

JENESYS2016 Outbound Program (Cambodia, Specialized School Students) Program Report

1. Program Overview

Under “Japan’s Friendship Ties Programs”, 21 Japanese specialized school students and 2 teachers in Fashion, who are interested in introducing attractive Japan overseas, visited Cambodia. During the 9 days program from November 17 to November 25, the delegates participated in various activities and sessions, mainly the cosplay show “Cosplay Collection 20 in Phnom Penh” and the school exchange program with the students of Royal University of Fine Arts. They introduced both traditional and modern/pop aspects of Japanese Fashion that attracted many of the local students, and also had a fruitful discussion among them. They also experienced and learned lots of things about Cambodia. The participants are further aiming to promote the friendship between two countries through mediums such as SNS.

Number of Participants

Bunka Fashion College: 21 participants and 2 supervisors

Country Visited

Kingdom of Cambodia

2. Program Schedule

November 17 (Tue)	【Program Orientation】 ~Dep. from Narita International Airport~Arr. in Phnom Penh
November 18 (Wed)	【Courtesy Call】 Embassy of Japan in Cambodia, Youth Department of Ministry of Education, Youth and Sport (MOEYS), Cambodia 【Visit】 ODA site: JICA Office~Cambodia-Japan Friendship Skills Training Center (Dressmaking course)
November 19 (Thu)	【History/Culture/Nature】 Royal Palace, National Museum~Tuol Sleng Museum, Markets
November 20 (Fri)	【Youth Exchange Program】 Participating in a Cosplay Event "Cosplay Collection 20 in Phnom Penh" (Cambodia-Japan Cooperation Center)
November 21 (Sat)	【School Exchange Program】 Royal University of Fine Arts (RUFA)
November 22 (Sun)	【Home Visit Program】
November 23 (Mon)	【Visit】 Japanese-affiliated company "Sui Jo"(Apparel Shop) 【Workshop】
November 24 (Tue)	【Reporting Session】 ~Dep. from Phnom Penh
November 25 (Wed)	Arrived at Narita International Airport

3. Program Photos

	
<p>11/18 【表敬訪問】カンボジア教育・青年・スポーツ省・教育大臣</p>	<p>11/18 【ODA サイト視察】JICA 事務所/カンボジア日本友好職業訓練校服飾科</p>
<p>【Courtesy Call】 Youth Department of Ministry of Education, Youth and Sport (MOEYS)</p>	<p>【Visit】JICA Office~Cambodia-Japan Friendship Skills Training Center (Dressmaking course)</p>
	
<p>11/20 コスプレショー ”COSPLAY COLLECTION 20 in PHNOM PENH” テーマ「ファッション」の発信と意見交換</p>	<p>11/21 カンボジア王立芸術大学 テーマ「ファッション」の発信と意見交換</p>
<p>【Youth Exchange Program】 Cosplay Event “Cosplay Collection 20 in Phnom Penh” at CJCC</p>	<p>【School Exchange Program】 Royal University of Fine Arts (RUFA)</p>
	
<p>11/22 ホームビジット</p>	<p>11/24 報告会</p>
<p>【Home Visit Program】</p>	<p>【Reporting Session】</p>

4. Voice from Participants

◆ Bunka Fashion College Student

First of all, I feel very much honored to have been able to visit Cambodia as a member of JENESYS 2016. On actually visiting Cambodia, I was deeply impressed to feel Buddhism and Hinduism blended history and culture as I had studied in advance. Additionally, I felt Cambodian people's strong energy to move forward without giving in to the effects of the Civil War and have achieved remarkable economic development. However, I felt a little concerned about their losing their important tradition and culture by being forced into uncontrollable globalization due to too rapid economic development. That is the reason why I felt that Japan needs to provide not only economic assistance but further support for educational and legal aspects in the future.

Since we are students specializing in fashion, we had exchanges relating particularly to fashion and art. What I was surprised was that Japanese fashion was not penetrating Cambodia so much as that from Thailand, their neighbor, and Korea in spite of the fact that there are many pro-Japanese people. The reason why Korea is so successful is owing to their media strategy utilizing subculture such as music and drama. Therefore, I think it is important to transmit information on a wide range of subculture through SNS and have Cambodian people get familiar with it in order to have them recognize Japanese fashion. When they are exposed to Japanese fashion that is internationally praised, it will mingle with Cambodian rich resources and tradition and unique new fashion will be born. Now I am determined to continue supporting them to that end

◆ Bunka Fashion College Student

I was able to have a lot of valuable experience and received inspiration. I had unconsciously believed information of mass media that all roads in Cambodia were unpaved but in mud and that there were hardly any school and it was a very poor country. There may be such a poor area in the country but as far as Phnom Penh, the country's capital and which I visited, is concerned, roads were paved with concrete and it was full of historical, cultural, or religious buildings, nature, and warm people. Talking about traffic, motorcycles, cars, and TUKTUK were all mixed up but when there was someone who was about to cross the road, they would stop to let him/her walk and I thought that was how order was maintained. By contrast, I feel it is a pity that many Japanese people tend to think about rules only and not about their aim. I think Japanese should learn people's warmth from Cambodians.

In Cambodia, there are many foreign companies doing business mainly from Asia such as Korea and Thailand. However, companies originating in Cambodia are very scarce. Those students that I had a chance to talk with have lots of knowledge and pride about their country but have not been able to start up their own brand based on that. We learned from Asano-san who was doing business in Cambodian that even though they have a traditional all-purpose cloth called "Kroma", they do not think about

its potential for business, and so I would like them to realize that it is something quite attractive.

