

October 17,
2026 (Saturday)
13:00–16:40

Main Theme

Realizing A Sustainable Society
— The Next Step from Tokushima

JR Hotel Clement Tokushima
— 3F Kinsen Hall
[1-61 Terashimahonchonishi, Tokushima City]

Free Admission

Simultaneous Live Streaming



International Consumer's Symposium in Tokushima 2026

Inquiries: Phone +81-88-621-2499

[International Affairs Section, Consumer Policy Division,
Social Affairs and Environment Department, Tokushima Prefectural Government]

Organizer: Tokushima Prefecture

Supported by: Consumers Affairs Agency | Japan Ethical Initiative |

Council for the Promotion of Regional Revitalization with various government agencies by the Union of Kansai Governments

Website <https://www.pref.tokushima.lg.jp/ippannokata/kurashi/shohiseikatsu/7314530/>

**Details and
registration below:**



PROGRAM

International Consumer's Symposium in Tokushima 2026

Opening Remarks

● 13:00–13:15

Session I

● 13:20–14:40 Global Youth Session

Tokushima and Japan! Young People's Thoughts on Sustainable Futures

Coordinator  Japan **Izumi Kado** | Vice President | Shikoku University & Shikoku Junior College

Advisor  Japan **Takao Nishimura** | Professor Emeritus | Yokohama National University

Panelists  Japan **Shikoku University | Tokushima University | Tokushima Bunri University | Naruto University of Education**

 Republic of Korea **Myongji University | Cheju Halla University**

Feature Address

(pre-recorded video)

● 14:45–15:00

Sustainability Society with Sustainable Shopping and Consumption

 Hong Kong **Henry K.H. Wang** | President | Gate International Ltd.

Session II

● 15:10–16:40 Expert Session on Consumer Policy

How Can We Reduce Mottainai?

Rethinking Purchasing, Retail and Systemic Design

Coordinator  Japan **Makoto Tanaka** | Director | Consumer Education Promotion Division, Consumer Affairs Agency

Panelists  Japan **Yukiko Kawase**
General Manager | Sustainability Promotion Office, Seven-Eleven Japan Co., Ltd.

 Japan **Hitomi Suzuki**
Deputy Senior Vice President | General Manager, Sustainability Promotion Office, Lawson, Inc.

 Japan **Antonios Karaiskos** | Professor | Ryukoku University

 Republic of Korea **PARK, Jong Ok** | Head Researcher |
Consumer Market Research Team,
Department of Consumer Policy Research, Korea Consumer Agency

 USA **Robert Evan Sanders** | Associate Professor |
University of California San Diego (Rady School of Management)

※The program and speakers are subject to change without notice.

■ On-Site Participants pre-registration required

Registration deadline:

October 2, 2026 (Friday)

To attend in person at JR Hotel Clement Tokushima, please register via the Online Registration Form on our website. (No registration required for online participants)

* Live captioning available upon request. Please indicate a need for this when registering.
* Parking vouchers will not be distributed to participants. Please use public transportation or a nearby paid parking lot. * Registration may close before the deadline when the event reaches capacity or for other reasons.

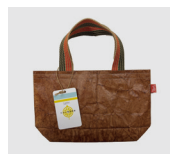
■ Inquiries

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Phone +81-88-621-2499

Email shohishaseisakuka@pref.tokushima.lg.jp

Commemorative Gift for On-Site Participants (for people who pre-register)



Happy Lemon Bag

Used rice bags have been reborn into these warm, inviting bags dyed with traditional kakishibu (persimmon tannin). Each one is carefully handcrafted by Tokushima Prefecture-certified artisans with disabilities. Lightweight, incredibly durable and perfect for everyday use, this upcycled bag is kind to both people and the environment.



International Consumer's Symposium in Tokushima 2026 Website

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Related Event **October 17 (Saturday)** Concurrent Event

Tokushima Food Education Festival 2026 — Cultivating the Future

[Tokushima Prefectural Convention on Shokuiku Promotion]

Main venues: JR Hotel Clement Tokushima (3F/4F)

Secondary venues: Tokushima Station Clement Plaza (2F/4F/5F); Clement Plaza east-adjacent space; Awa Square

