

Just Initiated “Information Collection and Survey in Accordance with the Branding Promotion Strategy for Lam Dong Province's Major Crops and Agritourism” for JICA
Accelerate business producing of Asian agriculture through design and creative spheres



dentsu



We are pleased to announce that the consortium of Dream Incubator (“DI”), Dentsu Inc., and our strategic partner Light Publicity Co., Ltd., has agreed to start a project for Japan International Cooperation Agency (“JICA”)’s “Information Collection and Survey in Accordance with the Branding Promotion Strategy for Lam Dong Province's Major Crops and Agritourism” for one year starting March 2016.

Starting with a preliminary study of Lam Dong province (JICA’s “Information collection and verification survey in accordance with the related industries and integrated agriculture, forestry and fisheries in Vietnam”) in September 2014, DI has been developing a master plan for agricultural development in the province. Currently, the plan is being implemented under Japan-Vietnam public-private partnership arrangements. During this process, establishing a brand of the local production area is a critical issue, so DI teamed up with Japan’s leading advertising and design companies, Dentsu and Light Publicity, to form a consortium, which won the contract for this project. Executives responsible for the project from each company had the following to say.

“Dream Incubator has been assisting with the creation of an agricultural development strategy in Lam Dong province for a year and a half. As a result, numerous Japanese businesses in the agriculture, food, and drink industries have become interested in Lam Dong province, and we are currently on the cusp of a major movement in Japan-Vietnam cooperation. Through the current branding project, we hope to further boost the appeal of Lam Dong province domestically and overseas, and accelerate Japan-Vietnam agricultural business producing.”

(Kyohei (kay) Hosono, General Director of DI Vietnam)

“For Dentsu Alpha, which is entering its 11th year in Vietnam this year, we feel it is a great honor for a branding agency to be involved in the branding of Vietnam itself. We want to combine the marketing theory cultivated globally by Dentsu and the local knowledge gained over our 11 years in Vietnam, to highlight the attractions of Lam Dong province not just inside Vietnam but to the entire world.”

(Yoshihiro Fujisawa, General Director/CEO of Dentsu Alpha Ltd.)

“I have been involved in marketing communications for a long time and have hoped to use this experience and knowledge to contribute to the broader community. The latest project to get people all over the world familiar with the wonders of Lam Dong province is just the kind of work I’ve dreamed to do. I will put in 100% to make this a successful project.”

(Kotaro Sugiyama, Creative Officer and Deputy President of Light Publicity)

Company Overview

■Dream Incubator Inc. (<http://www.dreamincubator.co.jp/entop>)

Representative : Takayoshi Yamakawa ,President and Representative Director

Head Office : Tokyo Club Building, 4F 3-2-6 Kasumigaseki, Chiyoda-ku, Tokyo, Japan

Business : Strategic consulting, Business development firm primarily for corporate clients and governmental institutions

■DENTSU INC. (<http://www.dentsu.co.jp/>)

Representative : Tadashi Ishii, President & CEO

Head Office : 1-8-1, Higashi-shimbashi, Minato-ku, Tokyo, Japan

Business : Communication-related integrated solutions, such services as management and business consulting

■Light Publicity Co., Ltd. (<http://www.lightpublicity.co.jp/eng/about/index.html>)

Representative : Kotaro Sugiyama, Creative Officer and Deputy President

Head Office : 7-12-17 Ginza, Chuo-ku, Tokyo, Japan

Business : General advertising planning, design and creation of various packaging, graphics, commercials

*DI and Light Publicity entered a strategic partnership for business producing in the design and creative spheres in November 2015. [▶ Press release](#)

DI Vietnam's initiatives in the Vietnamese agricultural sector

June,2014	Japan-Vietnam Agricultural Cooperation Dialogue: participation in first high-level meeting
July,2014	The Public-Private Council for Promoting the Global Food Value Chain: speech by Mr. Tashiro from DI at the first meeting of the ASEAN Subcommittee in 2014
October,2014	Contract from JICA for "Information collection and verification survey in accordance with the related industries and integrated agriculture, forestry and fisheries in Vietnam"
March,2015	Participated and gave speech at Lam Dong province agricultural workshop and business exchange meeting held in Lam Dong province
June,2015	Mr. Miyauchi from DI Vietnam gave speech at Ministry of Agriculture, Forestry and Fisheries: Public-Private Council for Promoting the Global Food Value Chain
June,2015	Japan-Vietnam Agricultural Cooperation Dialogue: participation in second high-level meeting
January,2016	Mr. Oshiba from DI gave speech at Vietnam agriculture promotion and business seminar
February,2016	Release of final report on "Information collection and verification survey in accordance with the related industries and integrated agriculture, forestry and fisheries in Vietnam"

[For further information]

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