

Country	The Philippines	
Project Name	ASEAN-Japan Business Person Support Program to the Philippines	
	Dispatch of Experts to “Manila Fame/DeXign Global Philippines”	
Place/Venue	SMX Convention Center, Metro Manila, the Philippines	
Duration	October 16 (Wed.) – 21(Mon.), 2013	6 days
Co-organizer	The Center for International Trade Expositions and Missions (CITEM), Department of Trade & Industry, the Philippines	
Dispatched experts	(The “Kyoto 6” members) Mr. Ryo Kagami, Director Kyoto Office, Dentsu, Inc. Mr. Masataka Hosoo, Hosoo Co., Ltd. Mr. Toru Tsuji, Kanetsuji Co., Ltd.	
Observation	<ul style="list-style-type: none"> - Mr. Yoshikuni Ohnishi, Secretary General made a couple of speeches; one for the opening of DeXign Global Philippines on Oct. 17 and the other for the presentation by Kyoto-6 Japan Handmade held on Oct. 18. - The highlight of DeXign Global Philippines was the presentation and demonstration undertaken by Kyoto-6. - Mr. Toru Tsuji is a top-notch craftsman on metal knitting. Originally this technology was dated back to the 8th century used as kitchen utensils for Kyoto cuisine. Using the concept of the original technology, Mr. Tsuji’s company has been actively developing new products one after the other over the years. - Mr. Masataka Hosoo is the 12th generation of the Hosoo Inc. founded in 1688 especially in obi (sash) and kimono. 4 years ago he installed a new textile weaving machine with which craftsmen can weave yarn into a fabric in the width of 150 cm, far wider than the normal obi width (32cm) so as to expand its usage as sofa and chair covers, wallpapers, and other artistic interior decorations. His company has been promoting new fabrics among world-famous hotels, fashion goods companies, etc with tremendous success. - Mr. Ryo Kagami is a business producer of Dentsu Inc. He has identified a group of young craftsmen in Kyoto who possessed big potentials to grow in the global market and has taken initiative to form the Kyoto-6 and applied for METI-promoted Cool Japan Program. - Fusion of time-honored technology of Kyoto arts and crafts and the new inspiring design with contemporary international appeal appears highly relevant to ASEAN local products to become competitive in the international markets as long as ASEAN craftsmen have strong desire to challenge creative design. The AJC may consider organizing a mission of ASEAN craftsmen to Kyoto to observe and study how Kyoto-6 has achieved success in the international markets. 	