

**JENESYS 2016 In-bound Program Report
(10 ASEAN Countries, India and Timor-Leste,
Theme: Economics (6th Batch))**

1. Program Overview

248 students and young adults from ASEAN 10 countries, India and Timor-Leste, who are interested in the international business, visited Japan from January 30 to February 7 and participated in a program on the theme of Small and Medium Enterprises. 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 groups visiting Aichi, Osaka, Shiga, Kyoto, and Kumamoto 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】

248 participants (India: 22, Indonesia: 21, Cambodia: 23, Singapore: 2, Thailand: 23, Timor- Leste: 21, The Philippines: 22, Brunei: 21, Vietnam: 23, Malaysia: 22, Myanmar: 25, Laos: 23)

【Prefectures Visited】

Tokyo (All participants), Aichi(50), Osaka, Shiga, Kyoto(75), Kumamoto(123)

2. Program Schedule

Jan 29(Sun)/ 30 (Mon):

Arrive at Narita International Airport or Haneda International Airport

Jan 31 (Tue) **【Orientation】** , **【Lecture on Understanding Japan/ Key Note Lecture】**
 【Observation of Historical Landmark/Traditional Culture】
 Edo-Tokyo Museum

Feb 1 (Wed)~Feb 5 (Sun): Divide into 10 groups and visit each prefecture

(1) Group A/B: Aichi

【Lecture on the Region】 Aichi Prefectural Government
【Lecture on Economic Field】 Nagoya Chamber of Commerce & Industry
【Exchange with Parties in Local Business】 , **【Observation of Local**

Industry/Company】 Comet Kato Co., Ltd. (Development, manufacture, installation, and sale on a variety of commercial kitchen equipment), Metal Heat co., Ltd.(Heat treatment technology),
 【School Exchange】 Aichi Prefectural University (Promotion to cultivate human resources internationally well-grounded), 【Observation of Historical Landmark】 Nagoya Castle, 【Cultural Experience】 HATCHO MISO Limited Partnership, 【Homestay/Home-visit】 , 【Workshop】

(2) Group C/D/E: Osaka, Shiga, Kyoto

【Lecture on Economic Field】 , 【Observation of Economic-related Facility】 The Entrepreneurial Museum of Challenge and Innovation, 【Lecture on Economic Field】 The Osaka Chamber of Commerce and Industry, 【Observation of Economic-related Facility】 Monodzukuri Business Information-centre Osaka(Consultation related to middle or small sized business matching specialized manufacturing) ,
 【School Exchange】 ECC Kokusai College of Foreign Languages
 【Observation of Historical Landmark】 Osaka Castle, Kiyomizu-dera Temple, 【Observation of Local Industry/Company】 Fukujuen CHA experience Park (Tea Production) , 【Observation of Environment-related Facility】 Higashi-omi Government Office, NPO Aito Eco Club, 【Cultural Experience】 Japanese Inn Stay, Japanese tea, 【Workshop】

(3) Group F/G/H/I/J: Kumamoto

【Exchange with parties in business field】 Business Fair @ Kumamoto For promoting trade and economic ties between Japan and ASEAN countries with Indian and Timor- Leste, 【Observation of Local Industry/Company】 Honda Motor Co., Ltd Kumamoto Factory (Manufacture of Motorcycle and its accessories), JA (Japan Agricultural Cooperatives) Kuma , Nishida Tekko Corporation, Eto Processed Food Product limited partnership, NIPPON PAPER INDUSTRIES CO., LTD. Yashiro Factory (Paper and Pulp Manufacture), Kyushu Railway Company Kumamoto Comprehensive Railyard (Bullet Train)(Japanese National Railway), Visit Farm, Strawberry Picking, 【Exchange with Local Residents】 , 【Observation of Historical Landmarks】 Aso Shrine, Aso Monzen Town, Kumamoto Castle, Josaien in Sakuranobaba, Kumamoto Suizenji, 【Nature Experience】 KusaSenrigahama, Kurokawa Hotspring, 【Workshop】

Feb 6 (Mon): Move to Tokyo, 【Reporting Session】 , 【Farewell Party】

Feb 7 (Tue): Depart from Narita International Airport or Haneda International Airport

3. Program Photos

Common Program (Tokyo)



1/30 【Orientation】



2/6 【Reporting Session】

Group A/B:Aichi



2/1 【Lecture on Outline of the Region】
Aichi Prefectural Government



2/1 【Observation of Historical Landmark 】
Nagoya Castle



2/2 【Business Exchange】



2/2 【Observation of Regional
Industry/Company】 Comet Kato Co. Ltd.



