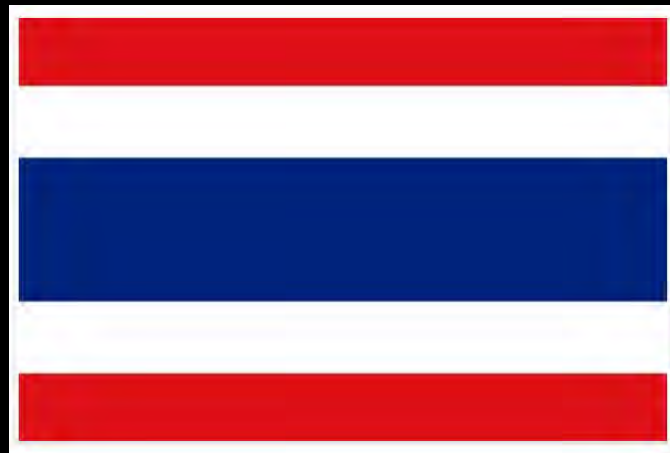




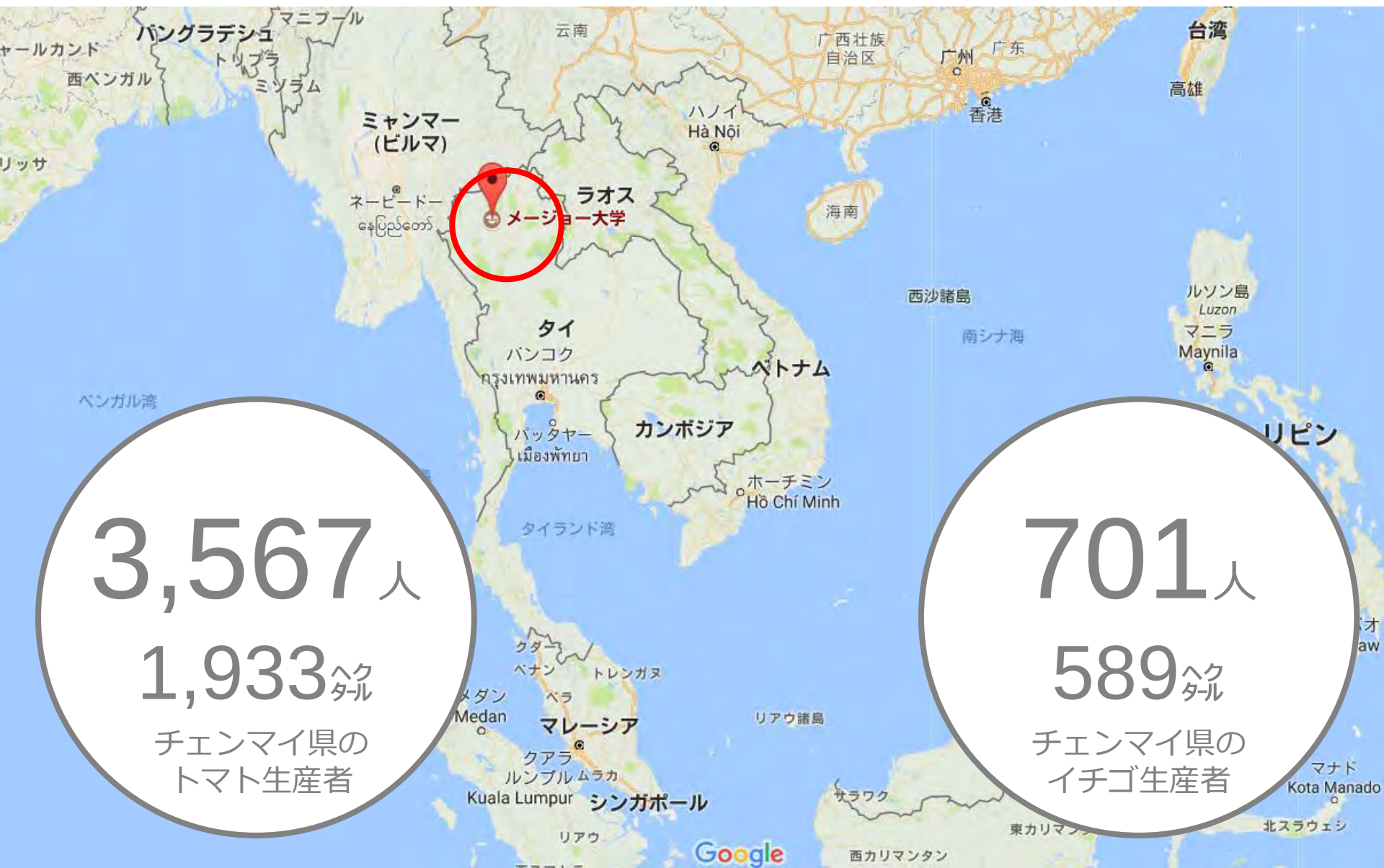
2015-
Thailand



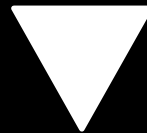




タイは生産者が比較的豊富である



タイにおける調査・実証



Supermarket, Restaurant, Hotel

タイププロジェクトの背景

<Project Outline>

Project to establish a production-sales business of high quality fruits and vegetables in Thailand through implementation of advanced Japanese farming methods.

<Project Background>

Development Challenges of Thailand

Lack of advanced agricultural technology and global competitiveness

Insufficient productivity and quality of agricultural products

Impacts from climate change such as droughts and floods in agricultural sector

Aging of farmers and labor shortage in agricultural sector



Expected Outcome

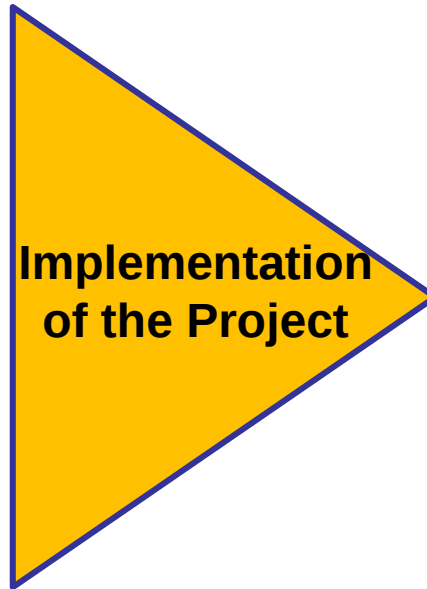
Improvement in agricultural technology and increase in global competitiveness

