

**JENESYS 2016 In-bound Program Report**  
**(10 ASEAN Countries, India and Timor-Leste,**  
**Theme: Economics (7<sup>th</sup> Batch))**

**1. Program Overview**

257 students and young adults from ASEAN 10 countries, India and Timor-Leste, who are interested in the international business, visited Japan from February 28 to March 7 and participated in a program on the theme of Small and Medium Enterprises (SME). They were given a lecture on the economic relationship and its future prospects between Japan and ASEAN member states, India or Timor-Leste, and divided into groups visiting Akita, Chiba, Osaka, Shiga, Kyoto, Nara and Kumamoto respectively. Each group had a subtopic of Energy, Tourism, Medical Technology or Friendship with Bali (Support for Kumamoto Reconstruction) and visited local governments or local SMEs with unique tradition or high technologies promoting their overseas development. The participants expressed strong attention to Japanese products or technologies 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】**

257 participants (India: 23, Indonesia: 25, Cambodia: 23, Singapore: 5, Thailand: 23, Timor-Leste: 21, The Philippines: 21, Brunei: 20, Vietnam: 23, Malaysia: 20, Myanmar: 25, Laos: 28)

**【Prefectures Visited】**

Tokyo (All participants), Akita (90), Osaka/Shiga/Kyoto/Nara (94), Kumamoto (25), Chiba (48)

**2. Program Schedule**

Feb 28 (Tue)	Arrival at Narita or Haneda International Airport
Mar 1 (Wed)	<b>【Orientation】</b> <b>【Lecture on Understanding Japan/ Key Note Lecture】</b> Hideo Kimura, Executive Managing Director, Strategic International Management Associates (SIMA) Divided into 9 groups traveling to each local city by air or by Shinkansen
Mar 2 (Thu)~Mar 5 (Sun)	

(1) Group A/B/C : Akita

【Courtesy Call on the Local Government】 【Lecture on the Region】 Akita Prefectural Government  
【School Exchange】 Tohoku University  
【Observation of Local Industry/Company /Opinion Exchange 1】 Tohoku Electric Power Co., Inc. Noshiro Thermal Power Plant  
【Observation of Local Industry/Company /Opinion Exchange 2】 Kazeno-Matsubara Window Power Station  
【Observation of Local Industry/Company /Opinion Exchange 3】 Nippon SMT Co., Ltd. / Hokuto Bank, Ltd. / Dynamic Sanito Inc.  
【Luncheon Exchange with Local Business Persons and Officials】  
【Homestay】  
【Workshop for Reporting Session】

(2) Group D/E/F/G : Osaka, Shiga, Kyoto, Nara

【Lecture on the Region 1】 Oomi Hino Koryu Network  
【Observation of Local Industry/Company /Opinion Exchange 1】 Experience of Green Tourism  
【Homevisit】  
【Observation of Local Industry/Company /Opinion Exchange 2】 Japan Association of Travel Agents (JATA) Kansai Branch  
【Lecture on the Region 2】 Kinki District Transport Bureau Tourism Department  
【Observation of Historical Landmark】 Osaka-jyo Castle  
【Observation of Local Industry/Company /Opinion Exchange 3】 Japanese Inn “Tamaru”  
【Cultural Experience】 Experience in Japanese Inn  
【Lecture on the Region 3】 Tourism Promotion Division, Nara Prefecture  
【Observation of Historical Landmark】 Todaiji Temple, Kofukuji Temple  
【Lecture on the Region 4】 Kyoto Convention Bureau  
【Observation of Historical Landmark】 Kiyomizu-dera Temple  
【Workshop for Reporting Session】

(3) Group H : Kumamoto

【Courtesy Call on the Local Government】 Kumamoto Prefectural Government  
【Observation of Local Industry/Company /Opinion Exchange 1】 Kumamoto Kinoh Hospital  
【School Exchange】 Kyushu University of Nursing and Social Welfare, Sojo University, Kumamoto University

**【Observation of Historical Landmark】** Rengein Tanjoji Temple,  
**【Exchange with Local Residents】** NPO Renge International Cooperation  
**【Exchange with Local Residents】** Agricultural Experience  
**【Observation of Historical Landmark】** Kumamoto Castle, Josai-en  
**【Exchange with Local Residents and Business Officials】**  
 Kumamoto Indonesia Friendship Association  
**【Workshop for Reporting Session】**

(4) Group I/J : Chiba

**【Courtesy Call on the Local Government】**  
 Chiba Prefectural Government  
**【Observation of Local Industry/Company /Opinion Exchange 1】**  
 Kameda Medical Center  
**【Observation of Economic-Related Facility】**  
 Nursing Health Welfare Facility “Taiyo”, Care House “Manbou”  
**【Observation of Local Industry/Company /Opinion Exchange 2】**  
 Housing for the aged, “Sun Rapport Minami Boso”  
 Kamogawa Comprehensive Regional Support Center  
**【Observation of Environment-Related Facility】 【Nature Experience】**  
 Ooyama Senmaida  
**【Homestay】**  
**【Workshop for Reporting Session】**  
**【Observation of Cutting-Edge Technology】** Aqua Line, Umi-Hotaru,  
 National Museum of Emerging Science and Innovation (Miraikan)

Mar 6 (Mon) All the groups move back to Tokyo.