2/4 【School Exchange】 Aichi Prefectural University



2/5 【Farewell Party with Host Family】

Group C/D/E : Osaka, Shiga, Kyoto



2/1 【Observation of Economic-related Facility】 The Entrepreneurial Museum of Challenge and Innovation



2/1 【Lecture on Economic Field】 The Osaka Chamber of Commerce and Industry



2/2 【Observation of Regional Industry/Company】 Monodzukuri Business Information-center Osaka (MOBIO) (manufacturing industries)



2/2 【School Exchange】 ECC Kokusai College of Foreign Language



2/3 【Observation of Historical Landmark】
Osaka-jyo Castle



2/3 【Observation of Regional Industry/Company】 Fukujuen CHA Experience Park (Manufacture, Wholesale and Retail of Japanese Tea)

Group F/G/H/I : Kumamoto



2/1 【Observation of Historical Landmark】
Kumamoto-jyo castle



2/2 【Observation of Historical Landmark】
Kumamoto-jyo castle



2/3 【 Observation of Regional Industry/ Company and Opinion Exchange】
JR Kumamoto Institute of Shinkansen



2/3 【 Observation of Regional Industry/ Company and Opinion Exchange】
Kumamoto Works, Honda Motor Co., Ltd.

	
2/4 【Exchange with Local Residents】 Hitoyoshi city, Kuma gun	2/4 【Exchange with Local Residents】 Kikuchi city

4. Voice from Participants

◆Filipino Student

The exchange program with the Japanese students was also a good experience. I got to know and experienced what it is like to go to their school, and how organized their cafeteria is, and how each classroom is made for a particular purpose. In our visit to Metal Heat Co., I learned that one of their aims is to make their plant the cleanest in the world, and they achieved it. I think every company should follow. They also have a big market share in the world due to the quality of their work and which helps the economy of Japan. Our home visit was my favorite part of the activities. I have met such kind and accommodating people which really shows a characteristic of Japanese people.

◆Cambodian Student

At the lecture by Osaka Chamber of Commerce and Industry, I was so surprised about inspiration to set up a business over there. And they also show how attractive Osaka is, how Osaka's economy is growing. The government has had the strong aim to attract the young entrepreneurs to invest in Osaka by giving the special offer. I found that is the reason Japan economy is growing day by day. The lecture at MOBIO explained about the support of SME's in Japan. I was so impressed how SME's could produce such goods and products which I thought only the big company could do. I started to think about which of business I should go to. I was so surprised to see most kind of products produced by SME's.

◆Thai Student

The thing that impressed me most during the stay in Japan is Japanese people. The people, including lecturers, staffs and even door man are also nice and polite. They have such a good manner of being polite and punctual. Moreover, during every lecture or visit, the lectures tried to explain as much as possible and they are more than willing to make things clear for us, regardless the fact that they can speak just Japanese. My

most impressed visit is at Aito Marguerite Station because of the mindset in establishing the road station. Moreover, activities that they do are in concern of keeping clean environment as well as bonding relationship among the local people, of which this mindset is not popular or somehow less concerned by This people. Another significant impression is the visit at Fukujuen CHA Yugaku Park. I was amazed by how delicate and thoughtful of the Japanese people in producing good quality of the tea.

5. Voice from Japanese Participants

◆ The person in charge of accepting school

Looking at the recent world situation, I felt people all over the world headed towards paying attention to “the differences” among one another. However, I realized that the students are still able to pay attention to common feelings and culture at the personal interaction level, beyond “differences” through this acceptance. To offer the opportunities that allow students to share a brief period of time beyond the “various differences” that divide or are may divide, including those of nation, region, culture, religion, and others, is the minimum contribution that we adults can do for young people of the next generation.