Stable production of value-added agricultural products

Stable production without being affected by climate change

Labor saving and easily learnable cultivation method with ICT

Implementation of the Project



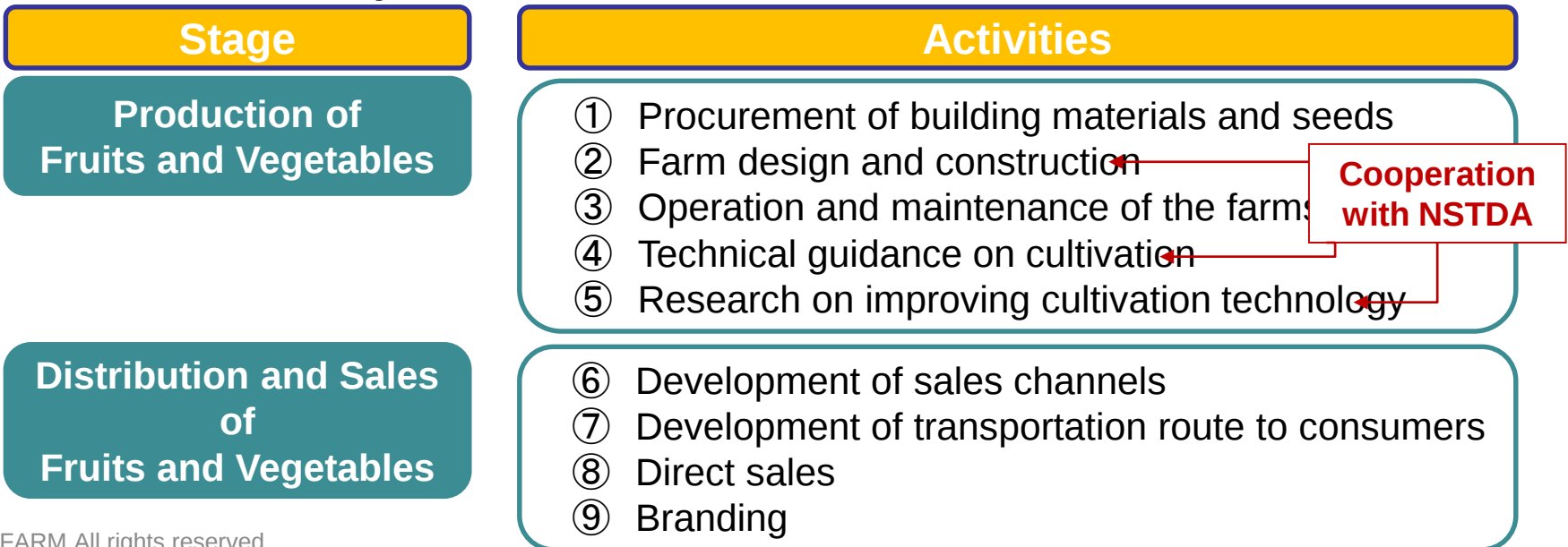
タイ王国プロジェクトの骨子

<Project Mechanism>

In the Project, a local Joint Venture (invested by Ginza Farm) will be established and Ginza Farm will provide technical guidance to produce 2 types of fruits and vegetables – luxury products for the wealthy and general products for middle class. Through the Project, equipment and materials needed for farm construction and cultivation are optimized, in order to minimize installation and production cost.



<Activities of the Project>



タイ王国プロジェクトのスケジュール

Upcoming Phase

Project Formulation Survey

(Oct 2015 – Jun 2016)

Investigation of Business
Environment

Consideration of Farm
Location

Selection of Farming Method

Farm Design and Selection
of Construction Method

