

**7<sup>th</sup> - 20<sup>th</sup> October 2026**

**@AOTS Kansai Kenshu Center, Osaka**

**Online post- course session: 13rd January 2027**

# The Program on Corporate Management for Africa -Creating Value from Customer's Viewpoint- [AFCM]

## KEY BENEFITS & OBJECTIVES

- ◆ To understand what “Customer Value Creation” means within your company or organization.
- ◆ To learn various approaches and methodologies and explore concrete ways to create customer value.
- ◆ To learn how to create concrete customer value by creating an action plan after returning home.

**\* Includes Exclusive Networking Opportunities with Japanese Companies!**



### Number of Participants

14 people

### Language

English  
(sometimes with JP/Eng interpretation)

### Participation Requirements

Owners, directors, or middle/senior managers of a small and medium-sized company in African countries

### Lecturer

Certified SME Management Consultants

### Fees

Participation fee will be partially subsidized by Japanese government. Please refer to “Estimate of AFCM” for details.


### Application Deadline


**Must arrive by 21 July 2026 in Japan**

## Contact Information:

### AOTS Overseas Cooperation Group I

Address : 30-1, Senju-Azuma 1-chome, Adachi-ku, Tokyo  
120-8534, Japan

TEL : 81-3-3888-8256 

Email : shouhei-au@aots.jp 

# Course schedule (tentative)

\*Program line-up and schedule are subject to change.

Date	Morning	Afternoon
6-Oct (Tue)	(Arrival in Japan)	
7-Oct (Wed)	Orientation Opening Ceremony	[Lecture] Overview of Customer Value Creation
8-Oct (Thu)	[Exercise] Experience a Card-Based Business Management Simulation Game	
9-Oct (Fri)	[Lecture] Corporate Philosophy and Customer Value Creation	[Lecture] Formulating Management Vision
10-Oct (Sat)	Day off	
11-Oct (Sun)	Day off	
12-Oct (Mon)	[Lecture] Design Thinking and The Knowledge-Creating Company A methodology for Creating New Products and Services	
13-Oct (Tue)	[Lecture] Management Strategies for Achieving the Vision I	Business Exchange Meeting with Japanese Companies
14-Oct (Wed)	[Visit] Embedding Corporate Philosophy and Fostering Self-driven, Inspiring Professionals	[Lecture] Management Strategies for Achieving the Vision II
15-Oct (Thu)	[Visit] Case of Customer Value Creation Management (1)/ Business Framework Workshop	
16-Oct (Fri)	[Lecture] Effectuation Action Principles for Business Leaders to Master	[Visit] Case of Customer Value Creation Management (2)/ Case of Effectuation
17-Oct (Sat)	Day off	
18-Oct (Sun)	Day off	
19-Oct (Mon)	Action Plan Presentation (Within Group)	[Lecture] Case of Customer Value Creation Management (3)
20-Oct (Tue)	Action Plan Presentation (Overall)	
21-Oct (Wed)	(Departure from Japan)	



## ■ Online post- course session after returning to your country

Date	Evening (17:00 – 19:30 JST)
13- Jan (Wed)	Presentation of participants of their activities upon returning to their home countries and follow-up lecture

## Application to

Nearest AOTS Alumni Society

## Inquiry

AOTS Overseas Cooperation Group I Email: [shouhei-au@aots.jp](mailto:shouhei-au@aots.jp)

## Venue

### AOTS Kansai Kenshu(training) Center

The training center provides training facilities and accommodations/meals for the training participants.

(Address : 7-5, Asaka 1-chome, Sumiyoshi-ku, Osaka, Osaka 558-0021)



Please review the “Program Outline & Participation Requirements of AFCM” dated May 2026 for application details.