◆ The person in charge of accepting company

We are currently reinforcing the exports to ASEAN countries, and we learned about the countries and their cultures through interaction with local people on this occasion. At a factory visit, the group visiting Japan asked many questions with a different viewpoint to Japanese, which was a new experience for us.

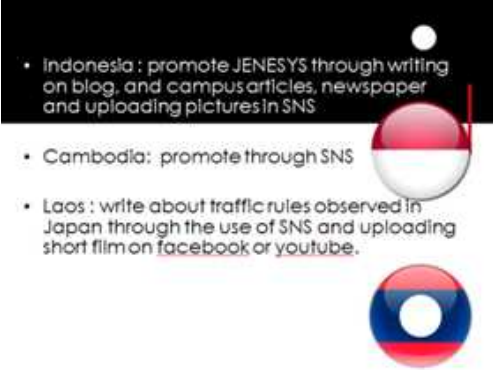
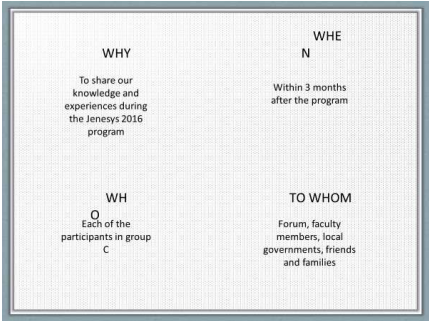
◆ The person in charge of accepting school

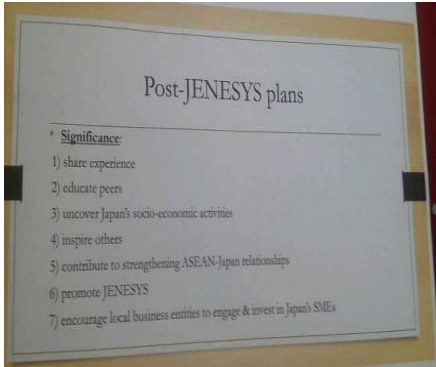
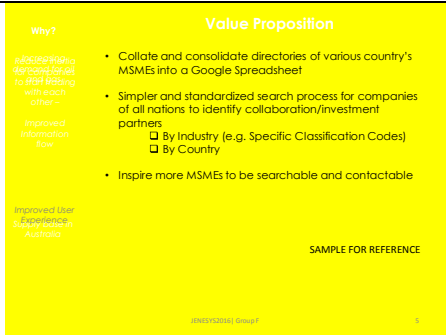

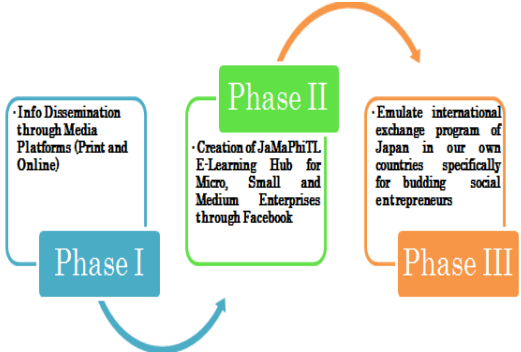
It was very unusual for our school to accept so many and diverse students, and we think it was a precious experience for our students. In addition, at this time, it was a great opportunity for our students to take on the challenge of performing various roles, including acting as a moderator or a leader, in English, in both the morning and the afternoon.

