

PROGRAM

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

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

Main Theme

Realizing A Sustainable Society
— The Next Step from Tokushima

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:**



Main Theme

**Realizing A Sustainable Society
– The Next Step from Tokushima**

Worsening climate change, concerns about energy supply, accelerating digitalization...How should we as consumers face these challenges and act in this fast-changing modern society?

From the consumer policy that Tokushima has advanced together with the Strategic Headquarters for Frontiers of Consumer Policy, Consumer Affairs Agency, let's take "the next step" together towards realizing a sustainable society.

At this symposium that will gather consumer policy experts and the next generation of young people from Japan and abroad, we will suggest policies for achieving SDGs (Sustainable Development Goals), and have multi-faceted discussions that will include companies' leading-edge approaches to reducing food loss and relationships between consumers and markets.

We hope that this symposium's discussions will contribute to international policy development and lead to momentum for consumer behavior towards a sustainable society for all worldwide.

**Date
Venue**

October 17, 2026 (Saturday)
JR Hotel Clement Tokushima – 3F Kinsen Hall
[1-61 Terashimahonchonishi, Tokushima City]
※Live-stream will be available.

Schedule

13:00 – 13:15	Opening Remarks
13:20 – 14:40	Session I
14:45 – 15:00	FeatureAddress (pre-recorded video)
15:10 – 16:40	Session II

PROGRAM

Opening Remarks	● 13:00 – 13:15
Session I	● 13:20 – 14:40 Global Youth Session Tokushima and South Korea! 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.

Online Exchange Program with Overseas Universities

To pass on the goal of “Tokushima the international hub of consumer policy” to the next generation, Tokushima Prefecture has been conducting an online exchange program between prefectural and overseas universities since FY2021, discussing topics including ethical consumption and SDGs (Sustainable Development Goals). In FY2025, students from four overseas countries (Australia, Thailand, Philippines, Malaysia) and four prefectural universities (Shikoku University, Tokushima University, Tokushima Bunri University, Naruto University of Education) participated in an online exchange on the theme of “Practicing Ethical Consumption for a Sustainable Future ~From ‘Declaration’ to ‘Recommendation’ ~,” giving presentations and holding discussions about ethical consumption practices with a focus on food. Additionally, through the exchange, the prefectural university students created a policy recommendations document outlining their policy recommendations, and student representatives personally delivered the document to the Commissioner of the Consumer Affairs Agency.



Consumer Education Promotion Program, Connect with the World

To expand its programs and promote the cultivation of consumers with a global perspective, Tokushima Prefecture decided to organize an overseas study tour about consumer policy for university students, and create an opportunity for participating students to present the knowledge they gain and present their recommendations for realizing a sustainable society. In FY2025, a South Korea study tour was conducted with visits to the Korea Consumer Agency and Seoul National University. In FY2026, another study tour was conducted, with visits to Cheju Halla University and Myongji University.

In this session, the Japanese and South Korean university students who participated in this fiscal year's study tour will give their youthful insights about actions for achieving SDGs in a student-led discussion.



Review

2019 | G20 International Conference on Consumer Policy

Under the theme of “Emerging Challenges to Consumer Policy in the Digital Age”, this international conference was held for the first time in Japan as a side-event of the G20 and was co-sponsored by the CAA. Approximately 300 participants from 38 countries, regions, international organizations, and the various prefectures of Japan took part to discuss how to address new consumer issues caused by the rapid increase of digitalization, the promotion of SDGs, etc. With the goal of international cooperation, consumer policy issues shared by countries were discussed, and participants shared the need for strengthening international cooperation in order to create consumer policies in the wake of the digital age.



The forum is available to view online.

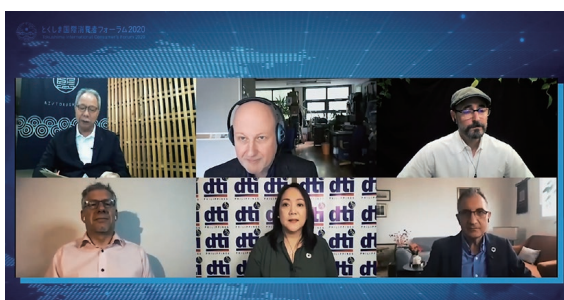
<https://www.pref.tokushima.lg.jp/5026541>

[Japanese only]



2020 | Tokushima International Consumer's Forum 2020

Due to the recent Covid-19 pandemic, consumer activity has changed dramatically on an international level. Taking into account this societal shift, and with the goal of “creating a more sustainable society”, we received progressive ideas from international leaders as well as experts from within Japan.



The forum is available to view online.

<https://www.pref.tokushima.lg.jp/en/world.consumer.forum/>



Review

2021 | Tokushima International Consumer's Forum 2021

Under the theme, "New Consumer Problems and Road Map to Solutions to Prepare for a Post-Covid-19 Digital Society," we received opinions and suggestions from top leaders of ethical consumption from Europe, the U.S., and other countries. We also held sessions with ASEAN countries, who are important partners of Tokushima and Japan, to build new partnerships and create value in the formation of a healthy consumer market, as well as in economic partnerships and people-to-people exchanges.



The forum is available to view online. <https://www.pref.tokushima.lg.jp/en/world.consumer.forum/2021/>



2022 | Tokushima International Consumer's Forum 2022

In order to promote consumer initiatives such as "ethical consumption," from "awareness" to "practice" toward achieving the SDGs (by 2030) and carbon neutrality goal (by 2050), we welcomed opinions and suggestions from "world leaders" from Europe, the United States, ASEAN countries, and other countries through this forum. Members of the younger generation were also invited from within the prefecture and overseas to participate in one of the sessions, connecting our efforts to the future.



The forum is available to view online. <https://www.pref.tokushima.lg.jp/en/world.consumer.forum/2022/>



Review

2023 | Tokushima International Consumer's Forum 2023

The 2023 Forum presented a proposal from Tokushima to the world on “how consumers should be in the digital age” to protect themselves while enjoying the convenience of this rapidly advancing digital society. A record number of 34 participants from overseas attended the Forum. There was a keynote speech by a Consumers International (CI) representative, and government officials and university students from ASEAN countries engaged in in-depth discussions with domestic experts and students from the prefecture.



The symposium is available to view online. <https://www.pref.tokushima.lg.jp/en/world.consumer.forum/2023/>



2025 | International Consumer's Symposium in Tokushima

The 2025 symposium was held on the day before Shikoku's inaugural hosting of the “National Convention on Shokuiku Promotion,” which made sustainable food one of its topics. Other events including Expo 2025 Osaka, Kansai, which aimed to contribute to achieving SDGs, have turned a spotlight on Tokushima. With the main theme of “Tokushima for the Future — Sustainable AI Land TOKUSHIMA,” the symposium held discussions (with a focus on food) aimed to promote ethical consumption and realize a sustainable society in Tokushima.



The symposium is available to view online. <https://www.pref.tokushima.lg.jp/en/world.consumer.symposium/2025/>



■ About the Materials for this Symposium

The material references for this symposium can be downloaded from the special website, which contains English-language materials used in this symposium as well as materials translated into Japanese for reference.

Download materials HERE



■ Survey Form for Participants

Please let us know what you think of the symposium by answering the survey via the QR code on the right.

Survey form



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)

[Food venues] Tokushima Station Clement Plaza (2F/4F/5F)

