

JENESYS 2016(Theme: Economics) 4th Batch In-bound Program
(ASEAN 10 countries, India and Timor-Leste
(Sub-Theme: Economic Partnership, Trade and Investment)
Program Report

1. Program Overview

255 students and young adults from ASEAN 10 countries, India and Timor-Leste, who are interested in the international business, visited Japan from November 29 to December 6 and participated in a program on the theme of Economic Partnership, Trade, and Investment. They were given a lecture on the economic relationship and its future prospects between Japan and ASEAN 10 countries, India or Timor-Leste, and divided into 10 groups visiting Hokkaido, Gifu, and Wakayama respectively. They had a chance to visit local medium and smaller sized companies promoting their overseas development. The participants learned a lot from and expressed strong attention to Japanese goods or agricultural products as well as the attitude toward manufacturing by Japanese companies. Some of them individually conveyed their interest and experience through their network in SNS. Based upon their findings and learning in Japan, each group made a presentation in the final session and reported on the action plans to be taken after returning to their home countries.

【Participating Countries and Number of Participants】

255 participants (India: 22, Indonesia: 18, Cambodia: 21, Singapore: 13, Thailand: 21, Timor-Leste: 19, The Philippines: 22, Brunei: 21, Vietnam: 22, Malaysia: 22, Myanmar: 25, Laos: 29)

【Prefectures Visited】

Tokyo (All participants), Hokkaido, Gifu, Wakayama

2. Program Schedule

Nov 27 (Sun)-29 (Tue):

Arrive at Narita International Airport or Haneda International Airport

Nov 29 (Tue) **【Orientation】**

Nov 30 (Wed) **【Lecture on Understanding Japan/Key Note Lecture】**

Nov 30 (Wed) - Dec 4 (Sun): Divided into 10 groups and visit each prefecture

(1) Group A/B/C/D: Hokkaido

【Courtesy Call】 【Lecture on Outline of the Region】 Obihiro City Hall

【Observation of Historical Landmark】 Obihiro Centennial City Museum

【Observation of Regional Industry/Company and Opinion Exchange1】

Yamamoto Tadanobu Co. Ltd. (Flour Milling Industry), Ryugetsu Co., Ltd. Garden

Shop (Confectionery), JA Obihiro Kawanishi (Obihiro Kawanishi Japan Agricultural Cooperatives), and Nippon Beet Sugar Manufacturing Co., Ltd
【Cultural Experience】Mochi Pounding (Rice Cake), Shippo-yaki (Ceramic Brooch)
【Exchange Meeting with Local Residents】
【Workshop for Reporting Session】
【Luncheon Party with parties in local business】
【Observation】 Banei-Keiba (local horse race)

(2) Group E/F/G: Gifu

【Lecture on Outline of the Region】 Gifu Prefectural Government
【Lecture on Economic Field】 OKB Research Institute
【Exchange with Local Residents and Parties in local business】
【Observation of Economic-related Facility】 Chicory Village
【Observation of Cutting-Edge Technology】 Science World
 (Gifu Cutting-Edge Science Experience Center)
【Cultural Experience】 Making Pottery/ Kakuyama Ceramic Art studio
【Observation of Regional Industry/Company 1 】
 Okuma Corporation (Industrial Machinery Tools)
【Observation of Regional Industry/Company 2】
 Feather Museum (Edged tools) and Hamono Kaikan (Edged tools)
【Cultural Experience】 Experience of Tea Ceremony, Lecture on Understanding Japan, and Cosmo Dome (planetarium)
【Luncheon Party with Local Residents】 FOW (Federation of World Youth)
【Observation of Historical Landmarks】 Basho's Oku no Hosomichi Haiku Journey Museum, Ogaki Castle, and folk museum.
【Workshop for Reporting Session】
【Observation of Historical Landmarks】 Chiyobo Inari Jinjya shrine
【Observation of Economic-related Facility】 Minna no Mori and Gifu Media COSMOS

(3) Group H/I/J: Wakayama

【Lecture on Outline of the Region】
 Wakayama Prefectural Fisheries Research Institute
【Observation of Regional Industry/Company and Opinion Exchange1 】
 Taiji Whale Museum (Cambodia, Indonesia, Vietnam)
【Observation of Historical Landmark】 Kumano Nachi Taisha shrine (Timor-Lest)
【Observation of Regional Industry/Company and Opinion Exchange2 】
 Aquaculture Research Institute, Kindai University
【Observation of Regional Industry/Company and Opinion Exchange3 】
 Katata fishery cooperative society and Tore tore Market,
【Observation of Cutting-Edge Technology】 Seto Marine Biological Laboratory, Field Science Education and Research Center, Kyoto University

