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 two professors from universities in Chengdu of Sichuan Province and Beijing, whose universities are designated by the National Priority University. The whole theme is a "collaboration in local communities and creation of local innovation." Today, China aims to steer steadily in the creation of innovation to take competitive advantages in the market economy. For universities, they are expanding the centers, incorporating incubations directly linked to businesses and developing practical human resources to create innovations.

Meanwhile, risk management in local organizations and trends in NGOs are also important issues. With regards to social developments, while coordinating with risk management and with some nonprofit organizations such as NPOs and NGOs, "collaboration and emergence of local innovation" in local organizations has become an important point of view in China.

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 China with local organizations, collaboration and local innovation as keywords. From the international viewpoint, we decided to hold an open lecture to promote "local management."

MC: Yoshiaki Okawara
(Aomori Asahi Broadcasting, Aomori Public University Graduate School)

Part 1 International Public Lecture
(1) "Collaboration and Emergence of Local Innovation" in local Management - 2008.5.12 From the Viewpoint of Government's Role in Crisis Management on the Great Sichuan Earthquake
Zhao Shurong (Professor, University of Electronic Science and Technology of China)

(2) Market Economy, Cooperation with NGOs, Local Innovation - The Role of NGOs in Minorities in China

Li Junqing (Professor, Minzu University of China)

Part 2 Research Forum “University Education and Human Resource Development for Emerging Innovation in Local Management (Japan-China Dialogue)”

Moderator Kon Tadahiko (Aomori Public University Graduate School)

(1) Aomori Nebuta Festival and Student Education as Local Innovation of the Festival - Aomori Nebuta Operational Organization Research Activities

Teru Sasaki (Associate Professor, Aomori Public University)

(2) Collaborative Practice in Local Management - Strategic Project of Industry, Government and Academia over International Tourism

The Students in Endo Seminar (Aomori Public University)

* Please note that there is also a change depending on the situation

<Please also join us.>
International Conference Tour with invited professors
* Interpreter available

Date: December 27 (Tuesday) 10:00-16:30
Venue: Short Activities, Hakkoda District

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

Hakkoda Mountain Ice Tour, Suka-Yu Hot Spring, Special Meeting
· Tour 10:00 Hotel Aomori Lobby · departure
· Please bring complete warm clothes, gloves, clothes for change. (We may be able to watch “snow monsters.”)

Invited Professors
1. Professor Zhao Shurong
   Dean Assistant, School of Political Science and Public Administration
   University of Electronic Science and Technology of China
   Chengdu, P. R. China, 611731

2. Professor LI Junqing
   Dean, School of Management
   Minzu University of China
   Beijing, P. R. China, 10008

Application for participation
<Applicant> Society for Local Management Kun Tadahiko
E-mail:office@chiikikeiei.jp

<Contact information>
Project Manager: Prof. Tetsuya Endo, Aomori Public University
Contact: (Representative) Tel:017-764-1555 International MICE Coordinated by Society for Local Management, Aomori Public University Graduate School Building 1301 Endo Laboratory Tel:017-764-1575 E-mail: endooffice2010@gmail.com