Consideration of Distribution
and Sales Channels

Establishment of Business
Plan



Project Implementation Phase

Verification Survey

(Sep 2016 –)



Future Business Plan

Establishment of Joint Venture,
Installation of First Model Farm

タイ王国プロジェクトのODAスキーム

<ODA Project>

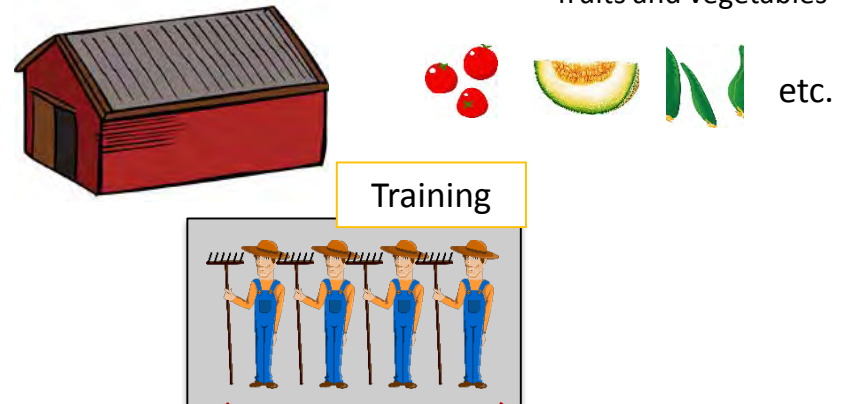
After project formulation survey, we are planning for verification survey which is expected to be supported by JICA (Japan International Cooperation Agency) as ODA project.

Verification Survey (Supported by JICA)

- ✓ Installation of 2 farms for cultivation research and training
- ✓ Technology transfer of cultivation method which is developed through co-researching with NSTDA
- ✓ Formulation of cultivation training program

Effects of Verification Survey

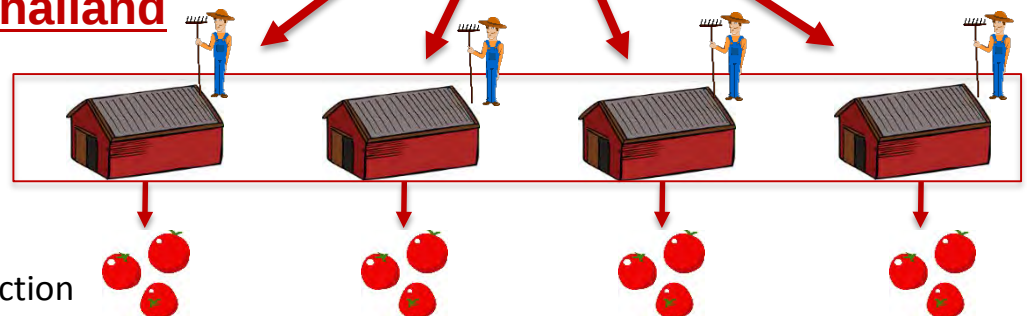
- ✓ Cultivation method development for fruits and vegetables which has added-value and corresponds to the climate change
- ✓ Cultivation training for farmers and enterprises



