



HONGKONG FINAL PRESENTATION

サブタイトル

成果報告会

@HKU 6N-11 16:00～18:00

1. OPENING SPEECH

Prof. Toshiaki Komatsu

TUMSAT

2. EXPECTATION Of HKG PROGRAM

Prof. Rudolf Wu

Hong Kong University

3. PROGRAM REPORT

Guangzhou & Orientation

Yurika Omi

HKG Team



HONGKONG PROGRAM



中

国



型的木雕、根雕工艺总汇
花鸟鱼艺网: www.yuehefish.com

越和
花鸟鱼艺

的红

木雕 仿古家具
大板 家具

奇石 根雕
酸枝 餐桌

中国花鸟鱼艺网
花鸟鱼艺网

广东顺德私





电解质补充饮料

宝矿力
水特



香港







4. PROJECT REPORT

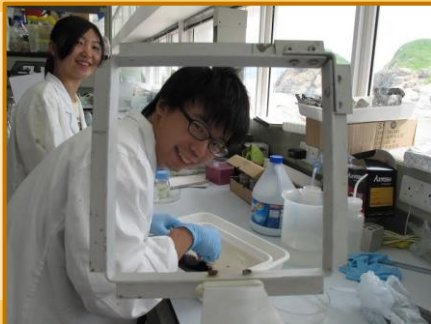
HKG Team



1. FOOD CULTURE GAP



2. FOOD SAFETY



3. SWIMs

HONGKONG JAPAN FOOD CULTURE GAP

Tokyo University of Marine Science and Technology
the Department of Ocean Science

HIKARU SHIOBARA

YURIKA OMI

OUTLINE



- **INTRODUCTION**
- **GAP BETWEEN JPN AND HKG**
- **OUR FINDING**
- **OUT GOING!**

INTRODUCTION



POCARISWEAT'S FACTORY



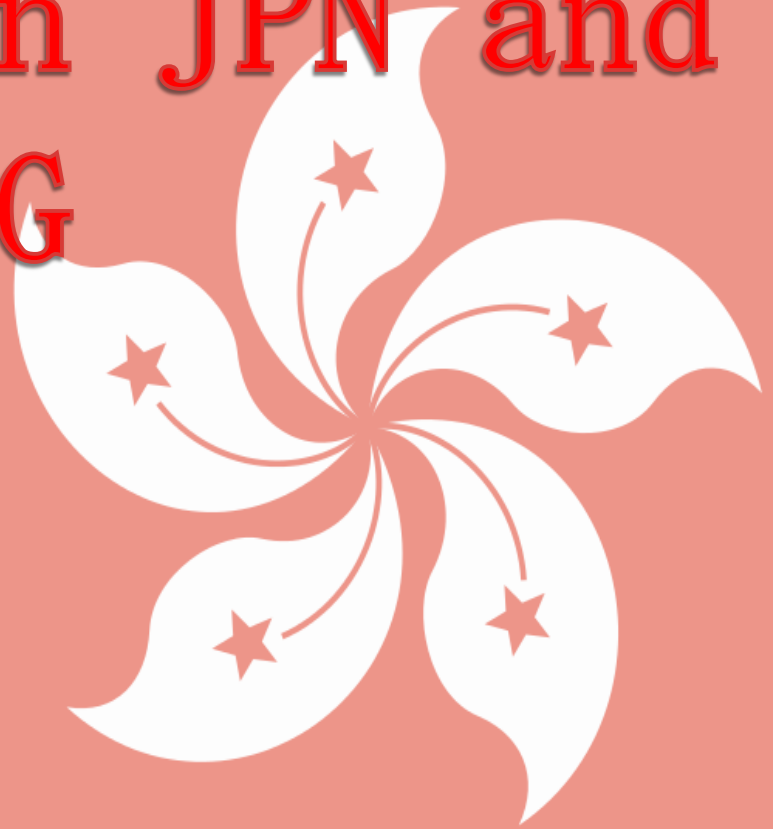
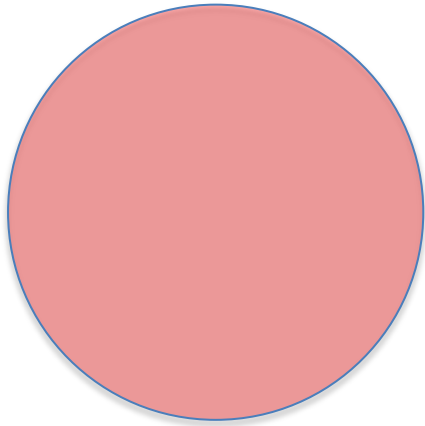
YAKULT



