

# PROGRAM

**Clement Hall, 4F, JR Hotel Clement Tokushima** [1-61, Nishi, Terashima-honcho, Tokushima]

# Tokushima for the Future

## —Sustainable AI Land TOKUSHIMA—



Japan Association for the 2025 World Exposition

# International Consumer's Symposium in Tokushima

## Main Theme

## Tokushima for the Future —Sustainable AI Land TOKUSHIMA—

This year marks the 10th anniversary of the birth of the Sustainable Development Goals (SDGs) in 2015. How have our individual awareness and actions changed toward realizing a sustainable society? And now that we have five years remaining until the deadline for achieving the SDGs, what are our next steps?

Gathering consumer leaders from Japan and overseas, and the youth who will lead the next generation, this symposium will feature lively discussions on initiatives that can be passed on to the future, including “promotion of ethical consumption,” such as reducing food waste and promoting local production and consumption.

We hope that the discussions here can lead to the development of significant international consumer policies and encourage consumer behavior toward a sustainable society around the world.

## Date Venue

June 6, 2025 [Friday]  
Clement Hall, 4F, JR Hotel Clement Tokushima  
( 1- 61, Nishi, Terashima-honcho, Tokushima )

※Live-stream will be available.

## Schedule

<b>13:00 – 13:20</b>	Opening Remarks .....	P2
<b>13:30 – 13:50</b>	Keynote Speech .....	P2
<b>14:00 – 15:40</b>	Global Youth Session .....	P2
<b>15:50 – 17:20</b>	Consumer Policy Session .....	P3

# International Consumer's Symposium in Tokushima

## PROGRAM

**Opening Remarks** 13:00 – 13:20

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**Keynote Speech** 13:30 – 13:50

### Maruha Nichiro's Efforts to Achieve the SDGs

 Japan **Seiichi Hiroshima**

I Director, Managing Executive Officer I  
I Maruha Nichiro Corporation

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**Session** 14:00 – 15:40 **Global Youth Session**

#### Case Presentation

### Optimal Aid to Distant Countries through the Development of Ethical Products ~Turning Social Issues into Personal Matters~


 Japan  
Tokyo Gakugei University International  
Secondary School (TGUISS)

#### Panel Discussion

### Ethical Consumption in Food ~Towards A Sustainable Future~

**Coordinator**  Japan **Dr. Takao Nishimura**  
Professor Emeritus  
Yokohama National University

**Panelists** University Students from Tokushima Prefecture and  
Overseas Countries

 Japan Naruto University of Education  
Shikoku University  
Tokushima Bunri University  
Tokushima University

 Australia Edith Cowan University

 Malaysia University of Malaya

 Philippines University of the Philippines Diliman

 Thailand Sukhothai Thammathirat Open  
University

# International Consumer's Symposium in Tokushima

## PROGRAM

**15:50 – 17:20 Consumer Policy Session**

### **Consumer Administration's Approach to a Sustainable Society**

**~Exploring Perspectives through Food from Various Countries~**

#### **Coordinator**



Japan **Rie Kuroki**

I Vice-Administrative Chief I

I Strategic Headquarters for Frontiers of Consumer Policy, Consumer Affairs Agency

#### **Panelists**



Japan **Dr. Antonios Karaiskos**

I Professor I Ryukoku University



Thailand **Dr. Pooldapat Wimonkunarak**

I Assistant Professor I

I Sukhothai Thammathirat Open University



Republic of Korea **Dr. Hong, Joon-Bae**

I Director General of the Department of Consumer Safety Surveillance, Korea Consumer Agency



Hong Kong **Christine Loh**

I Professor I Chief Development Strategist I

I Institute for the Environment at the Hong Kong University of Science and Technology

※The program and/or participants are subject to change without notice.

## 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](#) ➔



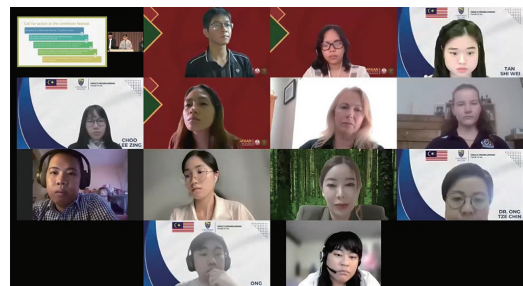
The materials can also be downloaded from the special website. Click [HERE](#).



# International Consumer's Symposium in Tokushima

## Online Exchange Program with Overseas Universities

Tokushima Prefecture has been conducting an online exchange program since FY2021 in order to pass on “Tokushima, an international consumer policy hub” to the next generation. This program aims for university students and others from overseas and within the prefecture to exchange opinions on ethical consumption, the SDGs, as well as other issues. For FY2024, university students exchanged opinions and produced a handbook on the theme of “The Ways of Ethical Consumption in Food,” including initiatives to realize a sustainable society, such as “local production and consumption” and “food waste reduction.” In today's Global Youth Session, university students from Japan and overseas will play a leading role in the discussion from a global perspective.



## 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.



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

[ Japanese only ]





# International Consumer's Symposium in Tokushima

## Review

### 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/>



### 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/>



# International Consumer's Symposium in Tokushima

## Review

### 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/>



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



# International Consumer's Symposium in Tokushima

## 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.



## Related Events

**June 7** [Saturday], **8** [Sunday]

# 20th Annual National Convention on Shokuiku Promotion in TOKUSHIMA



<https://syokuiku-tokushima.jp/>  
※Japanese Only