



OBEYA
association
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2025 // JUN 08 - JUNE 15



Join us on the
Japan Obeya study tour

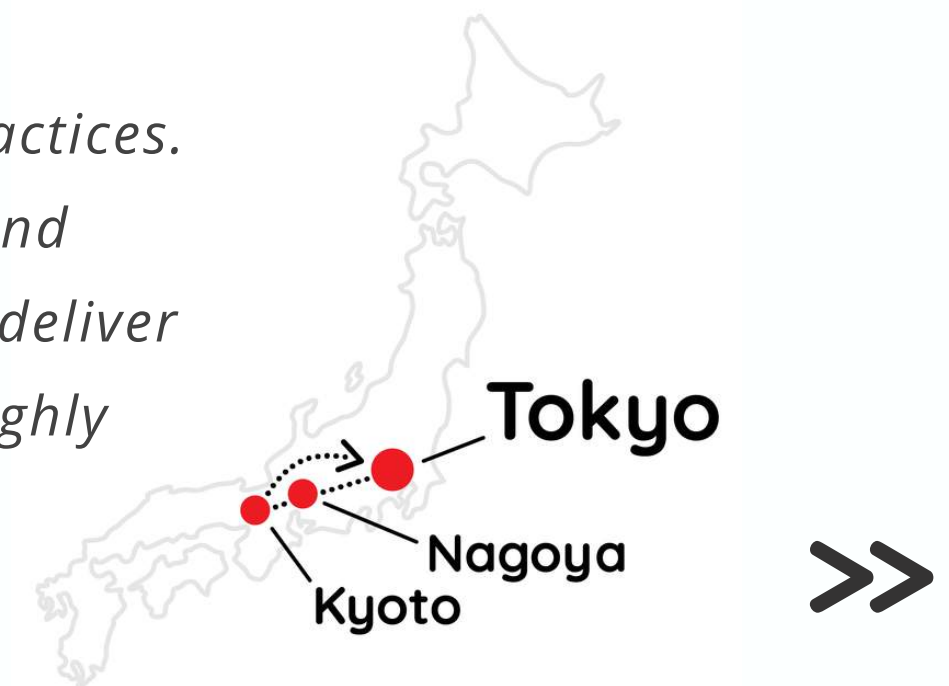


Join us on this iconic Obeya study tour!

EXPERIENCE THE POWER OF OBEYA IN JAPAN



A week filled with company visits showcasing real Obeya use and best visual management practices. The visits include the Toyota Management Institute, a Toyota supplier and other companies and organizations. All intended to profoundly grow further understanding of how Obeya can best deliver value for your organization. The diversity of our group (discussions) makes this experience highly interactive, meaningful and fun.





PROGRAMME JAPAN OBEYA STUDY TOUR 2025



START
SUN

JUN 08

OBEYA USER
INVOLVEMENT:
KARAKURI
KAIZEN

TOKYO/NAGOYA

DAY 1
MON

JUN 09

VISIT TOYOTA
ENGINEERING
CORPORATION
& MANAGEMENT
INSTITUTE

NAGOYA



DAY 2
TUE

JUN 10

TOYOTA TPS IN
ACTION
-
TEA CEREMONY

NAGOYA

DAY 3
WED

JUN 11

CONTINUOUS
IMPROVEMENT AT
A 5S FACTORY
-
ZEN TEMPLE

KYOTO



DAY 4
THUR

JUN 12

POSITIVE CULTURE
WITH OBEYA
-
MARTIAL ARTS
WORKSHOP

TOKYO

DAY 5
FRI

JUN 13

TOKYO STREET
OBEYA'S
-
COST EFFICIENT
OBEYA SUCCESS

TOKYO

PROGRAMME JAPAN OBEYA STUDY TOUR 2025

Our exciting programme

Prepare to be amazed by the richness of decades – if not centuries – of Obeya history. Tracing back over 2500 years from Confucius towards present Obeya practices. Experience the true power and essence of Obeya.

The programme is tailored around finding effective ways to translate our (group)learnings into valuable practices for your own organization.

Together we will discover how to utilize an Obeya in the pursuit of Customer/Employee Satisfaction, Innovation, Collective Learning and more. You will explore how Visual Management is applied.