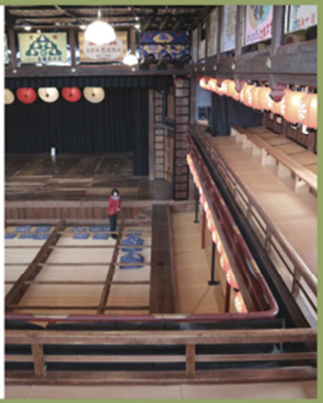
6. Dissemination by the Participants

 <p>Christine Davidさんが写真13件を追加しました — 場所: ♡ MOBIO-JAPAN(Official)</p> <p>本曜日 11:08 - 大阪府大阪府 東大阪市 · 🌐</p> <p>We are now in MOBIO to learn about Monozukuri Small and Medium Enterprises #JENESYS2016 #JICE #PHILIPPINES</p>	 <p>Sergel Ilagan Dacut with Bless Domingo Rodas and 8 others in ♡ Amakusa-shi, Kumamoto, Japan.</p> <p>Yesterday at 1:35 PM · 🌐</p> <p>Representatives of the Philippines (working youth) together with the local people of Amakusa. They personally cooked and prepared our foods for lunch and it was so Oishi :D Domo arigatou 🍴</p> <p>#JENESYS2016 #PHILIPPINES #JICE #NYC</p>
<p>We are now in MOBIO to learn about Monozukuri Small and Medium Enterprises.(Facebook)</p>	<p>Exchange Programme with the People of Miyachidake district. Representatives of the Phillippines(working youth) together with the local people of Amakusa. They personally cooked and prepared our foods for lunch and it was so Oishii. Domo Arigatou.</p>
 <p>Kengwang Shinnio</p> <p>Experienced the Japanese agriculture #Jenesis2016 #Yacon #potato</p>	 <p>radhika.mudaliyar</p> <p>Honda Motor Kumamoto Factory</p> <p>♥️ 💬 ➡️</p> <p>♥️ karishma9shah, radhikabhimani52 and 55 others</p> <p>radhika.mudaliyar #JICE #JENESYS2016 #teamindia #visittohondamotors #dhoom #zoom #vroooooommmmm 🇮🇳 📷</p>
<p>Experienced Japanese Agriculture JENESYS2016 Yacon Potato</p>	<p>Honda Motor Kumamoto Factory (Instagram)</p>

7. Action Plan Presented at the Reporting Session by Participants

 <ul style="list-style-type: none"> • Indonesia : promote JENESYS through writing on blog, and campus articles, newspaper and uploading pictures in SNS • Cambodia: promote through SNS • Laos : write about traffic rules observed in Japan through the use of SNS and uploading short film on facebook or youtube. 	 <p>Participants from group B will promote Aichi prefecture's tourism by sharing pictures of Aichi's potential tourism spot daily in a facebook fanpage that we will create.</p> <p>Promote JENESYS in our respective country.</p>
<p>Indonesia : promote JENESYS through writing on blog, and campus articles, newspaper and uploading pictures in SNS.</p> <p>Cambodia : promote JENESYS program through word of mouth and SNS (Social Networking Service). Laos : write about traffic rule observed in Japan through the use of SNS and uploading short film on facebook or youtube.</p>	<p>Participants from group B will promote Aichi prefecture' s tourism by sharing pictures of Aichi' s potential tourism spot daily in a Facebook 'Fanpage' that we will create.</p> <p>Promote JENESYS in our respective country.</p>
 <p>WHY To share our knowledge and experiences during the Jenesys 2016 program</p> <p>WHEN Within 3 months after the program</p> <p>WHO Each of the participants in group C</p> <p>TO WHOM Forum, faculty members, local governments, friends and families</p>	 <p>1. INNOVATIVE TRADITION</p> <p>2. ACADEMIC LANGUAGES</p> <p>3. SELF SUFFICIENT CITIES</p> <p>4. ENTREPRENEURIAL SPIRIT</p>
<p>Hasshin</p> <p>We are going to share our experiences through social network, seminars, and camps.</p> <p>Objective</p> <p>Tightening the bond among countries in ASEAN and Japan in order to develop this region and make our world a better place for all.</p>	<p>1 Japan enhances traditions through technological advancements, seen in the tea industry which seeks improvement to the production process while retaining traditional methods.</p> <p>2 Japan revitalizes the economy through local initiatives, observed in organizations such as the Aito Station which focuses on developing the local economy.</p> <p>3 Japan encourages new ideas which contribute to the development of society, observed in the government support in the MOBIO program.</p>

