

# Japan Brand Program

## Science through Entertainment with Shooting Stars on Demand

Schedule: February 19-26, 2017 Site: Malaysia (Kuala Lumpur, Penang), Singapore

### ■ Dispatched Expert



**Lena Okajima**

### **CEO and Founder, ALE Co., Ltd**

Okajima obtained Ph.D. in Science, Astronomy, School of Science, the University of Tokyo. She founded a science and entertainment company while attending university. After graduation, Okajima worked at stock company, and inaugurated a consulting company specializing in emerging countries in 2009. Then she established ALE Co., Ltd, as space entertainment enterprise in 2011. She has been working on materializing artificial shooting stars in 2018.

### ■ Review of Activities

#### ● **Malaysia (Kuala Lumpur)**



Lecture at Planetarium Negara



Lecture at Management & Science University

#### ● **Malaysia (Penang)**



Lecture at Tech Dome



Lecture at University of Science-Malaysia Penang campus

#### ● **Singapore**



Lecture at Institute of Technical Education



Lecture at Japan Creative Center

### ■ Achievements

Lena Okajima, CEO and Founder, ALE Co., Ltd, ALE has been developing apparatus which produces artificial shooting stars by releasing meteor sources from satellite. In Malaysia (Kuala Lumpur, Penang) and Singapore, she talked about artificial shooting stars technology and the way to enjoy them. In Kuala Lumpur, she lectured at Planetarium Negara, Management and Science University, and held meetings for the purpose of opinion exchanges with figures from local entertainment industries. In Penang, in addition to lectures at University of Science-Malaysia and Tech Dome, she received press interview. In Singapore, Okajima gave lectures at The Institute of Technical Education targeting wide range of audience from junior high school students to parties of science technology at science center as well as Japan Creative Center. She had discussions with participant from variety of countries on global space technology conference and also built effective networks in Singapore.