Craftsmanship (monozukuri) and hospitality (omotenashi) will be our guiding stars in our journey.

- ✓ 7 day study tour, focused on effective Obeya practice
- ✓ Hosted by an English speaking Obeya professional
- ✓ Toyota Management Institute training
- ✓ Diverse company visits and workgroups
- ✓ Cultural and educational exchange
- ✓ Transport, accomodation and food included
(DURING PROGRAMME)

DATE & TIME

Arrival: Sun June 08
Programme: Mon to Fri
Leisure: Sat June 14
Return: Sun June 15

PRICE

€ 6000,- early bird!
(regular price € 7000,-)
Including accomodation, transport, excursions & food (DURING PROGRAMME)
Flight tickets and transport from/to airport excluded



A QUICK OVERVIEW OF WHAT WE WILL DO DURING THE OBEYA STUDY TOUR IN JAPAN

START

SUN

OBEYA USER
INVOLVEMENT:
KARAKURI
KAIZEN

JUN 08



TOKYO/NAGOYA

An Obeya should always reflect the needs of the users rather than force its users into a certain fixed structure. A good Obeya is continually adapted and improved upon by the people involved. This main principle is part of today's programme.

On Sunday we will start in Tokyo and take the bullettrain together to Nagoya. There we will do a bit of easy sight-seeing to digest the jetlag. We will have a look at a temple and a Karakuri-clock in the neighbourhood. Karakuri refers to mechanisms using springs, gravity, magnetism to perform certain tasks.

Kaizen implementations which use these ideas are referred to as Karakuri Kaizen. Karakuri is still widely used in Japanese factories to make work easier, safer, better, etc. The idea is that workers actually build the workplace by themselves to make the work easier, safer and better. They adapt the environment to their needs, rather than the other way around.

DAY 1

MON

VISIT TOYOTA
ENGINEERING
CORPORATION
& MANAGEMENT
INSTITUTE

JUN 09



NAGOYA

We visit the Toyota Engineering Corporation for a seminar and hands-on workshop on Toyota Way Management System and Toyota Production System. This will be an awesome experience where we learn Obeya principles and practice straight from the source.

On Monday the Toyota Engineering instructors have worked a lifetime at Toyota and were there in the early days when the Obeya concept was developed at Toyota. During the workshop we will use visualization concepts in a simple form such as a Yamazumi-chart to drive Kaizen of the assembly process. The assembly line simulation will be concluded by an Obeya style review of the participant's Kaizen achievements of the fan assembly.

A QUICK OVERVIEW OF WHAT WE WILL DO DURING THE OBEYA STUDY TOUR IN JAPAN

DAY 2

TUE

TOYOTA TPS IN
ACTION
-
TEA CEREMONY

JUN 10



NAGOYA

Go Gemba time! Showcasing Toyota TPS Visual Management best practices and the roots of concepts such as Kata and ShuHaRi during a tea ceremony.

On Tuesday we will visit a supplier of Toyota to see how TPS is actually put into practice. We learn how Visual Management and Obeya are a natural part of the workflow.

In the afternoon it is time for tea. We engage in a traditional Japanese tea ceremony. The essence of the tea ceremony is all about the Art of Japanese Hospitality or Omotenashi in Japanese. Much more than just sipping tea...

It is one of the old Japanese traditions that lie at the roots of Obeya: People with different roles gather in one place to create a unique moment together in time and space. The purpose of a tea ceremony does not lie in the drinking of tea but rather in trying to walk the road to perfection. The Way of Tea cherishes interaction between people in order to be in the moment, to learn and grow together. Other ideas often heard in Lean and Agile such as Kata and ShuHaRi are directly connected to the tea ceremony.

DAY 3

WED

CONTINUOUS
IMPROVEMENT AT
A 5S FACTORY
-
ZEN TEMPLE

JUN 11



KYOTO

How an orderly, clean and safe work environment energizes employees and lays the foundations for visual management.

On Wednesday we head for Kyoto. After some sight-seeing we visit a Zen temple to meditate under guidance of a Zen priest. Zen meditation is about the essence of things and becoming a virtuous person. Consider Obeya as a practice to uncover the essence.

