

## The New Start of IPPS-Japan Region®

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My name is Kaneto Aoyama, current president of IPPS-Japan.

For several years now it has been a very hard time for the gardening and horticultural producers in Japan. The membership of I.P.P.S. is working on a horticultural market with the I.P.P.S. motto that is “SEEK AND SHARE.” Currently in Japan the gardening and horticultural markets are beginning to change their business style. Therefore, IPPS-Japan needs to change its management style. The membership of IPPS-Japan is also anxious for IPPS-Japan to change.

In June 2005, we had our 12th Annual Conference in Mie. I would like to express my appreciation to the executive committee members for preparing the conference and all I.P.P.S. members who attended this conference. At this conference we not only had the presentation of research papers but we also had the opportunity to exchange ideas between IPPS-Japan members. If the members are to attend our conferences they will expect to get something from the meeting. To achieve this wish, we decided the subject would be member satisfaction.

As we began the conference planning we received a surprise. To our surprise we found that many IPPS-Japan members did not know each other. Also they did not know what other members were doing or what the membership was interested in receiving from the conference. It was true that we, the IPPS-Japan members are under a very difficult situation currently. I think it resulted from a lack of following our policy of “SEEK AND SHARE.”

We then prepared for the annual conference in Mie with the idea to change that situation. The program has the content, which was “the meeting to exchange the idea of IPPS-Japan member with each other.” It would start with an exchange of business cards between members, introducing themselves to each other, talking about what is interesting to them, what they are expecting, and so on. It was good business exchange for IPPS-Japan members at the conference at that time.

I will be changing the management of IPPS-Japan additionally in the future. We will begin with an extensive change to our IPPS-Japan web page and newsletter revision. It is imperative that we provide more information to our members and provide the opportunity for IPPS-Japan members to exchange information with each other. It should offer a better business chance for IPPS-Japan members.