

JCCP Regular Course Completed

TR-1-16 Marketing Management

April 4 – 15, 2016

Lecturer: Mr. Masayuki Jimbo

Content:

1. Petroleum Industry in Japan; Refining, product shipping system, integrated refueling system in airport, latest service station facilities, retail dealer business
2. Business skill workshop; oil derivatives , decision making process of crude oil buyers, advanced negotiation, procurement, financial accounting

Site Visits

Showa Yokkaichi Sekiyu, Yokkaichi refinery

Fujitani inc., depot, service stations

Sanai oil, Haneda airport branch

Tatsuno corp. Yokohama factory

Participants :

Indonesia, Iran, Kazakhstan, Mexico, Pakistan, Qatar, Russia, Thailand,
Vietnam <9 countries / 15 participants>

