

JAPAN BENCHMARKING STUDY MISSION (May 12-24, 2024)



DAVID HUTCHINS INTERNATIONAL QUALITY COLLEGE

and



GLOBAL EXCELLENCE TEAM

In association with



JUUSE

Union of Japanese Scientists and Engineers

INVITES YOU TO:

BE PART OF A REAL GEMBA WALK



**See how the Japanese achieve competitive
and superior quality**

*“Over the years we have spent many tens of thousands of pounds on sending our key managers
on courses at the leading business schools.*

They got more out of this trip to Japan from all of those courses put together”

Comment by CEO of a leading UK Company

JAPAN BENCHMARKING STUDY MISSION

The **David Hutchins International Quality College (DHIQC)** and the **Global Excellence Team (GET)**, in association with the **Union of Japanese Scientists and Engineers (JUSE)**, jointly offer a unique opportunity for individuals interested in quality management and continuous improvement, in a way that took Japan to global leadership. This Quality Education Tour provides participants with insights into Japanese quality methodologies and the chance to learn from top experts in the field.

Here are some key highlights of the Japan Quality Education Tour:

1. **Japanese Quality Revolution:** This tour acknowledges Japanese industry's global leadership in quality management and continuous improvement. It highlights the methodologies like Lean, Total Quality Management (TQM), and Hoshin Kanri that originated in Japan.

2. **Japanese Industry Links:** DHIQC has maintained strong connections with Japanese industry and business leaders since the 1970s. The collaboration with JUSE has led to Quality Education Tours to Japan, which has included access to top companies in varying industries.

3. **Unprecedented Access:** Participants get to visit the offices and factory floors of world-leading companies in different cities in Japan. This first-hand experience allows them to witness operational excellence in both manufacturing and service industries.

4. **Educational Insights:** With the involvement of the JUSE instructors and David Hutchins, participants gain invaluable insights into how Japanese methodologies can be successfully applied in their own organisations.

5. **Cultural Experiences:** In addition to business tourism, the programme includes cultural visits to places like the Hakone National Park, and Kyoto; thus, providing a well-rounded experience of Japan.

6. **Strategic Analysis:** Participants have the opportunity to critically analyse their respective organisation's culture and strategy. This can lead to identifying game-changing innovations to improve overall performance and gain a competitive advantage in their respective markets.

7. **Expertise and Networking:** Participants get the chance to learn from top experts and gurus in global quality management. They can gain knowledge about TQM operations, policy management, and problem-solving skills. The tour also offers the opportunity to network with an international community of support through enrolment in the **Global Excellence Team**.

Confirmed Companies to visit during the Tour

- Axial Retailing Inc.
- Shiseido Company
- Panasonic Lighting Devices Co. Ltd
- Toyota Commemorative Museum of Industry and Technology
- Cataler Corporation [*Received the Deming Prize (2015) and the Deming Grand Prize (2018)*]

Who Should Attend

- Chief Executives
- Members of the Executive team (*entire teams are encouraged to participate*)
- Executives who specialise in Business Strategy
- Corporate management development officers
- Advisors to upper management