AJINOMOTO



Gap between JPN and HKG



YAKULT'S BUSINESS STRATEGY



YAKULT LADY



STAFF

city super's business strategy



DO NOT CHAT

CHAT

SFBI 's business strategy



FOR FAST MEAL
FOR BUSINESSMAN



FOR ENJOYING
FOR GROUP DINNER

AMOY'S BUSINESS STRATEGY



FOR OBENTO



**FOR HELPING
HOUSE WIFE**

HAKATA DOJO'S BUSINESS STRATEGY



FOR BAR



FOR DINNER

OUR FINDING

INSIDE/OUTSIDE “HOME”



“NO DIFFERENCES”



OUT GOING!

Hong Kong

DIVERSITY, FLEXIBLE SOCIETY

THANK YOU FOR
LISTENING!

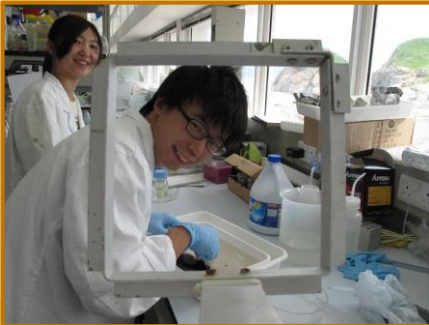
唔該晒！



1. FOOD CULTURE GAP



2. FOOD SAFETY



3. SWIMs



FOOD SAFETY

FOOD SAFETY TEAM

Kyoko & Mayu August 15, 2014 @HKU





THE OUTLINE

1. Introduction
2. Supermarket & Factory
3. Our Findings
4. Our Idea



1.Introduction





2.Supermarket & Factory



Super market



City super





JASONS





Welcome / Park'N



街市 Gaaishi





Factory we visited



Public exposure

Otsuka



Yakult



Hygiene control



Amoy Food





3.Our Findings



Our Findings

Importance of
Visible safety



4.Our Idea



AGRICULTURAL TOUR



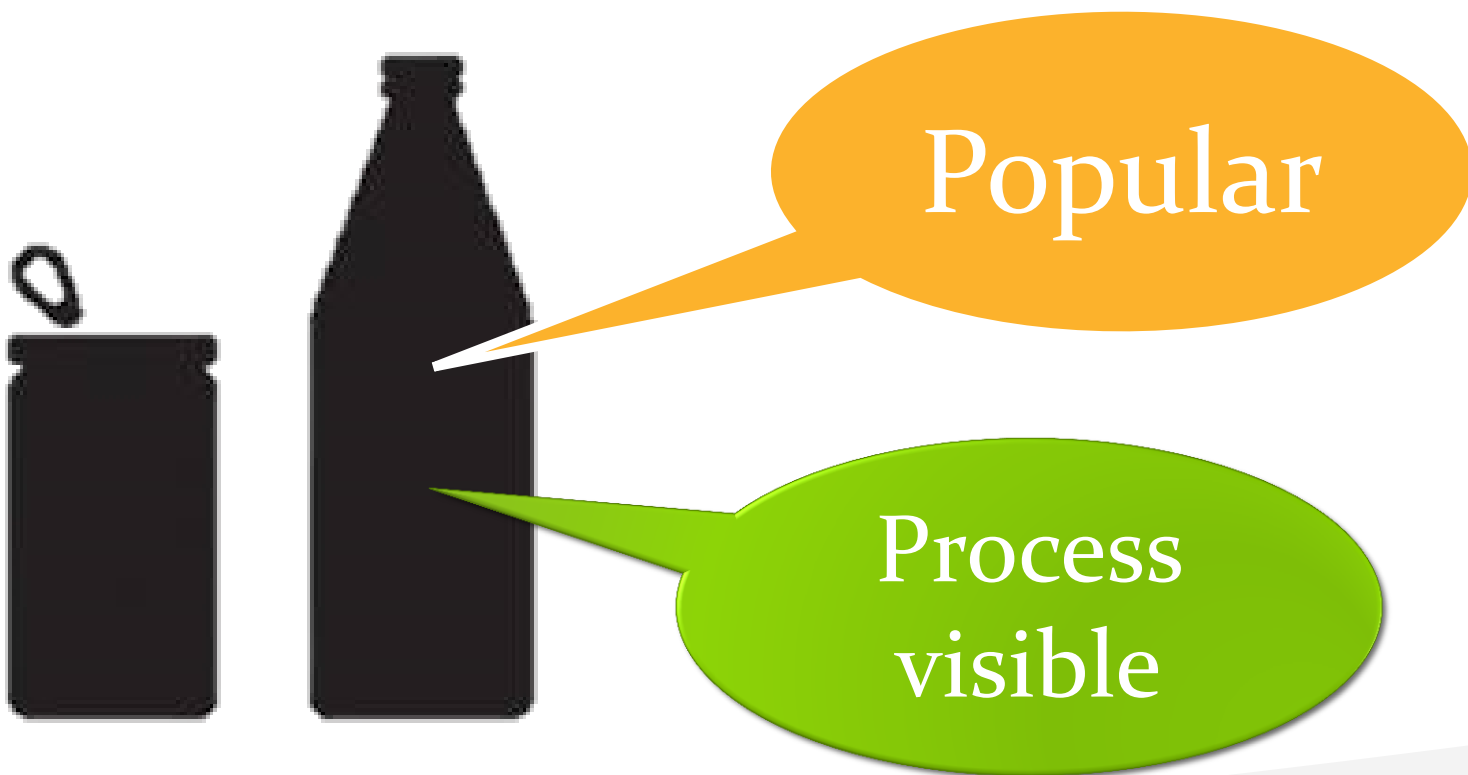
FOR CONSUMERS
Know Safety
+ ENJOY



FOR COMPANY
Origin
=Visible!!