【Homestay】

【Observation of Historical Landmark 】 Wakayama Castle

【Workshop】

Dec 5 (Mon): All groups Move to Tokyo

【Reporting Session】

Dec 6 (Tue): Depart from Narita International Airport or Haneda International Airport

3. Program Photos

Common Program (Tokyo)

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| 11/30 【日本理解講義／基調講演】 【Lecture on Japan Culture / Key Note Lecture】 | 12/5 【歓送会】 【Farewell Party】 |

Group A/B/C/D: Hokkaido

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| 12/1 【地方自治体表敬訪問】帯広市役所表敬 【Courtesy Call】 Courtesy call on Obihiro City Hall | 12/1 【歴史的建造物視察】帯広百年記念館 【Observation of Historical Landmark】 Obihiro Centennial Museum |

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| 12/2 【地域産業・企業視察】日本甜菜製糖株式会社 芽室製糖所（食品製造） | 12/2 【地域産業・企業視察】株式会社柳月（菓子製造） |
| 【Observation of Regional Industry/Company】 Nippon Beet Sugar Mfg. Co., Ltd. Memuro Sugar Factory (Food manufacture) | 【Observation of Regional Industry/Company】Ryugetsu Co.,Ltd. (Confectionery) |
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| 12/3 【文化体験】餅つき | 12/3 【地域住民との交流会】 |
| 【Cultural Experience】Mochi pounding (Rice Cake) | 【Exchange with Local Residents】 |

Group E/F/G: Gifu

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| 11/30 【地域概要講義】岐阜県庁 | 11/30 【経済関連講義】OKB 総研 |
| 【Lecture on Outline of the Region】Gifu Prefectural Government | 【Lecture on Economic Field】OKB Research Institute (Think Tank) |

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| <p>11/30 【地域住民・企業関係者との交流会】</p> | <p>12/1 【最先端技術視察】 岐阜県先端科学技術体験センター(サイエンスワールド)</p> |
| <p>11/30 【Exchange with Local Residents and Business Officials】</p> | <p>【Observation of Cutting-Edge Technology】 Gifu Cutting-Edge Science Experience Center(Science World)</p> |
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| <p>12/2 【地域産業・企業視察①】 オークマ株式会社(工作機械)</p> | <p>12/2 【地域産業・企業視察②】 フェザーミュージアム(刃物)</p> |
| <p>【Observation of Enterprise】 Okuma Corporation (machine tools manufacturer)</p> | <p>【Observation of Enterprise】 Feather Museum (Cutlery Museum)</p> |
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| <p>12/3 【文化体験】 日本文化理解講座</p> | <p>12/4 【歴史的建造物視察】 千代保稲荷神社</p> |
| <p>【Cultural Experience】 Lecture on Understanding Japan</p> | <p>【Observation of Historical Landmarks】 Chiyoho Inari Jinja shrine</p> |

Group H/I/J: Wakayama

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| <p>12/1 【地域概要講義】和歌山県水産試験場</p> | <p>12/1 【歴史的建造物視察】熊野那智大社 (東ティモール)</p> |
| <p>【Lecture on Outline of the Region】 Wakayama Prefectural Fisheries Experiment Station</p> | <p>【Observation of Historical Landmark】 Kumano Nachi Taisha Shrine (Timor-Leste)</p> |
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| <p>12/1 【地域産業・企業視察①・意見交換】 太地町立くじらの博物館（カンボジア、イン ドネシア、ベトナム）</p> | <p>12/2 【地域産業・企業視察②・意見交換】 近畿大学水産研究所</p> |
| <p>【Observation of Regional Industry/ Company and Opinion Exchange 1 】 Taiji Whale Museum (Cambodia, Indonesia & Vietnam)</p> | <p>【Observation of Regional Industry/ Company and Opinion Exchange 2 】 Fisheries Laboratories, Kindai University</p> |
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| <p>12/2 【最先端技術】京都大学フィールド科学 教育研究センター瀬戸臨海実験所</p> | <p>12/3 【ホームステイ】</p> |

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| 【Observation of Cutting-Edge Technology】 Seto Marine Biological Laboratory, Field Science Education and Research Center, Kyoto University | 【Homestay】 |
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4. Voice from Participants

◆Student from Thailand

In my opinion, I think the most significant impression of this program is visiting companies namely Ryugetsu Sweetpia Garden and Yamamoto Sadanobu Flour Mill because it made me know a lot about how each company has been established and developed. In addition, I gain a lot of new knowledge that I've never known before for example how they relate each process together or how they create their own electricity to use within company. I've amazed of many processes and arrangement of the companies that I've visited.

