

A New Market Created From Japan

The NPO ZESDA (Zipangu Economic System Design Association) is a non-profit corporation aiming at increasing the international competitiveness of Japanese companies by supporting producers who are able to link Japan's technology with global demand.

<http://zesda.jp>

You can access Facebook and Twitter from this homepage.

ZESDA innovation from Japan

ZESDA's AIMS

Mission

Lead global economic growth and develop a new employment system within Japan.

Vision

Give rise to Japanese innovation through "producership".

Value

Work independently. Create independently. Enjoy independently.

Concept

From vertical to horizontal, from internal to external.

GIVE RISE TO INNOVATION THROUGH PRODUCERSHIP

"Producership" refers to leadership possessing skills across multiple fields (multi-literacy), and the ability to use these skills to create new ventures that reach across individual organisations or industries.

OUR ACTIVITIES

Education : Education, Diffusion

Organisation of various events where employees can learn about "producership", management of the "ZESDA Community" Facebook group where employees across various industries can meet and interact.

Incubation : Research, Experimentation

Creation and trial of systems with a cross-cultural foundation that are able to meet future demand and needs.

Production : Implementation, Support

ZESDA as a producer itself is creating new business ventures and enterprises.