

**JENESYS 2016(Theme: Economics) 5<sup>th</sup> Batch In-bound Program  
(ASEAN 10 Countries, India and Timor-Leste)  
(Sub-Theme: Small and Medium Enterprises)  
Program Report**

## **1. Program Overview**

260 students and young adults from ASEAN 10 countries, India and Timor-Leste, who are interested in the international business, visited Japan from December 12th to 20th and participated in a program on the theme of Economics (Small and Medium Enterprises). They were given a lecture on the current and future prospects of economic relations between Japan and ASEAN 10 countries, India and Timor-Leste, and divided into 9 groups visiting Miyagi, Mie, Osaka, Shiga, and Kyoto respectively. They had a chance to visit local small or medium sized companies promoting their overseas development. The participants learned a lot 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】**

260 participants (India: 22, Indonesia: 20, Cambodia: 21, Singapore: 21, Thailand: 21, Timor-Leste: 21, The Philippines: 22, Brunei: 16, Vietnam: 22, Malaysia: 20, Myanmar: 25, Laos: 29)

### **【Prefectures Visited】**

Tokyo (All participants), Miyagi(86), Mie(91), Osaka/Shiga/Kyoto(83)

## **2. Program Schedule**

Dec 11 (Sun)~12 (Mon):

Arrive at Narita International Airport or Haneda International Airport

Dec 12 (Mon)   **【Orientation】**

Dec 13 (Tue)   **【Lecture on Understanding Japan/ Key Note Lecture】**

ASEAN-Japan Centre

**【Observation of Historical Landmark】**

Edo-Tokyo Museum

Dec 14 (Wed)~Dec 20 (Sun): Divide into 9 groups and visit each prefecture

(1) Group A/B/C: Miyagi

Common program:

【Lecture on the Region】

JA (National Federation of Agricultural Cooperative Associations) Midorino

【Homestay】 【Workshop for Reporting Session】

Group A:

【School Exchange】 Tohoku University

【Observation of Local Industry/Company1 /Opinion Exchange】

Hitachi Solutions East Japan, Ltd. (Industry-academia collaboration)

【Local Industry/Company2 Observation/Opinion Exchange】

PROSPINE.Co.Ltd

(Non-contact power transmission mechanism, Die and Mold products,  
Industry-academia collaboration)

【Cultural Experience】 Tea Ceremony and Naruko Kokeshi doll painting

Group B and C:

【Observation of Local Industry/Company1 /Opinion Exchange】

Ala-date na Michi no Eki (Roadside rest area) (Industry-academia  
collaboration)

【Observation of Local Industry/Company2 /Opinion Exchange】

Chida Clean Ltd.

(Recycle Industry, Industry-academia collaboration)

【Observation of Regional Industry/Company3/Opinion Exchange】

Miyagi Reconstruction Park/ Industry-academia collaboration)

【Cultural Experience】 Tea Ceremony and Japanese Drum playing

(2) Group D/E/F/G: Mie

Common program:

【Lecture on Outline of the Region】 Mie Prefectural Government

【Lecture on Economic Field】 Hyakugo Research Institute Co., Ltd.

【Exchange with parties in economic field】

【Observation of Local Industry/Company1 /Opinion Exchange】

Tsuji Oil Mills Co. Ltd. (Vegetable Cooking Oil Industry)

【Workshop for Reporting Session】

Group D/E:

【Cultural Experience】 Mie Mu(Mie Prefectural Museum)

"What is Ninja?"

【Observation of Local Industry/Company1,2 /Opinion Exchange】

Bankyo Pharmaceutical Co.,Ltd (Pharmaceutical manufacturer),

ITO SEISAKUSHO CO., LTD.  
(Progressive Die, Press Stamping, Parts Assembly)  
【Homestay】 【Workshop for Reporting Session】

Group F/G:

【Observation of Local Industry/Company 1/Opinion Exchange】  
ITO SEISAKUSHO CO., LTD.  
(Progressive Die, Press Stamping, Parts Assembly)  
【Observation of Historical Landmarks】  
Takada Honzan Senjuji Temple and Ise Jingu  
【Cultural Experience】 (Adako area, Toba city)  
"Onyado Senosaki" Japanese style inn stay  
【Cultural Experience】 Saimyoji Temple, Tea ceremony  
【Observation of Regional Industry/Company】  
Mikimoto Pearl Island (Tourism)  
【Luncheon Party with Local Residents】 (Adako area, Toba city)  
【Workshop for Reporting Session】

