

Online Exchange Program with Kansai University of International Studies

Joint product development for commercialization of traditional **SWEETS** in Vietnam and Japan

In this program, Vietnamese students and Japanese students will make mixed groups. Each group will make a plan to commercialize traditional Vietnamese and Japanese sweets. At the end of the program, student groups will make presentation on their products to people from HIS (travel agency) and Japan Asia Promotion Foundation. The best presentation group will be commended!

Dates and Contents

Day 1 (Feb 25) : Orientation

15:00-16:00 (Vietnamese Time)

- Explanation of the program outline
- Ice break and self-introduction
- Grouping for making presentation

Day 2 (Feb 28): Research and Group work

11:00-14:00 (Vietnamese Time)

- Research and interview on sweets
- Example questions:
 - Have you tried Japanese sweets before? If not, do you want to try them?
 - What kind of sweets do you eat on a daily basis?
 - Japan has very unique and localized Halloween and Valentine' s Day tradition. Is there locally established tradition in Vietnam related to sweets?
 - What kind of traditional sweets does Vietnam have?
- Introduction of Japanese traditional sweets by KUISs students
- Preparation for presentation
- Topics: "how to commercialize Japanese sweets in Vietnam" and vice versa

Between day 2 and day 3

Preparation for presentation via Zoom or emails

Day 3 (date and time, TBD): Presentation

Presentation and review (evaluators: Japan Asia Promotion Foundation and HIS, Japanese travel agency)
Awarding the best presentation group

Awarding the best presentation group



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Required pre-preparation

- Research on Japanese sweets that you know or have eaten before
- Research the existence of events related to sweets such as Halloween and Valentine's Day
- Research on traditional Vietnamese sweets and rite of passage sweets (sweets you eat on a special occasion or for celebration)

Number of students

8 students
(KUISs has 7 students majoring Business Administration.)

Language

Japanese and English



Join Us!

Online Platform

Zoom or other online meeting tool

Program conductor from KUISs

Prof. UKITA Izumi and
Lecturer SAITO Katsuhiko

Inquire and Apply

The University of Danang
(udicd@ac.udn.vn)



**It's going to
be fun!**

