



Hidden Opportunity Pursuit Student Presentation -- Sake, Tourism, and Palatable Ideas

From March 4-6, 2025, seven Hitotsubashi University students took on “Hidden Opportunity Pursuit”, a hands-on business planning challenge to boost inbound tourism and take Japanese sake global. With insights from both international and Japanese students, they explored fresh ways to showcase hidden local treasures.

Now, it's time for the presentation on Tuesday, March 25 JST in Katori City, Chiba. You may join us online via ZOOM (Languages: Japanese & English) to see their creative pitches in action. Register the form below by March 21 to receive ZOOM access details on March 24.

Date : Tuesday, March 25, 2025 JST, 14:00-16:00
Register by March 21, and we will send a ZOOM access information on March 24 JST

<https://forms.gle/7q2R9Dz8Qa1utFXW9>



Presentation Agenda :

1. Presentation Overview/Presenter Introduction
2. 2-day Adventure of Sawara/Katori Tour Plan for International Students
3. Lights, Camera, Action: (Making of) Sake Tourism Promotion Video
4. Foodie Challenge: Food-Sake Pairing Ideas for Global Audience
5. Closing

Organized by : Hitotsubashi University (Inquiries: edu-gs.g4@ad.hit-u.ac.jp)

Co-sponsored by : Tokyo Regional Taxation Bureau

Supported by : Katori City, Japan External Trade Organization (JETRO)