Diffusion in Thailand

GinzaFarm →

Value-added agricultural production



アジアは人口・経済ともに成長する

39億
2010年

51億
2050年

グローバル展開における課題

技術者の確保

栽培環境整備

これから求められるグローバル展開のための条件

技術者に代わる
農業ロボット

栽培環境を
データ制御



2018-
Israel

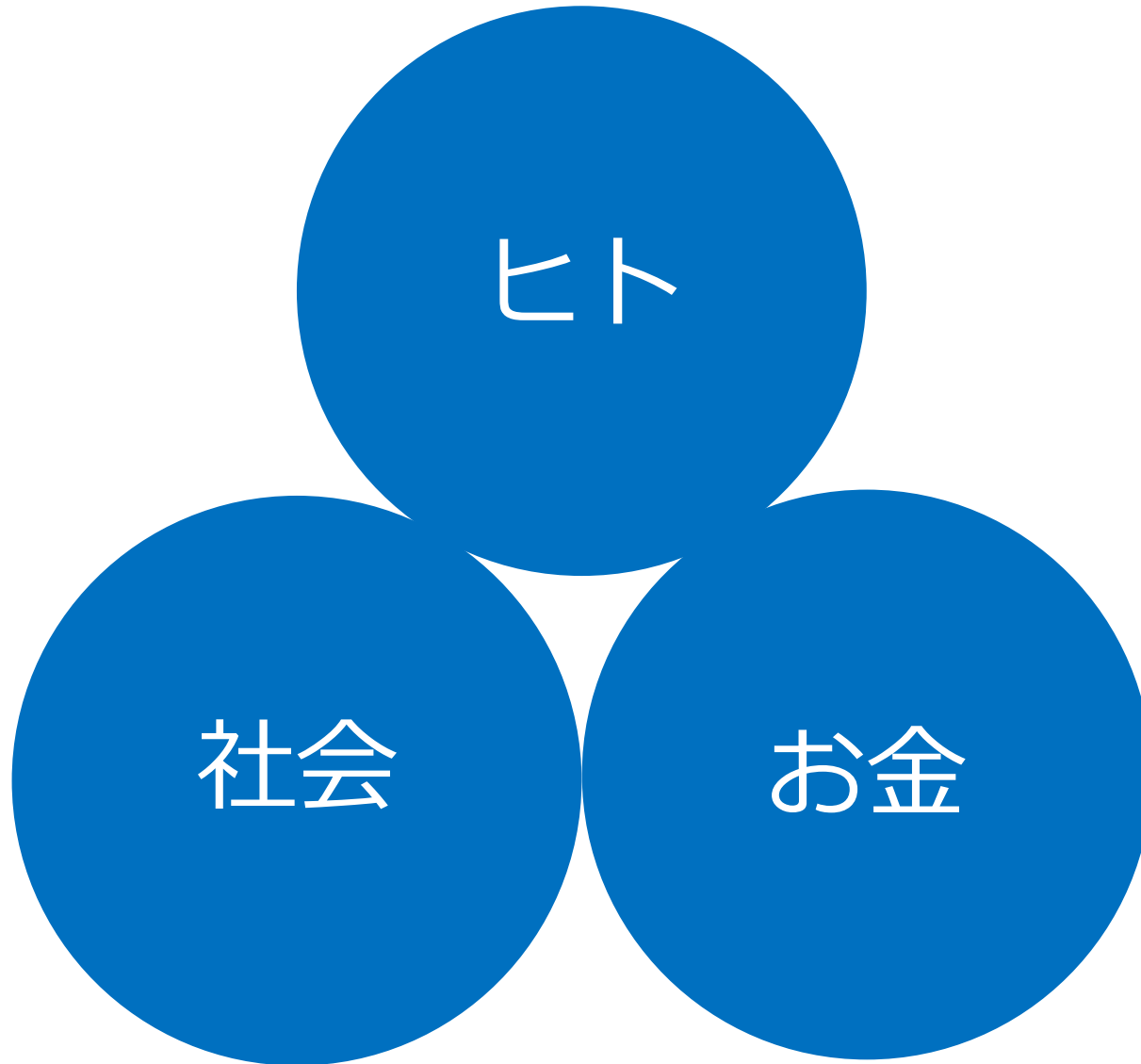
日本とイスラエル



ハードウェア

ソフトウェア

イスラエルのエコシステム





2019-
Australia

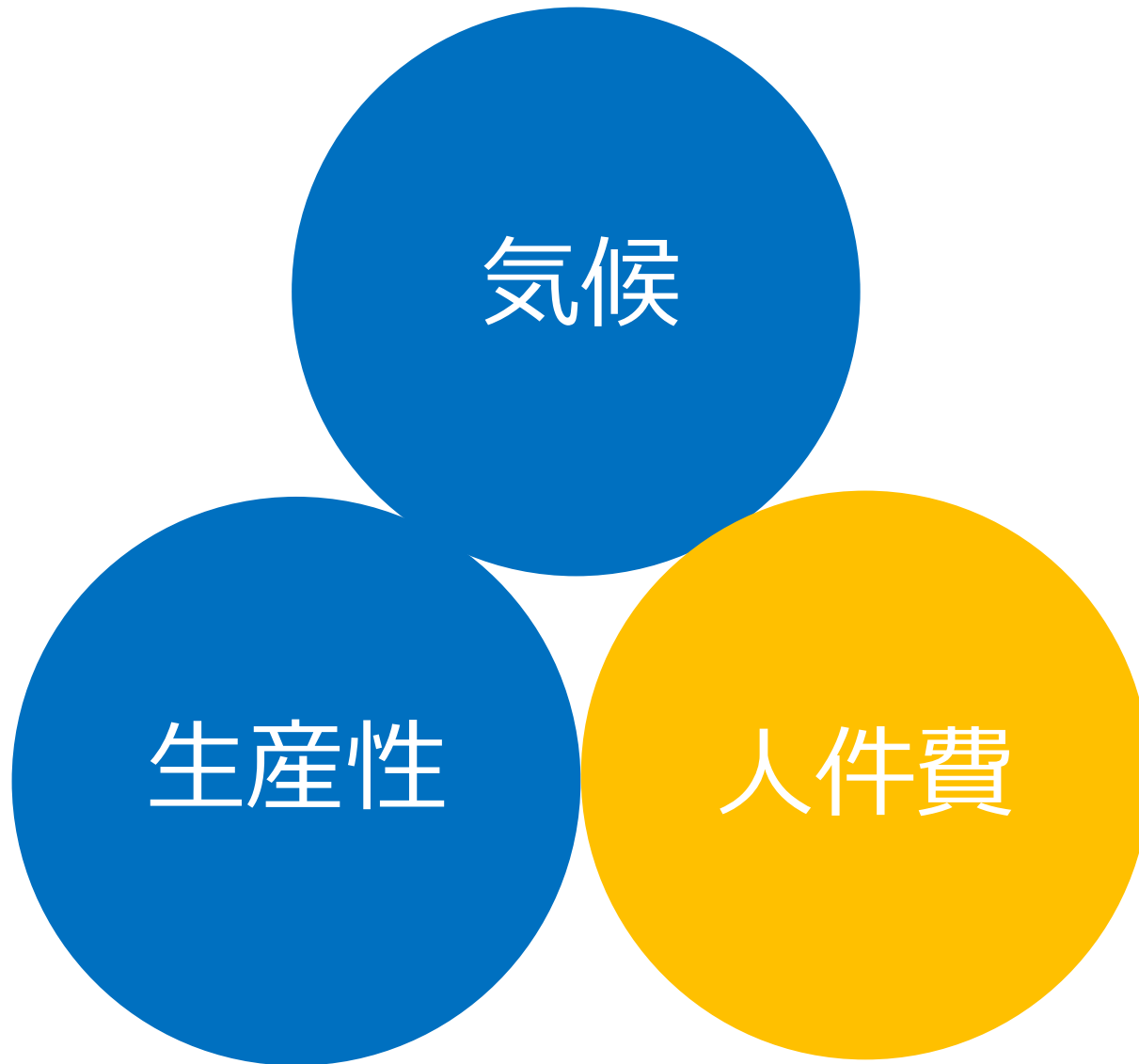
日本とオーストラリア



北半球

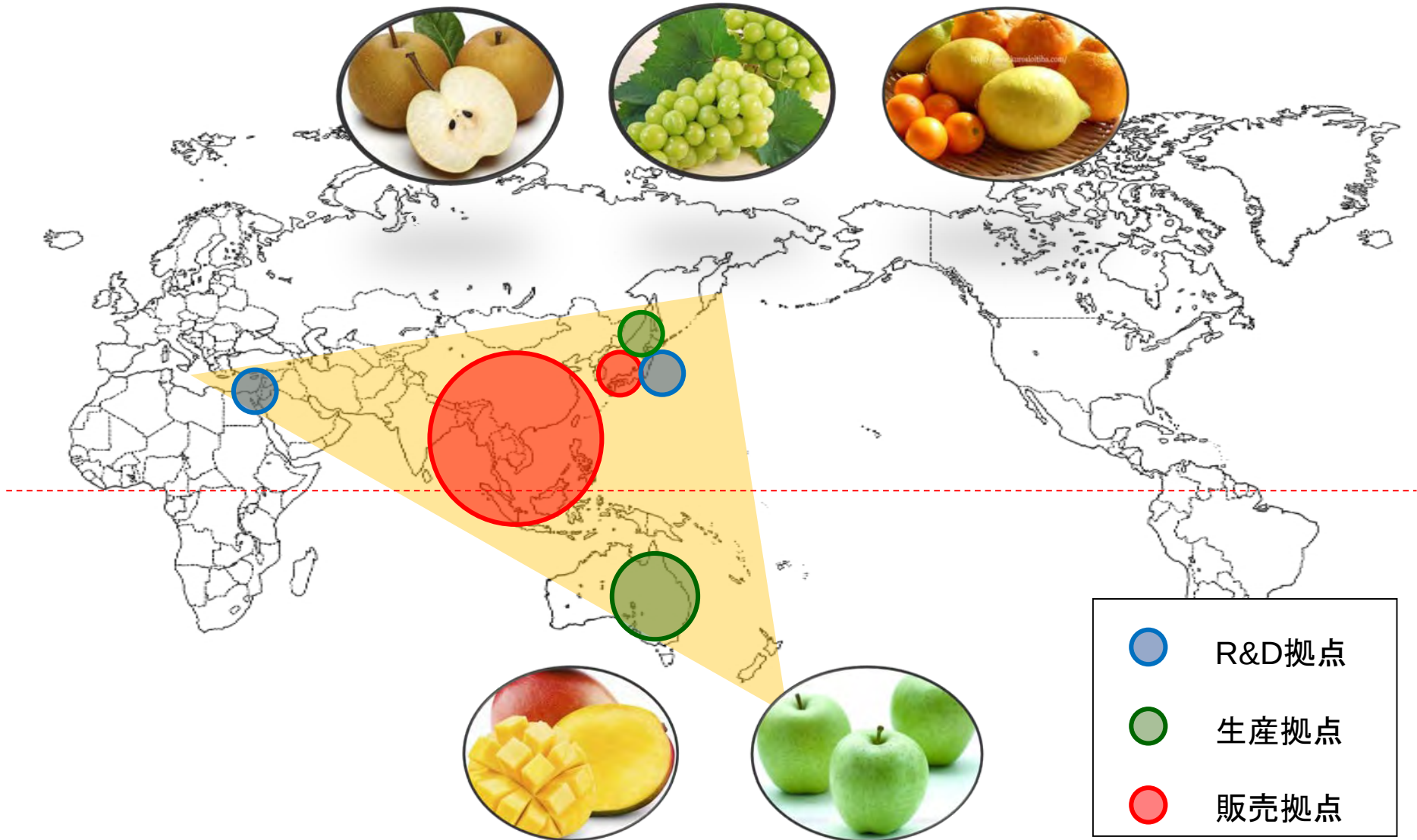
南半球

オーストラリアの特長



アジアマーケットを見据えた事業戦略

テクノロジー・バリューチェーンを構築



現代のテクノロジーは3層構造

上空

ICT層

IT、オープンアーキテクチャ、
プラットフォーム



中空

FA-ICT層

PLC、MES、ROS、



GINZA FARM

地上

FA層

センサー、アクチュエータ、
FA機器、クローズドアーキテクチャ





GINZA FARM

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