



Nationwide Regional Brand Election : Tongali × "Nishio no Matcha" team

Application Guideline

Tongali project teams up with the regional brand, Nishio no Matcha, and applied for the "2020 Nationwide Regional Brand Election."

Therefore, we will recruit a team that will attend the national competition as the Tongali x "Nishio no Matcha" team.

Contents

1. What is Nationwide Regional Brand Election?	1
2. Nishio no Matcha	2
3. Application for Tongali × "Nishio no Matcha" team	2
4. The Schedule of the Nationwide Regional Brand Election	3
5. Reference.....	4
6. Contact	4

1. What is Nationwide Regional Brand Election?



Japan Patent Office of Ministry of Economy, Trade, and Industry (JPO) has held "Nationwide Regional Brand Election." At this election, a business operator of regional brands and local students will work together to promote the brand by posting photos on "Instagram®," and create a new business plan.

Requirement

① Introduce the regional product/service

Students should cover the product/service and promote it through vivid descriptions of the amazing stories behind the product/service.

② Create a new business idea

Students and the business operator of the regional brand should create a new business plan for the product/service.

2. Nishio no Matcha



Nishio, located in the south-central part of Aichi Prefecture, is one of Japan's largest matcha production centers, accounting for about 20% of domestic production.

Business operators in Nishio have established the regional brand "Nishio no Matcha"* to differentiate it from the products from other regions.

*Regional brand "Nishio no Matcha" is the trademark certified by Japan Patent Office.

3. Application for Tongali × "Nishio no Matcha" team

Application Deadline

April 30, 2020

Eligibility

The team leader must be currently attending a university in the Tokai area (Aichi, Gifu, and Mie prefecture) or Osaka University, and each team should consist of up to 4 members. Members do not have to be students at the same university.

Selection Process

1. Apply via website <https://tongali.net/events/nishio-matcha2020/>
2. Selection: based on the application form and interview (if necessary) in early May
3. Notification: send by email on May 11



4. The Schedule of the Nationwide Regional Brand Election

Late May to June, 2020 (TBD) 【Tea-picking and Seminar】 Nishio*

June to August, 2020 【Tongali School 1 4 days workshop】 NAGONO Campus

- June 20 Introduction to Design Thinking, Define a Problem Statement
- July 4 Generate Ideas and Potential Solutions
- July 18 User Journey Mapping
- August 1 Prototype and Test Ideas

Venue: Nagono Campus 1F Coworking Space (HOMEROOM)

<https://nagono-campus.jp/access/>

July 12 【One day Networking Seminar】 Tokyo*

- Information session about the Nationwide Regional Brand Election
- Workshop and Presentation

July to October 【Interviews and Creating Ideas】 Nishio/Nagoya*

- Requirement ① Introduce the regional product/service on SNS
- Requirement ② Create presentation slides for your new business idea

【Pre-selection】

Based on the posted photos on SNS and presentation slides

November/December (TBD) 【Final Round】 Tokyo*

- Present your business plan (in Japanese)
- Judges and the audience will make the selection
- Exhibitions and tastings of the regional brands near the venue of the final round will also be held

*Transportation expenses between Nagoya and Tokyo/Nishio will be paid.

5. Reference

JPO Nationwide Regional Brand Election (in Japanese)

<https://www.jpo.go.jp/system/trademark/gaiyo/chidan/sosenkyo/index.html>

Nishio no Matcha (in Japanese)

<http://www.nishionomattya.jp/>

6. Contact

Nagoya University Tongali Project

KONISHI Yukiko (Ms.)

TEL:052-788-6015 FAX:052-788-6002

E-mail: tongali@aip.nagoya-u.ac.jp

URL: <https://tongali.net/>