After a wonderful vegan lunch, served at the Zen temple, we're off to visit Nagahama Factory, a manufacturer of metal high-precision parts. Their continuous improvement efforts center on 5S (sift, sort, spic-and-span, standardize and stimulate) to create an orderly, clean and safe work environment. We will see how 5S in fact is a simple but very powerful tool for visual management and how this lies at the basis for any Obeya.

A QUICK OVERVIEW OF WHAT WE WILL DO DURING THE OBEYA STUDY TOUR IN JAPAN

DAY 4

THUR

POSITIVE
CULTURE WITH
OBEYA
-
LOST IN
TRANSLATION

JUN 12



TOKYO

Obeya doesn't only need to be about goals and targets but can also be about gratitude and inspiration, maintaining a positive company culture where the energy flows freely.

On Thursday, at Oishi Accounting Office, the Obeya specifically aims at building their unique culture of warmth and positivity. We join their morning stand up meeting.

To end the day, we'll have a unique dinnertime experience at Teppen. You'll get to witness a 100% real morning meeting, Chorei, providing a fascinating insight into Japanese business culture.

DAY 5

FRI

TOKYO TECH

-

MARTIAL ARTS
WORKSHOP

JUN 13



TOKYO

Just start small, but in any case: **START!**

On Friday we start our day by traveling from Yokohama to Kanagawa. Our first stop is Shimpo Information Systems, where we will visit their office and learn about their innovative work.

For lunch, enjoy a delicious Italian meal with a unique Japanese twist before you explore Yokohama's Chinatown. You'll have time to walk around, see the sights, and maybe buy some souvenirs.

In the evening it is time for some action! Japanese martial arts, Aikido or the Way of Harmony.

Training takes place in the Dojo, which translates as the Place where the Way is practiced. It is all about people gathering in one place to try and learn together how to become a better version of oneself. Learning and growing by doing. The parallel with the Obeya is not very far.

A QUICK OVERVIEW OF WHAT WE WILL DO DURING THE OBEYA STUDY TOUR IN JAPAN

DAY 6

SAT

LEISURE DAY
IN TOKYO

JUNE 14



TOKYO

Whether you want to get lost in translation or find an even deeper connection with the Japanese culture, a day spent leisurely is always a day well spent.

On Saturday, after an intense study tour of Japan's visual management and Obeya practices, spend a leisurely day exploring Tokyo. Visit the Meiji Shrine, Hamarikyu Gardens, and trendy Harajuku district for lunch. Or rather visit the Tokyo Skytree for breathtaking views of the city, and end the day at the famous Shibuya Crossing while sipping a cocktail at one of the many rooftop bars in the area. Tokyo has something for everyone, and you're sure to find the perfect way to unwind and recharge after a week of intense learning.

DAY 7

SUN

TIME TO
GO HOME

JUNE 15



TOKYO

“Don't cry because it's over. Smile because it happened.” - Dr. Seuss

On Sunday it is time to say goodbye to each other. As we finish our study tour and head home, we hope to carry with us new experiences, insights, and ideas. Our minds and hearts expanded and enriched, as we return with a fresh perspective and renewed enthusiasm to apply what we've learned in our work and personal lives.



DISCLAIMER: ALL DATES AND PRICES MENTIONED ABOVE ARE NOT BINDING AND CAN BE SUBJECT TO CHANGE

THIS CONCLUDES THE OVERVIEW OF THE VISITS THAT WE WILL DO DURING THE JAPAN OBEYA STUDY TOUR. OF COURSE, THE VISITS ABOVE ARE ALL SUBJECT TO CHANGE. AS WE STILL LIVE IN UNCERTAIN COVID-TIMES, AT NO POINT DO WE GUARANTEE THAT WE WILL DO THESE VISITS EXACTLY AS DESCRIBED ABOVE. WE ASK FOR YOUR UNDERSTANDING IN ADVANCE AND APOLOGIZE FOR ANY INCONVENIENCE THESE CHANGES IN THE PROGRAMME MAY CAUSE.

RESERVE YOUR SEAT