(3) Group H/I: Osaka, Shiga, and Kyoto

【Lecture on Economic Field】 Kansai Bureau of Economy, Trade and Industry (METI Kansai)  
【Observation of Local Industry/Company1 /Opinion Exchange】  
Osaka Gas Co., Ltd. Senboku Gas plant, Gas Science Museum  
【Observation of Local Industry/Company2 /Opinion Exchange】  
Iwatani Corporation (Gas and Energy)  
【Observation of Economic-related Facility】  
Kansai Electric Power  
【Observation of Historical Landmark】 Osaka Castle  
【Observation of Environment-related Facility】  
Aitou Eco Plaza Nanohana-Kan  
【Luncheon Party with Local civil group】  
Ainomachi Eco Club (NPO Corporation)  
【Observation of Historical Landmark】  
Heianjingu Shrine Japanese-style garden  
【Workshop for Reporting Session】

Dec 19 (Mon): All groups Move to Tokyo  
【Reporting Session】

Dec 20 (Tue): Depart from Narita International Airport or Haneda International Airport

**3. Program Photos**  
**Common Program (Tokyo)**

	
12/13 【日本理解講義／基調講演】	12/19 【報告会】
12/13 【Lecture on Japan Culture / Key Note Lecture】	12/19 【Reporting Session】

Group A/B/C: Miyagi

	
<p>12/14 【地域概要講義】 JA みどりの</p>	<p>12/15 【地域産業・企業視察①、意見交換】 有限会社千田清掃（リサイクル業・産学連携）</p>
<p>12/14 【Lecture on Outline of the Region】 JA Midorino</p>	<p>12/15 【Observation of Regional Industry/Company1 and Opinion Exchange】 Chida Clean Corporation (recycling business, Industry-academia collaboration)</p>
	
<p>12/15 【地域産業・企業視察①、意見交換】 あ・ら・伊達な道の駅（産学連携）</p>	<p>12/16 【地域産業・企業視察③、意見交換】 みやぎ復興パーク(産学連携機関)</p>
<p>12/15 【Observation of Regional Industry/Company1 and Opinion Exchange】 Ala Date Michinoeki (road station) (industry-academia collaboration)</p>	<p>12/16 【Observation of Regional Industry/Company3 and Opinion Exchange】 Miyagi Fukko Park (industry-academia collaboration)</p>

	
12/16 【文化体験】和太鼓体験	12/17 【ホームステイ】
12/16 【Cultural Experience】 Japanese drum	12/17 【Homestay】

Group D/E/F/G: Mie

	
12/14 【地域概要講義】三重県庁	12/16 【地域産業・海外進出企業視察②】 辻製油株式会社（食用油脂製品）
【Lecture on Outline of the Region】 Mie Prefectural Government	【Observation of Regional Industry 1】 Tsuji Oil Mills Co. Ltd. (Vegetable cooking Oil Industry)
	
12/16 【歴史的建造物視察】伊勢神宮	12/17 【地域産業・企業視察③】 ミキモト真珠島（観光事業）
【Observation of Historical Landmark】 Ise Shrine	【Observation of Regional Industry 3】 Mikimoto Pearl Island



12/18 【地元交流会】

【Exchange with Local People】



12/18 【ワークショップ】

【Workshop】

Group H/I: Osaka, Shiga, and Kyoto



12/14 【経済関連講義】 近畿経済産業局講義

12/14 【Lecture on Energy field】 Kansai Bureau of Economy, Trade and Industry (METI) Japan



12/15 【地域産業・企業視察①・意見交換】  
大阪ガス株式会社泉北製作所・ガス科学館

12/15【Observation of Energy-related Industry】  
The Senboku LNG Terminal of Osaka Gas Co., LTD



