Overview of *Manabi DX Quest*

A Digital Talent Development Program by Japanese Ministry of Economy, Trade and Industry (METI)

- **What is *Manabi DX Quest*?**

Manabi DX Quest is a digital talent development program launched by the Ministry of Economy, Trade and Industry (METI) to accelerate digital transformation (DX) across regional industries and enterprises in Japan.

The program consists of two main components:

- **A case-based learning curriculum** grounded in real-world corporate data
- **A collaborative program with local small and medium-sized enterprises (SMEs)** that promote hands-on DX practices

Through participation in *Manabi DX Quest*, individuals—regardless of prior experience with digital technologies—gain exposure to transformation strategies, processes, and the mindset required to drive DX within organizations. The program also provides opportunities to build a strong professional network with peers who share similar aspirations in the digital field.

- **What Participants Gain from the Program**
  - **Hands-on DX Experience**

    Participants engage directly in DX projects and build practical skills necessary to act as DX practitioners, even without prior digital literacy.
  - **Comprehensive Skill Development**

    While working through real-world challenges, participants collaborate with peers and deepen both business skills (e.g., problem identification, goal setting, communication) and digital competencies (e.g., AI implementation, data science, and applying digital tools in business contexts).
  - **Adaptability for a Fast-Changing Digital World**

    By tackling issues using digital technologies freely, participants learn to adapt to a rapidly evolving technological landscape and gain practical, actionable skills. Participants are encouraged to experiment with generative AI throughout the program, gaining hands-on experience in how to use it effectively.

- **Collaborative Learning & Continued Networking**
  Participants are encouraged to connect with and learn from each other throughout the program, building long-term networks.
  After completion, they may also join the *Alumni Community* to engage in continuous learning and exchange across program years. (Participation is optional.)

- **Program Components**
  - **Case-Based Learning Program (Project-Based Learning – PBL)**
    - A PBL-centered format where participants learn through active collaboration and mutual teaching, rather than traditional lectures.
    - Over approximately three months (*duration may vary by session*), participants explore the full end-to-end DX process—from identifying business challenges to proposing digital solutions and organizational changes.
    - The curriculum features real case studies using actual company data, enabling learners to develop DX skills from both business and digital perspectives.
    - Encourages self-directed learning where participants define their own questions and hypotheses—there is no single "correct" answer, allowing for diverse ideas to emerge.
    - The program is designed to support both beginners and experienced individuals in digital topics, with various mechanisms to foster peer learning.
    Example topics: Identifying business challenges → Defining requirements → Developing and testing solutions → Proposing implementation strategies to management

- **Regional SMEs Collaboration Program**
  - This program offers a more hands-on learning experience, where participants work as a team over approximately 2–3 months (*conditions and duration vary*) to solve real challenges faced by local SMEs.
  - By collaborating directly with boarding members and staffs of SMEs, participants gain firsthand insight into the practical difficulties and success factors of implementing DX at the ground level.

Example topics: Proposing solutions for concrete challenges at the planning, design, or validation stage of DX initiatives

- **Key Features of the Program**
  - ➢ **Certificate of Completion**
    - Participants who complete either the PBL or SMEs collaboration program will receive an official *Certificate of Completion*.
    - Issued in the form of **Open Badges**, these can be easily shared on social media, included in email signatures, or used to highlight skills and experience publicly.
  - ➢ **Alumni Community**
    - *Manabi DX Quest* maintains an active *Alumni Community*, where past participants from different cohorts come together to continue learning and sharing.
    - Community activities include sharing DX-related information via Slack, study groups, networking events, and more.
  - ➢ **Program Achievements**
    - The program has seen strong participation from both individuals and companies each year, consistently earning high satisfaction ratings from attendees.