

PD Training Outline - BDS

Day	Time	Session	Session Title	Contents / Instructor	
Day 1	09:30-09:45	Reception and registration			
	09:45 – 10:00	Pre-evaluation form			
	10:00 – 10:10	Expectation			
	10:15-10:30	Introduction		<ul style="list-style-type: none"> Service and facilities of PalPro center Objectives of collaborative sessions with JICA project 	
	10:30-11:10	Session 1	“Market-in strategy for product development” Mr. Ziyad Abu AlRob	<ul style="list-style-type: none"> Overview Market-in approach in marketing strategy Product development stages Q&A, discussion 	
	11:10-11:20	Coffee Break			
	11:20-12:00	Session 2	“Case Studies of product development,” Mr. Ziyad Abu AlRob	<ul style="list-style-type: none"> Cases on brand new product Cases on rebranding of existing product Q&A, discussion 	
	12:00-12:15	Wrap-up / Feedback collection / Request for further topic			
	12:15-12:20	Introduction of Business Advisory Service by FPCCIA and National Experts			
	12:30-13:30	Session 3	Business idea generation	Mr. Sameh Fahmi	
			Brainstorming	Mr. Sameh Fahmi	
			Creativity	Mr. Sameh Fahmi	
	13:30 – 14:00	Lunch break			
	14:00 -15:00	Session 4	Macro-screening	Mr. Sameh Fahmi	
Picture association			Mr. Sameh Fahmi		
Business idea development			Mr. Sameh Fahmi		
15:00 – 15:15	Discussion and wrap-up				

Food laboratory

Day	Time	Session	Session Title	Contents/Instructor
	09:30 – 09:45	Registration		
Day 2	09:45 – 10:00	Introduction		• Dr. Ziad Ayyad
	10:00-10:45	Session 1	Product Food products – the basis of innovation Process	• Dr. Ziad Ayyad
	10:45-11:00	Coffee Break		
	11:15-13:00	Session 2	Designing a New Product	• Dr. Ziad Ayyad
	13:30 – 14:30	Lunch break		
	14:30-13:30	Session 3	Discussion & Case study	• Dr. Ziad Ayyad
	14:30 – 15:00	Discussion and wrap-up		

Fabrication laboratory

Day	Time	Session	Session Title	Contents/Instructor	
	09:30 – 09:45	Registration			
Day 3	09:45 – 10:00	Introduction			
	10:00-10:30	Session 1	Product Development Process	<ul style="list-style-type: none"> • Product Development Process and Organization • Opportunity Identification 	
	10:30-11:00	Session 2	Opportunity Identification		
	11:00-11:30	Session 3	Product Planning	<ul style="list-style-type: none"> • Product Planning • Identifying Customer Needs • Product Specifications 	
	11:30-12:00	Coffee Break			
	12:00-13:00	Session 4	Industrial Design and prototyping	<ul style="list-style-type: none"> • Industrial Design • prototyping • Concept Generation product • Concept Selection • Concept Testing 	
	13:00 – 13:30	Lunch break			
	13:30-14:30	Session 5	Patents and Intellectual Property	<ul style="list-style-type: none"> • Patents and Intellectual Property 	
	14:30 – 15:00	Discussion and wrap-up			