 <p>Post-JENESYS plans</p> <p>* Significance:</p> <ol style="list-style-type: none"> 1) share experience 2) educate peers 3) uncover Japan's socio-economic activities 4) inspire others 5) contribute to strengthening ASEAN-Japan relationships 6) promote JENESYS 7) encourage local business entities to engage & invest in Japan's SMEs 	 <p>Why?</p> <p>subsequently, persons (as of to 2014) being with each other...</p> <p>Improved information flow</p> <p>Improved user subscription in Australia</p> <p>Value Proposition</p> <ul style="list-style-type: none"> • Collate and consolidate directories of various country's MSMEs into a Google Spreadsheet • Simpler and standardized search process for companies of all nations to identify collaboration/investment partners <ul style="list-style-type: none"> □ By Industry (e.g. Specific Classification Codes) □ By Country • Inspire more MSMEs to be searchable and contactable <p>SAMPLE FOR REFERENCE</p>
<p>Post-JENESYS plans Significance:</p> <ol style="list-style-type: none"> 1) share experience 2) educate peers 3) uncover Japan's socio-economic activities 4) inspire others 5) contribute to strengthening ASEAN-Japan relationships 6) promote JENESYS 7) encourage local business entities to engage & invest in Japan's SMEs 	<ul style="list-style-type: none"> • Collate and consolidate directories of various country's MSMEs into a Google Spreadsheet • Simpler and standardized search process for companies of all nations to identify collaboration/investment partners By Industry (e.g. Specific Classification Codes) • By Country, Inspire more MSMEs to be searchable and contactable
 <p>Promotion of GI product, inspired by TAKANA in Aso City</p>	 <p>Phase I: Info Dissemination through Media Platforms (Print and Online)</p> <p>Phase II: Creation of JaMaPhiTL E-Learning Hub for Micro, Small and Medium Enterprises through Facebook</p> <p>Phase III: Emulate international exchange program of Japan in our own countries specifically for budding social entrepreneurs</p>
<ol style="list-style-type: none"> 1. Introduce Geographical Indication (GI) products 2. Takana (pickled mustard leaf), Aso City, Aso Mountain 3. Cambodia registered GI product: Kampot Pepper <p>Power point presentation will be presented by Mr. Keo Veasna at Cambodia Chamber of Commerce economics members meeting within 3 months.</p>	<p>Phase I :Info Dissemination through Media Platforms(Print and Online) February, 2017</p> <p>Phase II :Creating of JaMaPhiTL E-Learning Hub for Micro, Small and Medium Enterprises through Facebook. February to March, 2017</p> <p>Phase III :Emulate international exchange program of Japan in our own countries specifically for budding social entrepreneurs. June to September, 2017</p>

<div data-bbox="225 159 788 573"> <h2>HOW</h2> <ol style="list-style-type: none"> 1 Collect data and seek for collaboration from both international and local partners. 2 Create brand awareness of "JMT LINKS" through SNS 3 Develop application 4 Update data and supplier partnership  </div>	<div data-bbox="874 241 1347 416"> <h3>EDUCATION</h3> <ul style="list-style-type: none"> • UNIVERSITY EXCHANGE PROGRAMS FOR FACULTY AND STUDENTS FROM GUJARAT AND RAJASTHAN (WITHIN 6 MONTHS) • CONDUCT TRAINING PROGRAMS ON JAPANESE METHODOLOGIES AND WORK ETIQUETTES FOR CORPORATES IN INDIA (WITHIN 6 WEEKS) • PROMOTE JAPANESE LANGUAGE LEARNING IN INDIA AND HELP STUDENTS FOR HIGHER STUDIES IN JAPAN WITH THE HELP OF JICA & MOFA • WORKSHOPS IN SCHOOLS AND UNIVERSITIES ON JAPANESE ATTRIBUTES (WITHIN 3-6 MONTHS IN GOVERNMENT SCHOOL, CHENNAI AND NIRMA UNIVERSITY, AHMEDABAD) </div>
<div data-bbox="225 640 804 1010"> <h3>How</h3> <ol style="list-style-type: none"> ① Collect data and seek for collaboration from both international and local partners ② Create brand awareness of "JMT LINKS" through SNS ③ Develop applications ④ Update data and supplier partnership </div>	<div data-bbox="839 640 1369 958"> <ul style="list-style-type: none"> ▪ (EXCHANGE BUSINESS TIES ▪ TRADE ▪ EDUCATION/CULTURAL EXCHANGE ▪ POTENTIAL JOINT VENTURES WITH JAPANESE COMPANIE ▪ AGRICULTURE ▪ AREAS TO EXPLORE FURTHER </div>