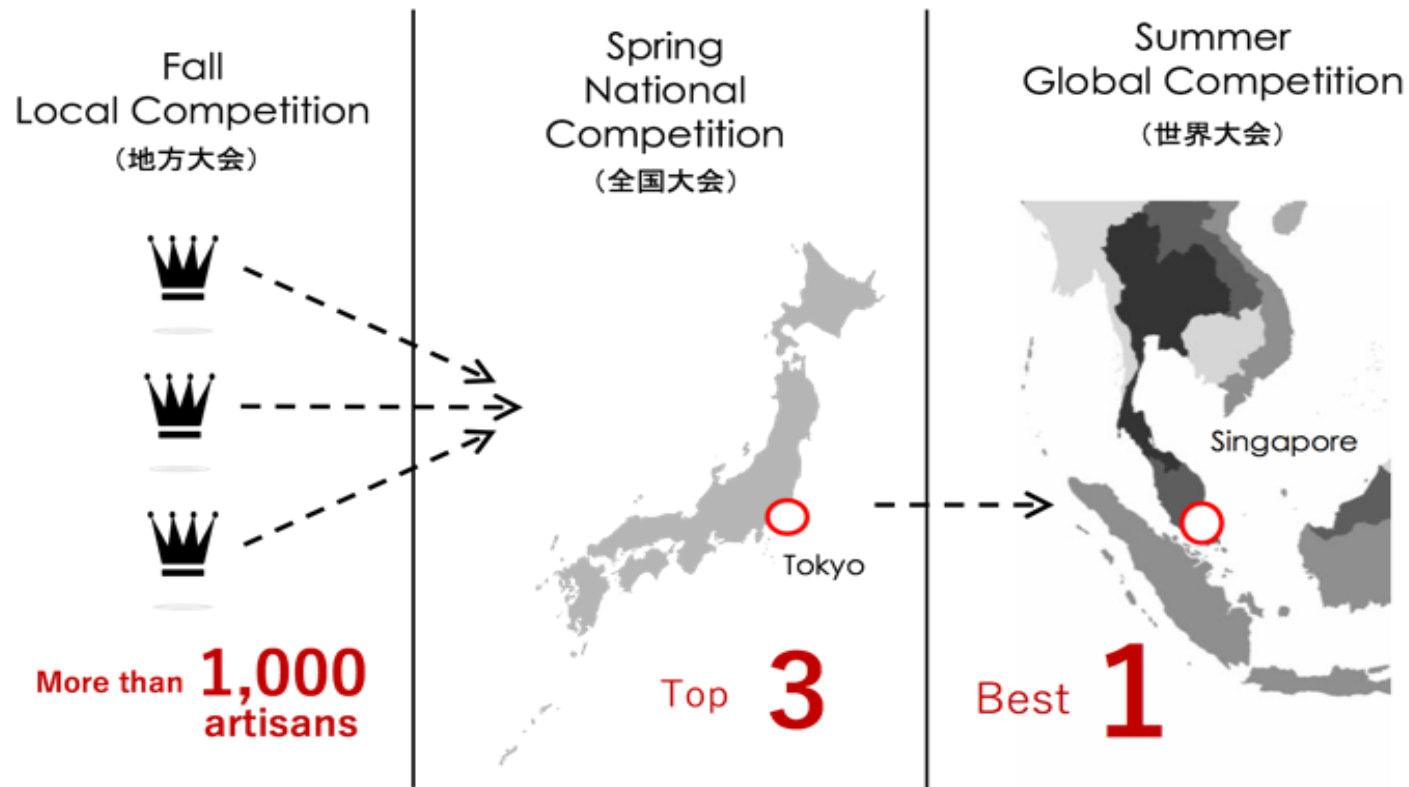
Encourage local farmers and fishermen to make new products through collaboration

From One district to **Eleven (11) districts** in Japan, **total 1000 groups within 7 years.**

** Hokkaido, Chiba, Yamanashi, Nara, Kyoto, Yamaguchi, Tokushima, Kochi, Ehime, Miyazaki, Okinawa,



~ 3 steps Competition ~ (Local, National, and Global)



Chose & create the best of Japanese finest local food products

2. Why UGJ Project is important for MSMEs



① MSMEs make tea at the oldest tea farm in Japan

② Won at Japan Grand Prix



③ Shangri-La Grand Prix



⑥

The prize & experience gave rocket sales and change the artisan's mindset



⑤

Made innovative desert 1000 years "tea" ramis.



④

The power of collaboration between Japanese Artisan & Singapore Chef

~ Not just to bring and sell Japanese food ~
But create new products by global collaboration



Artisan



the **power** of collaboration will lead *true innovation*



Chef



Unknown Tea Farmer from Kochi



Big sales in H.K.



His sales increase 100 times more through UGJ Project.



10,000 pieces per month





3. How APEC economies can utilize UGJ Project



A Proposal for APEC PPFS Japan Seminar

(Next step based on the UGJ Project)

- HR Capacity Building for MSMEs is the key. Strengthening participation and entry in the global market through Active learning and Collaboration by Private-led P3 (Public Private Partnership).
- Local Community enforcement by Women, Students, Volunteers.
- Collaboration with newly available and traditional foodstuff, technology and procedure, such as Fermented foods, Functional foods (i.e. health functional food, nutritional functional food and supplement), and Cold supply chain network.



(Specific activity proposal)

- **Establish “Undiscovered GEMs of APEC (UGA) Project” !**



Short-Term Goals

- Raising public awareness of “Undiscovered GEMs of APEC (UGA) Project”.
- Sharing best practices in the APEC region. Identifying important lesson and critical information for MSMEs by government and international cooperation.
- Starting industry involvement on enhancing trade on traditional and novel foods and food ingredients with functional claims.

Mid & Long-Term Goals

- Organizing **“GEMs of APEC (UGA) Gland Prix” !**
- Inviting Global Market Players in order to further increase the productivity, production and sales.