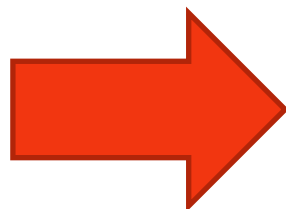


FACTORY VISIT





FACTORY VISIT



Promote
Visible Safety



THANK YOU

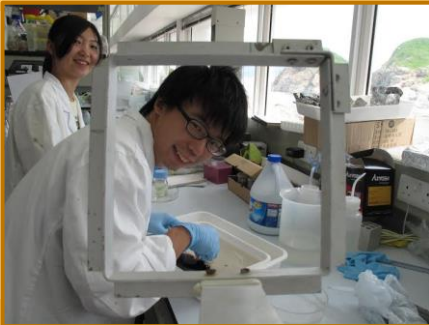
10 min BREAK



1. FOOD CULTURE GAP



2. FOOD SAFETY



3. SWIMs

4. LIFE AT SWIMs

HKG Team

THE LIFE AT SWIMS

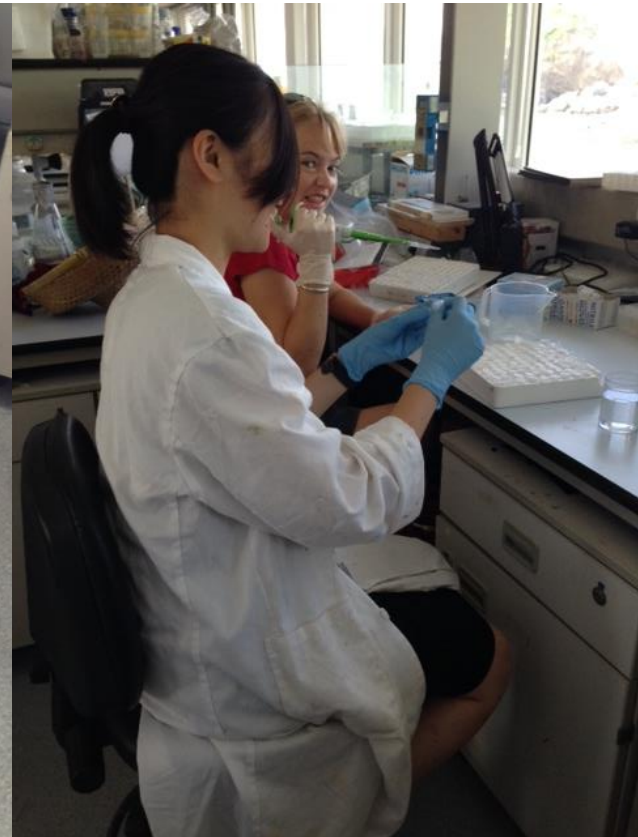
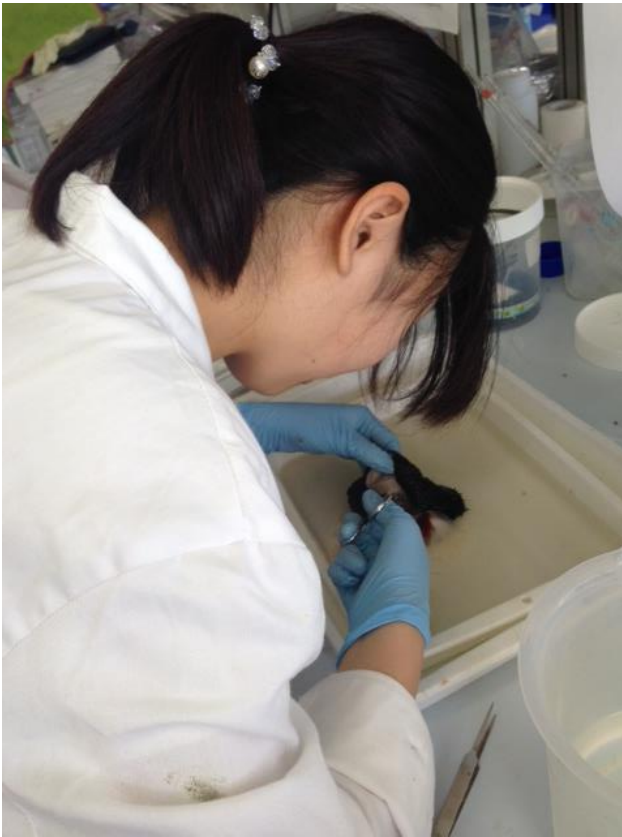
The Swire Institute of Marine Science

Tokyo University of Marine Science and Technology
Hikaru.S Yurika.O Kyoko.K Mayu.K