◆Young Adult from Laos

I learned quite a lot from Professor K. I was surprised that there were over 60,000 people over the age of 100 plus. Even though there is a large gov't debt, there is no problem because Japanese people have tremendous savings to offset the problem. While economy is stagnant, there is no political unrest. Trade deficit is not terrible, since Japan has investment abroad.

Very impressed by sugar beet factory. Discovered that it is the other method (more expensive) by which to produce sugar. It makes sense for Japan because it has to import the sugar cane. Sugar beets provide opportunity for Japan to be self-sufficient.

During the stay at Napal Ashoro, was very impressed by the amount of attention devoted to detail. The complex rituals and routines that are commonplace for Japanese are very interesting for foreigners. Highly touched by the sincerity and kindness of Japanese hospitality. One example: a taxi driver parked his taxi on the side and spent at least 10 minutes trying to explain to us that we did not have to take a taxi – but could walk. He did this graciously, patiently and all while standing in the cold.

◆Young Adult from Philippines

I am grateful on the very warm welcome and hospitality that each local Japanese promotes us

They value the people more than anything else. The discipline and the love for the people especially the elders (65 years old or above) are commendable. My heart melts everything Japanese locals wave their hands to bid farewell.

Hands- up on the manufacturing industries, most especially Okuma Company. This is the first and only world class/advanced technology that I have impressed so far in my 31 years of experience. The high technology including the robotics makes me want to learn and study more.

Tea ceremony and temple visits are my favorite. I am happy and amazed how Japanese

people are able to preserve and maintain their culture. Mochi strawberry and green tea are my favorites.

Lastly, the entire Japan experience for me is very rewarding. I will really miss the place and the people. I will definitely go back here.

◆ **Young Adult from Indonesia**

Lectures were very useful. Prof.K's lecture provided very important knowledge of Japan, Japanese culture and people. In Wakayama Prefecture, we got best knowledge of fishery and aquaculture of blue fin tunas, sea breams, etc.in Fishery Experiment Station as well as Universities. They will contribute to fishery of Indonesia. Also we could know Japan's efforts to conserve marine resources and to seek sustainable way for fisheries. I hope our researchers can learn aquaculture in Kinki University.

I was also impressed by the management system of fishery facilities including aquarium.

I was very happy with our home stay families through the home stay, I experienced in wearing Kimono, traditional tea ceremony and others. It was a grateful and nice moment.

◆ **Student from Cambodia**

Kindai University Marine Research Center is the most interesting place out of all programs. I experienced a lot from the professors and other workers. It's such a good thing of how people can perform the research for preventing such as disease, extinction of the fish, and their characteristic. Also the researching of breeding of saltwater fish by cross breeding. It's an interesting program that I can learn from.

5. Voice from Japanese Participants

◆ **Representative of company**

It was impressive to see the participants understand and agree that human skills, aside from technology, are necessary in creating better products. In the question and answer session, I was surprised that there were more questions than expected on services and support systems. I was reminded afresh of the need for overseas technical support systems.

◆ **Representative of local government**

We were happy to have forty people from Vietnam and Indonesia visit Wakayama Prefecture this time, since Wakayama currently promotes exchanges with these two countries. Exchanges are made especially with Vietnam in the field of agriculture and fishery industries, and it was meaningful to have participants interested in the theme of "fishery" visit Wakayama and exchange opinions with people engaged in fisheries within the prefecture. The visitors toured the Taiji Whale Museum where they listened to lectures given by researchers. I was glad to have been able to provide an opportunity for the visitors to deepen their understanding on the Japanese whaling culture in the

Kumano-nada region, which has also been registered as Japan's cultural heritage.

◆Host family

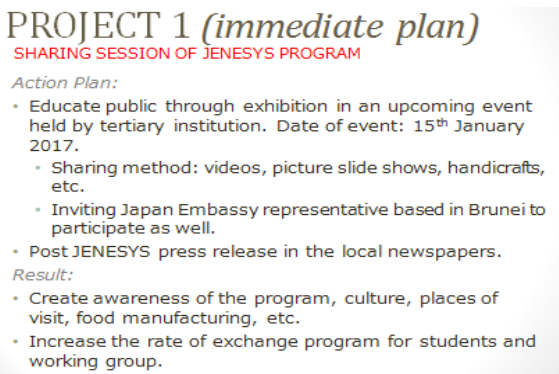

When asked what my hobbies were, I told my guests that they were “shigin (singing of Japanese or Chinese poems) and Nihon buyo (Japanese dance).” When I actually showed them the singing and dance, the guests took great interest, and said that they also wanted to do them together. Seeing the guests make great efforts to learn shigin and Nihon buyo by practice, I was moved and wanted to teach them as much as possible. We practiced over and over again. Everyone was very happy and sang even in the car. I wished that there were more time so that I could have taught them more Japanese and about Japanese culture. I was very impressed by the attitudes of these students from abroad to actively absorb things about Japan. If I have another chance to accept students from abroad, I would like to convey things about Japan, keeping deep communication in mind.