<p>12/15【地域産業・企業視察②・意見交換】 岩谷産業株式会社イワタニ水素ステーション 関西空港</p>	<p>12/16【経済関連施設視察】関西電力株式会社 堺港発電所・堺太陽光発電所</p>
<p>12/15【Observation of Energy-related Industry】 Iwatani Hydrogen Refueling Station at Kansai International Airport</p>	<p>12/16【Observation of Energy-related Industry】 Sakaiko Power Station, The Kansai Electric Power, Co., Inc</p>
	
<p>12/16【歴史的建造物視察】大阪城</p>	<p>12/17【環境関連施設視察】 あいとうエコプラザ菜の花館</p>
<p>12/16【Observation of Historical Landmark】 Osaka Castle</p>	<p>12/17【Observation of Regional Environment-related facility】 Aito Eco Plaza Nanohana-kan</p>

#### 4. Voice from Participants

##### ◆Singapore Student

Lecture-Inightful, allowed me to understand Japan's way of recovering from natural disasters and the most significant impression was the Bio Diesel oil factory as I really love cars. I think the way it works is very environmental friendly and countries should learn from it to help global warming. Homestay- It was a very good experience to look at the housing in Japan, taste real Japan food and look at Japanese daily lifestyle. I really love the homestay as Japanese people are very friendly. Japanese people were very accepting us and make us feel very welcome.

Company visits like agriculture, fuel and roadside station, economy is a very brand new experience for me and give me an understanding of how Japan' SMEs are working for their economy. However, the most significant impression is that Japan SMES are not trying to promote what they have to other countries. I think if the companies do that, Japan's economy will prosper. Also I think that Japan should not be shy and try to take on some challenges to help promote their economy, especially technology and ways of recovering from natural disasters.

◆Philippines Student

SUGOI & SUBARASHI experience!!!

Lectures are very well organized, thought – of and relevant. I have learned enormous things: basic and practical lessons which we can take back in our own country and share with our colleagues, families and the students. I am especially impressed by all companies/cooperatives we have visited like JA Midorino, Michi-no-eki, Chida Clean and Sony in partnership with Tohoku University (Miyagi Reconstruction Park). These companies have their own strengths and they are improving their weaknesses. It is evident that there is a strong private- government-industry-university collaboration which works efficiently and the people take advantage/benefit from.

The homestay experience is amazing, we met our amazing family. Although there is a large language barrier, we tried to understand and feel with our hearts. Our family is so sweet, they are busy with their schedules/works but they have shared their valuable and precious time. Japanese characteristics and manners especially, hospitality is top-notch: very polite and behaved. I feel very much welcome with my family.

◆ Myanmar Student

I have learned many experiences and knowledges from this JENESYS 2016 Program. With regard to the historical heritage and unique culture, I believe that all the delegates will be further more interested about Japan. I have learned Japanese lifestyle and culture that I am very interested. I have also found that almost factory in Japan is using renewable energy instead of fossil fuels. This can reduce carbon dioxide emissions that can cause pollution. In my country, Myanmar, the renewable energy are not widely used. So I will share my knowledge to all and I believe that renewable energy will be more widely used in the future. Moreover I met Japanese people when I visited to Senjuji Temple. They explained to us about temple very patiently. I also hope that as Japan is an industrialized country, I would like to invite Japanese company to invest in my country.

## **5. Voice from Japanese Participants**

◆ A Person from an Accepting Company

Young people from the group visiting Japan from various countries were more amazing and full of enthusiasm, as well as having excellent language skills, which was beyond what I expected. At a factory visit, they made keen observations and asked many insightful questions, which surprised me. A surprise magic trick by our president excited the young people very much.

◆ A Person from an Accepting Company

We accept dozens of benchmarks each year. Most of them are corporate managers in Japan or overseas, or corporate executives. We also accept some local students. We were surprised that the members of the group visiting Japan this time were very interested in our

efforts and management philosophy. In spite of some differences, including culture and customs, their motivation and ambition to bring back what they learned to their home countries inspired us as well.