SCHEDULE OF JAPAN BENCHMARKING STUDY MISSION

Dates	Place	Transportation	Time	Activities	
May. 12 (Sun)	Tokyo			Upon arrival, transfer to your hotel by own arrangement. Accommodation at Keio Plaza Hotel	
May. 13 (Mon)	Tokyo			Free time at leisure. Accommodation at Keio Plaza Hotel	
May. 14 (Tue)	Tokyo	On foot	8:30 am	Lobby call.	
			09:00-09:30	Opening	
			09:30-12:30 14:00-17:00	Seminar: Overview of TQM by Dr. Hiroshi Osada (Professor Emeritus, Tokyo Institute of Technology)	
			12:30-14:00	*Lunch time	
			17:15-18:00	Welcome reception (Ice break) at JUSE	
May. 15 (Wed)	Tokyo	On foot	09:30-12:30 14:00-17:00	Seminar: Daily management and Policy management by Mr. Yoshiro Mitsufuji (Formerly Head of Quality Management of Tokyo Juki Co., Ltd., Fellow of the Japanese Society for Quality)	
			12:30-14:00	*Lunch time	
				Accommodation at Keio Plaza Hotel	
May. 16 (Thu)	Tokyo	On foot	09:30-12:30 12:30-14:00	Seminar: QCC activities and Kaizen by Mr. Yoshihisa Matsuda (JUSE, TQM expert) *Lunch time	
	Shinjuku Omiya Nagaoka	Shinjuku The bullet-train	14:00-17:00	Seminar: TQM Case study by Mr. Yasushi Kito (Aisin Corporation/Project General Manager of All-Aisin TQM Center, TQM Promotion Department)	
			Shinjuku	Leave for Nagaoka, Niigata Prefecture.	
					Accommodation at Keio Plaza Hotel
	May. 17 (Fri)		Bus		Visit①: Axial Retailing Inc.
Nagaoka Omiya Shinjuku		The bullet-train Local train			
				Accommodation at Keio Plaza Hotel	
May. 18 (Sat)	Shinjuku	Bus	8:00	Leave for 1 day sightseeing in Hakone.	
	Hakone				
	Hakone				
	Odawara	The bullet-train	Evening		
	Kyoto			Arrive at Kyoto Accommodation at Kyoto	
May. 19 (Sat)	Kyoto	Bus	9:00	1 day sightseeing in Kyoto. (Kiyomizu Temple, Heian Shrine, Kinkakuji Temple, Nijo-Castle) Lunch en-route.	
	Osaka		Evening	Arrive at Osaka	
May. 20 (Mon)	Osaka			1 day Workshop by Mr. David Hutchins at JUSE Osaka. Accommodation at Osaka	
May. 21 (Tue)	Osaka	Bus	AM&PM	Leave for company visit. Visit②③: Shiseido Company Limited, Panasonic Lighting Devices Co., Ltd.	
	OsakaNagoya	The bullet-train	Evening	Leave for Nagoya by the bullet-train.	
				Upon arrival, transfer to your hotel. Check in at your hotel. Accommodation at Nagoya	
		Taxi			
May. 22 (Wed)	Nagoya	Taxi	9:00	Leave hotel by taxi.	
			AM	"Visit④: Toyota Commemorative Museum" Lunch at the museum.	
			PM	Seminar: Mr. Toba of Toyota Motore Corporation	
				Accommodation=To be decided	
May. 23 (Thu)	Kakegawa	The bullet-train	AM or PM	Leave for company visit. Visit⑤:Cataler Corporation	
				Leave for Tokyo by the bullet-train. Upon arrival, transfer to your hotel. Check in at your hotel. Accommodation at Keio Plaza Hotel	
May. 24 (Fri)	Tokyo			Leave for airport by your own arrangement. The airport limousine is available from hotel to APT(Haneda/Narita).	

<Visits' Information>

- 1) Axial Retailing Inc. [アクシアル リテイリング株式会社 \(axial-r.com\)](http://axial-r.com) *Japanese version only
- 2) Shiseido Company Limited [Shiseido Company | Shiseido Company](#)
- 3) Panasonic Lighting Devices Co., Ltd. https://www.toyota.co.jp/en/about_toyota/facility/toyota_kaikan/
- 4) Toyota Commemorative Museum [Toyota Commemorative Museum of Industry and Technology \(tcmit.org\)](http://tcmit.org)
Seminar by a person by Toyota Motor Corporation <https://global.toyota/en/>
- 5) Cataler Corporation <https://www.cataler.co.jp/en/>

CONDUCT OF THE JAPAN BENCHMARKING STUDY MISSION SEMINAR

The lecturers are experts and practitioners who are actively involved in teaching TQM in Japan for many years and have a proven track record in promoting TQM in Japan and overseas industry.

- Topics will include:
 - General concepts of TQM
 - Role of Top Management in TQM
 - Policy Management
 - Quality Assurance and ISO Standardisation
 - Daily Work Management
 - How to operate TQM
 - QC Circle Activities, and
 - Case studies of TQM Implementation
- Significant interactive sessions with 'Question and Answer' time to discuss key points with the Instructors
- Interact and exchange ideas with top professionals from around the world who share with you, similar experiences
- Return to their organisations with effective problem-solving and business performance improvement techniques by learning from the 'trials' and 'errors' others have experienced implementing TQM in their organisations
- Share insights and work together to develop implementation strategies and techniques
- Participants will be organised into small groups (as desired) to maximise discussion time



TOUR FEE =£5,600
[Five thousand six hundred UK pounds only]

[£4,950 per person where two people are sharing one hotel room]

Tour Fee is inclusive of the following:

- Course registration
- Accommodation, including breakfast, for 12 nights (May 12-23, 2024)
- Transportation during the Study Tour to the organised events
- Seminar materials
- Tour Participant giveaway packs
- Full Certification by JUSE and DHIQC/GET

Tour Fee is exclusive of the following:

- Flight costs to and from Japan
- Travel Insurance
- Lunch and dinner meals
- Incidentals, such as telephone calls, additional drinks/snacks, laundry, medicals, etc

Full payment should be received by us no later than Friday March 22, 2024
[*Note that full refund for payment requests made until Friday March 29, 2024]

JAPAN BENCHMARKING STUDY MISSION - MAY 2024

Online Registration: <https://www.dhiqc.com/japan-quality-tour>

Delegate Details

First Name	Last Name
Company Name/Address // Nature of Business	
Job Title	
Telephone number(s)	
Email Address(es)	
If you do not want us to contact you for future courses, please indicate below with 'NO'	

For enquiries or registration, please send us an email to david@hutchins.co.uk or kola@hutchins.co.uk