6. Dissemination by the Participants

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| <p>山本忠信商店（小麦粉工場）（インスタグラム）</p> <p>寒さの中でみんなハッピーな表情。とても寒いけれどみんな楽しんでいるかな？</p> | <p>ちこり村 及び サイエンスワールド （フェイスブック）</p> <p>ちこり栽培及び加工販売する産業企業訪問 実験主導型の博物館の視察</p> |
| <p>Yamamoto Tadanobu Co. Ltd. (Flour Milling Industry), Happy faces in the cold weather Oh my! So cold! ✨ hope you are guys are enjoying it! (Instagram)</p> | <p>Chicory Village and Science World visits One of the local companies which grows Chicory and process and sell. Science World; the museum for hands-on experiences. (Facebook)</p> |

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| <p>近畿大学（インスタグラム）</p> <p>知ってますか、日本は清潔な国です。気持ちよく滞在できます。ここでの勉強は続きます。（特に養殖に関して。）この大学を推薦します。私はこの大学がいいです、あなたもですか。</p> | <p>太地港（インスタグラム）</p> <p>太地町立くじらの博物館でイルカとコミュニケーション！</p> |
| <p>Kindai University</p> <p>You know, Japan is clean country. Very comfortable to stay and... To continue our study in here. (Especially for aquaculture, I recommend this university for you). I hope so, do you want too? (Instagram)</p> | <p>Taiji Harbor</p> <p>We have been in Taiji whale museum to play with dolphins today!</p> <p>(Instagram)</p> |

7. Action Plan Presented at the Reporting Session by Participants

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| <p>1（帰国直後のプラン）プログラム内容の共有</p> <p>JENESYS での経験、得た情報を 2017 年 1 月 15 日に開催する展示会を通じ一般人の気づきを促す。プログラム後のプレスリリースを地域新聞で発表。</p> <p>2（中期プラン）新しい市場への招待</p> <p>ハラル食品の世界的取引は 14 兆ドル(推定)。両国で市場を共に開拓。イスラム教徒の観光客や、輸出機会もが増える。政府機関や海外の投資機関等と情報共有。その後即座にビジネスマッチングを行う。</p> <p>3（長期プラン）より良い未来へ向けて</p> <p>関係諸機関や会社と協力し個々の行動を働きかけ</p> | <p>写真ブログサイト</p> <p>対象：インターネットにアクセスできる 4 千万人のフィリピン人(3/2 は 30 歳以下)</p> <p>写真、見識を作成、日本を知る良い機会である JENESYS の交流事業をフィリピンの若者に推奨する、ソーシャルメディアのブログを共有、N Y U（青年委員会）の活動でブログを促進</p> <p>2 か月から 6 か月の間にブログを更新</p> <p>学校のイベント、生徒集会</p> <p>日本の文化、習慣などを紹介</p> |

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| <p>る。省エネ、ゴミ分別、衛生基準（消毒薬やマスク）</p> | <p>-環境にやさしい/次に来る人への気遣い</p> |
| <p>1 (Immediate) SHARING SESSION Educate public through exhibition in an upcoming event on Jan. 15, 2017, handicrafts, etc. Post JENESYS press release in the local newspapers.</p> <p>2 (Mid-term) INTRODUCTION TO A NEW MARKET "Global trade in halal food is estimated to be worth around USD 1.4 trillion annually" Exploring market both blooming Muslim tourists and export opportunities. Sharing session with Government bodies and foreign investment agencies. Follow-up immediately with business matching contacts.</p> <p>3(Long-Term)TOWARDS A BETTER FUTURE Collaborating with the relevant agencies and corporate entities to increase individual initiatives: Energy saving, Segregation of waste, Hygiene standards (sanitizer, facial masks)</p> | <p>Photo blogsite Target audience; 40million Filipino people with access to internet(2/3 of which are under 30 years old) Project; Compilation of photos and insights, Promote JENESYS program to other Filipino youth as an opportunity to get to know more about Japan, Sharing of blogsite in social media, Promoting the blogsite through activities of the National Youth Commission</p> <p>School events, Assembly Cultivate an appreciation for Japanese culture; Details of Actions; Introduce Japan, good habits and manners Eco-friendliness/Consideration for next user.</p> |