◆ Host Family

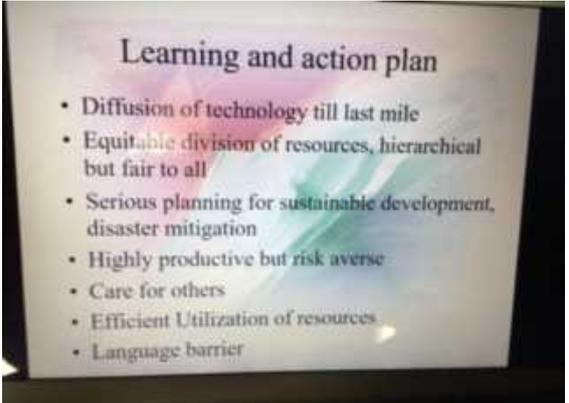
We knew little about Brunei, but both of us came to become very interested in it through this encounter. Two young men who visited our place were very polite and interested in all matters. We frequently saw their attitudes toward trying to learn about Japan, us, and Mie. We took them to the SCMAGLEV and Railway Park to introduce them to some Japanese technology, and they seemed to be impressed with the many railways. Since it was December when they visited Japan, they must have been very cold. However, we believe it was a refreshing experience for them, as they are from Brunei, a hot country. If there were a similar program to send young Japanese people to other Asian countries, we would really want our children to have the same experience while they are young. It is very good to know about people from other countries and their lifestyles, as it can help toward the goal of eliminating war.

6. Dissemination by the Participants

 <p>Darren Zamudioさんが写真2件を追加しました — 場所 Sendai 光のページェント 12月18日 17:59 · 宮城県仙台市 · 轟</p> <p>Iroiro o-sewa ni narimashita, Sugawara family. Minasan no koto wa wasuremasen. #JENESYS2016 #JICE #PHILIPPINES</p>	 <p>Mentari Puteri Muliawan ▸ Jenesys 2016 Economics 5th batch - Indonesia &amp; Malaysia 10時間前 · 🌐</p> <p>Who says that a museum visit must be boring? Edo Tokyo Museum surely gave us a lot of new insights on Tokyo's past and present, all wrapped in a new kind of fun 🙌 #JENESYS2016 #JICE #Indonesia</p> <p>3人</p> <p>いいね! コメントする シェア</p>
<p>ホームステイ (FB)</p> <p>Iroiro o-sewa ni narimashita, Sugawara family. Minasan no koto wa wasuremasen.</p>	<p>江戸東京博物館での写真(Facebook)</p> <p>博物館が退屈なんて誰が言ったの? 楽しい展示を見て、東京の過去と今について、いろいろ知ることができました。</p>
<p>Thank you for taking care of us. I'll never forget you.</p>	<p>Who says that a museum visit must be boring? Edo Tokyo Museum surely gave us a lot of new insights on Tokyo's past and present, all wrapped in a new kind of fun.</p>

 <p><b>Maubere Aileba Baptista</b> menambahkan 5 foto baru — ... 公益財団法人岩谷直治記念財団. 15 Des pukul 19.08 • 🌐</p> <p>Valdez Jevalton dan 33 lain</p>	 <p><b>Naing Lin Htet with Nang Po Po Myint and Soeyu May.</b> Just now • 🌐</p> <p>#JENESYS2016(5th Batch) #JICE #MYANMAR</p> <p><b>Naw Thiri Htet</b> added 26 new photos — at Shinjuku Washington Hotel, Tokyo (新宿ワシントンホテル). Dec 13 at 7:27pm • 🌐</p> <p>2nd day memo -Lecture on understanding Japan by ASEAN-Japan -Study the Edo-Tokyo Museum #JENESYS2016(5th Batch)</p>
<p>岩谷水素ステーション関空国際空港についての発信 位置情報付き (FACEBOOK)</p>	<p>日本アセアンセンターで講義、東京の街</p>
<p>Checked in Iwatani Hydrogen station Kansai International airport.</p>	<p>Lecture on Understanding Japan by ASEAN-Japan</p>