We performed a fashion show, a cosplay show, and presentation at CJCC and RUFA. It seemed that Japanese fashion was not so common but they enjoyed our show. Since there is a wide variety of fashion in Japan, I found it was difficult to introduce them Japanese fashion without any typical style in particular. Therefore, I would like them to take interest in Japanese fashion through movies, animated films, and music video, and enjoy our fashion.

I am happy that I was able to learn good and bad points of both Japan and Cambodia in this trip of 9 days. I hope we will establish a further good relationship in the future.

◆ **Bunka Fashion College Student**

I felt that it was very important to actually go there and feel it in my bones. There were things about Cambodia that I could not find on the Internet, but when I went there, a lot of answers were there. I was able to actually experience transport, water facilities, etc. There were many things that I could not have understood if I had stayed only in Japan. Also I learned how Japan was privileged.

I was able to know Cambodian people's warm-heartedness through our conversation by sharing each other's expressions on the face, situation and circumstances. They were sweet and very curious and I really enjoyed talking with them. They were people I was able to meet only because I joined this project and I felt that I should treasure this special encounter. I am hoping to see them again sometime somewhere.

We received many questions about Japan from Cambodian students after we had delivered our presentation. I felt very happy because I was able to feel their high interest in Japan. I got determined to disseminate accurate information on Japan in the future also. Additionally, I will do my best to let as many people as possible know the JENESYS account on the SNS site that we created during this project.

I acted as the leader of the delegation in this project. It was not easy to manage a group of 20 members of unique characters in a tight schedule containing tough tasks such as presentation. However, we got to work as one as the time approaches and were able to succeed this project. Looking back now, it was a valuable experience to have talked and exchanged ideas with all the members.

Thank you for according us with such a wonderful opportunity.

I will promise to continue to work on the activities in the future.

5. Voice from Cambodian Students

◆ **Royal University of Phnom Penh (RUPP) Student**

As what I had exchanged with everyone (Japanese student) I knew more a lot about new things. As well, what they shown was very amazing. They have a lot of sense in Arts and they are so friendly and easy going. They also inspires us, Cambodian about their career. Moreover they are so creative. I wish that one day we will meet again.

◆ **Royal University of Phnom Penh (RUPP) Student**

They told us a lot about their experience in fashion. They also said that they were able to design men's pants as well. They talked to us in Japanese very slowly so that we could understand. They were very friendly to us Cambodians. They told us about Japanese culture and custom.

I was able to learn a lot about their experience. On participating in the program, I was able to understand Japanese daily fashion as well as fashion in various scenes. We shared our respective culture and custom with each other. I would like to a similar program again.

◆ **Royal University of Fine Arts (RUFA) Student**

I was able to participate in the cultural exchange program of Japan and Cambodia. Their presentation about fashion was very meaningful and they introduced it including its history to us very clearly. I was really able to deepen my understanding of Japan.

I also learned about both modern and traditional Japanese fashion, implying significant aspects of Japanese culture, especially their traditional costumes that have been inherited.

◆ **Royal University of Fine Arts (RUFA) Student**

The way that the Japanese students presentations and performances are very exciting and awesome. They told us and share us all about the pre-culture fashion, the history of fashion, routine fashion, etc. I do love all the things that they show to us like Kimono, and the mix of western fashion, it looks very attractive because I have never seen those things before, and now I'm into it very much.

I'm so proud that my school have a lot of programs but this exchange program is the program that I like the most because Royal University of Fine Arts never have this exchange program before, I mean the fashion exchange program. I have learn a lot from this program and I hope that next time we will have kind of these fashion exchange program again. Thank you!

6. Information Dissemination by Participants

	
<p>【テーマ：ファッション】コスプレ・日本の若者の流行ファッションとトレンドをファッションショーと寸劇で発信。400人近くの現地同世代のコスプレイヤーやファッションに関心のある観衆の注目を集めた。</p>	<p>【テーマ：ファッション】日本のファッション（歴史/伝統とモダンの融合）について、研究発表、ファッションショー実演を通して発信。王立芸術大学の同様分野で活躍する現地学生から多くの質問を受け、密度の濃い交流となった。</p>
<p>【Theme: Fashion】 at CJCC They performed latest cosplay, popular fashion show and trends popular among young Japanese people that attracted an audience of over 400 local young cosplayers and fashion lovers.</p>	<p>【Theme: Fashion】 at RUFA Presenting various aspects of Japanese fashion such as historical transition, traditional and modern clothing, fashion trends, etc. at RUFA, they enjoyed fruitful Q&A session and discussion about 'Design' with RUFA students.</p>

7. Action Plan presented at Reporting Session

	
<p>【アクション・プランの発表1】報告会の実施、SNSを活用してプログラムで得た気づき・経験を発信：テーマに沿って現地発信した日本の魅力・強み、また、カンボジア文化に関する関心等を発信、周囲と共有、広く認識してもらう。</p>	<p>【アクション・プランの発表】Facebookで情報発信（日本語と英語）：今回のテーマ：ファッションのみならず、音楽、アニメ、ドラマ、ポップカルチャーや伝統文化等、最新の「日本の魅力・強み」を発信、参加者間の情報共有を促進する。</p>
<p>【Action Plan 1】 To disseminate their achievements by holding debriefing sessions and utilizing SNS in order to share what they learned and experienced from the program in Cambodia, such as good aspects of rediscovered Japan, various interesting aspects of Cambodia with as many people as possible around them.</p>	<p>【Action Plan 2】 To Create a Facebook page 'Watch Japan' to transmit more information in both English and Japanese in order to share latest information not only on Fashion, but also other traditional/pop culture of Japan, such as Anime, Drama, etc. and further promote communication among young people between both countries.</p>