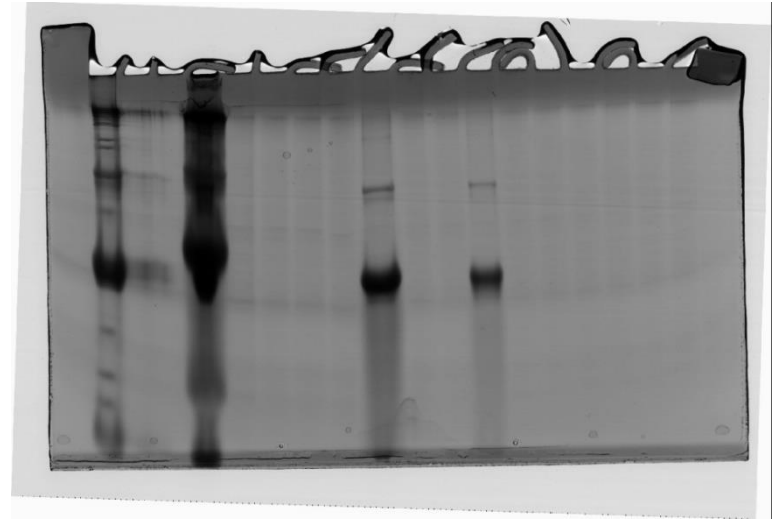
Research



Sea Cucumbers



Oysters & Proteomics



HIKARU



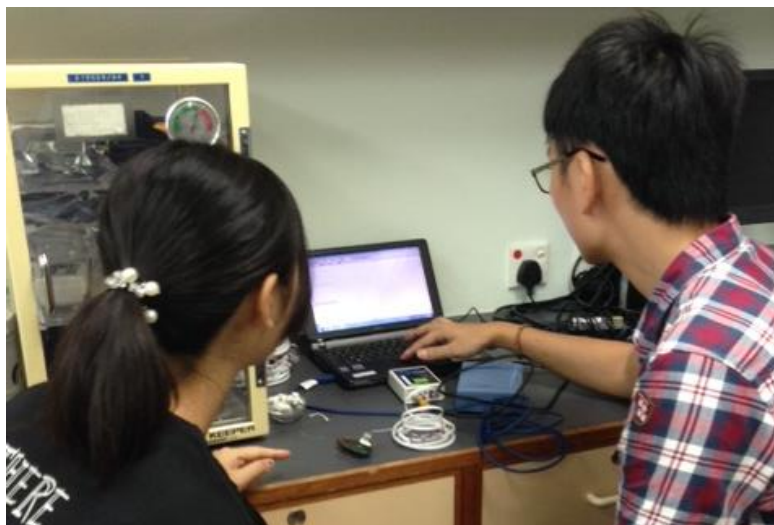
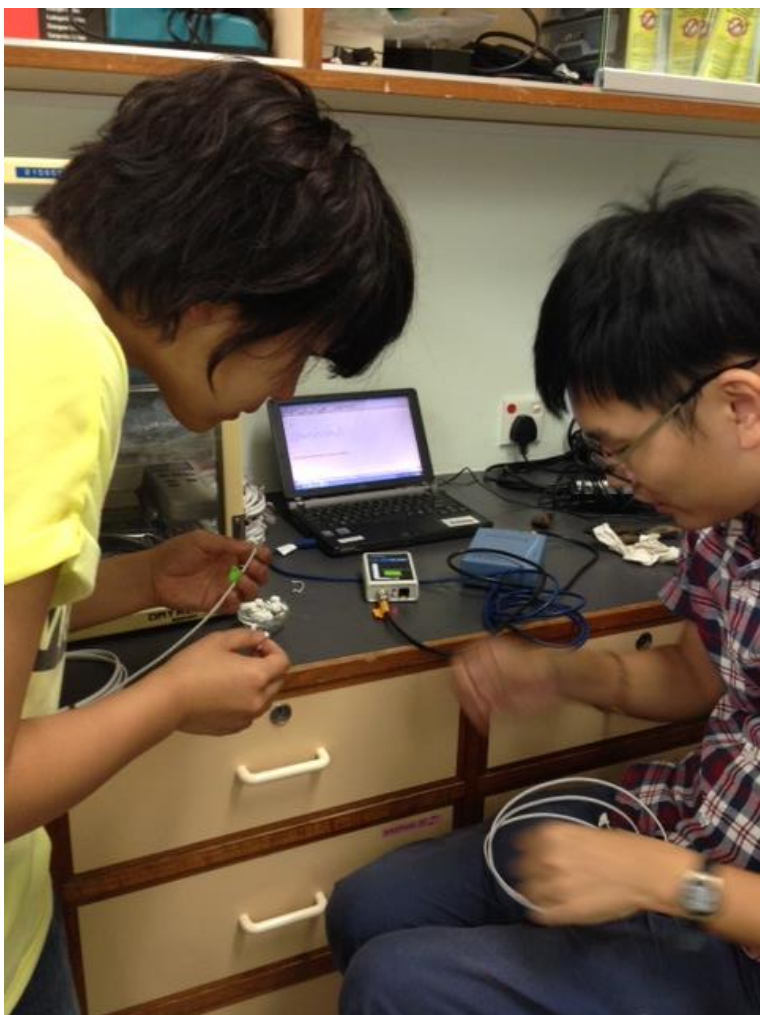
MAYU



Sea Urchins



YURIKA





Holiday

Indian Dinner





Dinner at Central



Reef Check



Japanese Day



THANK YOU!!



5. FOOD EXPO

Kyoko Kawamura

HKG TEAM

FOOD EXPO



Kyoko Kawamura
August 14, 2014

FOOD EXPO 2014 in HONG KONG



THE BIGGEST
FOOD
EXHIBITION
IN ASIA





EXPER IENCE



Aji-no-chinmi



Aji-no-chinmi

VENDING MACHINE

DRINK

ENJOY



YAKULT



YAKULT

ENJOY

Premium



FOOD EXPO

- Customers can try + enjoy
- Company \Leftrightarrow Customers

VERY CLOSE

6. THANKS SPEECH

Hikaru Shiobara
HKG Team Leader







*Thank you
very much!!*



We had a wonderful time!



7. OUR THANKS To YOU

HKG Team



8. GROUP PHOTO

ALL ATTENDED HERE

9. ENDING SPEECH

Prof. Toshiaki Komatsu
TUMSAT

Thank you!

Hikaru Shiobara
Yurika Omi
Mayu Kuchitsu
Kyoko Kawamura