### 7. Action Plan Presented at the Reporting Session by Participants

 <p><b>Learning and action plan</b></p> <ul style="list-style-type: none"> <li>• Diffusion of technology till last mile</li> <li>• Equitable division of resources, hierarchical but fair to all</li> <li>• Serious planning for sustainable development, disaster mitigation</li> <li>• Highly productive but risk averse</li> <li>• Care for others</li> <li>• Efficient Utilization of resources</li> <li>• Language barrier</li> </ul>	 <p><b>YOUTH FORUM ON JAPAN AND ITS CULTURE</b></p> <p><b>WHAT:</b> 2-3 day conference on Japanese Culture</p> <p><b>REASON:</b> Disseminate Japanese Culture to a wider audience</p> <p><b>WHEN:</b> Within 6 months to 1 year</p> <p><b>HOW:</b> Invite speakers and JENESYS alumni as speakers; in partnership with JICE, NYC and MOFA</p>
<p>先端技術、システマチックな日本社会、災害軽減対策、日本人の特徴、言語障壁など、各種学習した内容を、複数の手法を用いて情報発信するとともに、学習した内容をもとに日本人・日本企業との連携を実現する。</p>	<p>より多くの若者や一般人が日本に対する興味を深めるきっかけとなるよう、1) JENESYS で出来たネットワーク (同窓会)の維持・発展のためのプロモーション活動 (今回の訪日団の友人や知り合いに向け主に SNS 発信)、2)教育現場/在学生に向けた展示・ポスター、イベント</p>

	<p>を通じた異文化理解体験(例: 茶道体験)、 3)各国で JENESYS チームを再結成し、 より多くの青年層・一般に向けたユース フォーラム(日本関連展示やブースによ る「ジャパン・フェス」の実施)の、3 つの軸を実現する。</p>
<p>Using different methods, participants will disseminate information on cutting-edge technologies, systematic society of Japan, policies on disaster mitigation, characteristics of Japanese people, language barrier and other findings gained in Japan. Simultaneously, based on such findings, we try to realize collaboration with Japanese people and industries.</p>	<p>Participants are planning to carry out: a) JENESYS2016 program promotional activities by JENESYS alumni mainly through SNS targeting friends/colleagues and general public b) talk and poster sessions and hands-on experience of Japan essences (e.g. Tea ceremony) targeting students in education , and c) a 2-3 day-long Youth Forum/Japan Festival in each country, which will serve as a platform for young people and general visitors to come in (deeper) contact with/get hands on experiences of Japanese culture, life and people through lectures, booths, exhibits, etc.,.</p>
 <p>• Short-term action: • SNS • Youth programs • Long-term actions: • Business partnerships • Reports to significant bodies • New youth movement • Implementing ideas within Bruneian values</p> <p><b>Future Plans</b></p>	 <p>Action Plan - Malaysia</p> <p>Time Management: WHY? To be more efficient &amp; productive. WHEN? Immediately. HOW? Ourselves TO WHOM? Family &amp; subordinates. HOW? Time schedule, Duty roster. HOW? Ward system.</p> <p>Green Lifestyle: WHY? Sustainable future. WHEN? One month after return to home country. HOW? Ourselves TO WHOM? Family &amp; subordinates. HOW? 3R: Reduce, Reuse, Recycle. HOW? Separation of waste, saving water &amp; energy usage.</p> <p>Self-Realization Action Plan</p> <p>JENESYS 2016 Semester - Batch 2 13 - 20 December 2016</p>
<p>・短期的アクションプラン - ①SNS を利用。②若者向けのプログラムを考える。 ・長期的アクションプラン - ①日本の中小企業との連携を構築する。②関係団体、機関へ報告、働きかけ。③新しい若者向けの運動を始動させる。④ブルネイ人の価値観に基づきその範囲内で、それぞれのアイデアを実行に移す。</p>	<p>『自己実現』アクションプラン 時間管理、グリーンライフスタイル&amp;マナー より効率的・生産的な暮らしのために、時間管理を取り入れる。 持続可能な未来のために、グリーンライフスタイルを導入する。 社会のより一層の発展のために、マナーの向上を目指す。(マレーシア)</p>

<ul style="list-style-type: none"> <li>▪ Short-term action - ▪ SNS ▪ Youth programs</li> <li>▪ Long-term actions - ① Business partnerships ② Reports to significant bodies ③ New youth movement ④ Implementing ideas within Bruneian values</li> </ul>	<p>“Self Realization” Action Plan</p> <p>Time Management, Green Lifestyle &amp; Manner.</p> <p>Time management is to be adopted for more efficient &amp; productive life</p> <p>Green lifestyle is to be adopted for sustainable future.</p> <p>Manner is to be improved for civilization enhancement.(Malaysia)</p>
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