

**Sustainable Business Strategy Immersion Program in Japan:
*Learning the Art of Building Businesses to Last from the
Masters of the 100 Year Strategy in Japan***

**April 22-27, 2012 Travel Itinerary
(Details of the itinerary are subject to change)**

Travel Information:

The program includes all lodging and transportation with a guide for the 5-day program. Attendees are responsible for their own transportation to the start of the program in Nagoya and after the end of the program in Kyoto. Program includes all meals as noted below with the exception of one dinner and one lunch per the schedule below. Throughout the program faculty will lead integrated discussions of business strategy related to the visits including the “100-year” business, strategy, building business for long-term sustainability vs. decision making for the short-term earnings.

Below is a Summary Travel Itinerary for the program. Prior to departure, participants will receive a detailed itinerary. Pepperdine faculty and staff will accompany participants during the entire program to assist in facilitating the travel.

Day 1: Sunday, April 22, 2012, Nagoya, Japan: Arrival	
Lodging:	Westin Nagoya Castle http://www.castle.co.jp/wnc/en/index.html
Daily Itinerary:	
5:00 pm	Group Welcome and Orientation at Hotel (check-in prior)
6:00 pm	Welcome Dinner at Bar Rosen in Westin Nagoya Hotel
Day 2: Monday, April 23, 2012, Nagoya, Japan: All Day Company Visits	
Lodging:	Westin Nagoya Castle
Daily Itinerary:	
	Breakfast: Westin Nagoya Castle
9:00 am	Board chartered bus
	Tour Nagoya Toyota Factory, meet with management
	Lunch at local restaurant
	Meet with Toray Industries
5:00 pm	Return to Hotel
	Dinner on your own

Day 3: Tuesday, April 24, 2012, Travel to Awazu, Japan: Visit Houshi Ryokan**Lodging:** Check-out Nagoya Hotel, Check-in Houshi Ryokan**Daily Itinerary:**

Breakfast: Westin Nagoya Castle
8:30 am Depart hotel Express train to Kagaonsen Station
11:30 am Arrive Awazu, take chartered bus to Houshi Ryokan
11:50 am Arrive at Houshi Ryokan
http://www.ho-shi.co.jp/jiten/Houshi_E/home.htm
Noon Lunch at Houshi Ryokan and Check-in
1:30 pm Tour property and meet proprietor, 46th Hoshi Zengoro
4:00 pm Free time, consider a trip to the spa
6:00 pm Dinner at restaurant in Houshi Ryokan

Day 4: Wednesday, April 25, 2012, Travel to Kyoto: Visit Zen Gardens**Lodging:** Check-out Houshi Ryokan, Check-In Westin Miyako Hotel, Kyoto**Daily Itinerary:**

Breakfast: Houshi Ryokan Hotel
9:00 am Group Discussion of Sustainable Business Strategy
10:50 am Transfer to Kagaonsen Station by bus
11:00 am Take express train to Kyoto Station, Lunch on Train
1:00 pm Arrive at Kyoto Station and board bus
Visit Ryoanji Zen Temple: <http://www.ryoanji.jp/>
Discuss simplicity in business strategy
Visit Ninnaji Temple: <http://www.ninnaji.or.jp/>
5:00 pm Check-in to Hotel, Westin Miyako
5:45 pm Transfer to Dinner

Day 5: Thursday, April 26, 2012, Kyoto, Japan: Team Making Ceremony**Lodging:** Westin Miyako Hotel, Kyoto <http://www.miyakohotels.ne.jp/westinkyoto/>**Daily Itinerary:**

Breakfast: Westin Miyako Hotel, Kyoto
8:30 am Transfer to tea house for Tea Making Ceremony with Grand
Tea Master, Dr. Genshitsu Sen
12:00 pm Lunch on own and free time
5:45 pm Meet at hotel for transfer to dinner
6:00 pm Closing Dinner at local restaurant

Day 6: Friday, April 27, 2012, Kyoto, Japan: Departure**Lodging:** Check-out of Westin Miyako Hotel, Kyoto**Daily Itinerary:**

8:00 am Group departure breakfast at Westin Miyako Hotel, Kyoto