**【Reporting Session】**

**【Farewell Party】**


Mar 7 (Tue) Leaving Japan at Narita or Haneda International Airport

### 3. Program Photos

#### Common Program (Tokyo)

	
<p>3/1 【Lecture on Understanding Japan/ Key Note Lecture】</p>	<p>3/6 【Reporting Session】</p>

#### (1) Group A/B/C : Akita

	
<p>3/2 【Lecture on Outline of the Region】 Akita Prefectural Government</p>	<p>3/2 【Observation of Regional Industry/Company and Opinion Exchange】 Noshiro Thermal Power Plant</p>



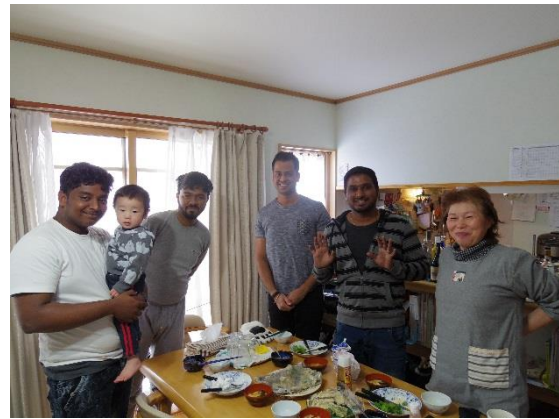
3/2 【Observation of Regional Industry/Company and Opinion Exchange】  
Kazeno-Matsubara Wind Power Station



3/3 【Observation of Regional Industry/Company and Opinion Exchange】  
Presentations by 3 companies expanding to South East Asia



3/3 【Exchange with Local Residents and Business Officials】



3/4 【Homestay】



(2) Group D/E/F/G : Osaka, Shiga, Kyoto, Nara



3/1 【Lecture on Economic field】 Presentation on Green Tourism by Omi - Hino Exchange Network



3/2 【Home Visit】 Koga Agricultural and Rural Development Promotion Office



3/2 【Observation of Regional Industry /Company and Opinion Exchange 1】 Tourism Industry in Kansai Region



3/3 【Lecture on Economic field】 Presentation on International Tourism Promotion Policy in Japan Kansai District Transport and Tourism Bureau



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



3/4 【Cultural Experience】 Ochamori Tea Ceremony at Saidaiji Temple



(3) Group H : Kumamoto

	
<p>3/1 【Courtesy Call】 Kumamoto Prefecture</p>	<p>3/2 【School Exchange】 Kyushu University of Nursing and Social Welfare.</p>
	
<p>3/3 【School Exchange】 Sojo University</p>	<p>3/4 【Cultural Experience】 Ochamori</p>
	
<p>3/4 【Nature Experience】 Jerusalem artichokes digging</p>	<p>3/5 【Observation of Historical Landmark】 Kumamoto Castle</p>

**(4) Group I/J : Chiba**



	
<p>3/1 【Courtesy Call】 Chiba Prefectural Government</p>	<p>3/2 【Observation of Regional Industry/Company and Opinion Exchange 1】 Kameda Medical Center</p>
	
<p>3/3 【Observation of Regional Industry /Company 】 Sun Rapport Minami Boso</p>	<p>3/4 【Homestay】</p>
	
<p>3/4 【Observation of Environment-related facility/Nature Experience】 Ooyama Senmaida</p>	<p>3/6 【Observation of Cutting-Edge Technology】 National Museum of Emerging Science and Innovation (Miraikan )</p>

#### 4. Voice from Participants

##### ◆ Thai College Student

JENESYS has provided an exotic and valuable opportunity to me and many students from ASEAN countries plus India and East Timor. It's an experience that gives us chance to learn about Japan under Economic issue (Subtheme "Energy"). We have learned so many things

about how Japan manage their country and become such an innovative country. Japan is such a role model for renewable energy. Establishing power plant is hard because there are a lot of processes and one of the most complicated one is public hearing. I ask a tour guide, "Were there any resistance from the people?" The answer was almost none of the people refuse the power plant project. The people think that building power plant will have more of advantages than disadvantages. I've also been inspired by one of the local business presenter from Dynamic Sanito Inc. He show us that business can be initiated from something trifle but we can make it into business.

Apart from that living with host family for 2 days. I have learned how Japanese people eat, talk and live in daily life. It is such a rare opportunity to do so.

Lastly, connection and friendship were made here. From now on, I will expand the connection and expand my experience here in Japan. Thank you very much for such a precious program.

#### ◆ **Malaysian College Student**

This is my first visit to Japan and I was really looking forward to it by joining this JENESYS 2016 program. I had read many articles and watched documentaries about Japan. So I had some kind of a vision about how could it be like. Most of the things what I had imagined of Japan have turned about to be true so far. Firstly the streets are very narrow and quiet. The people in Japan are very hard working. That is one very important point that I love about Japan. You don't have to worry about somebody trying to pickpocket you or steal your bag. Your mind can just rest and be peace. The people in Japan are extremely polite and friendly. Now I have got used to it, but in the beginning it was even funny. For example, the attitude what customer receives from the shop attendants is just unbelievable. I have always loved Japanese food and right now I am just enjoying pretty much every meal that has been served over here. The food is fresh and delicious. The homestay that I have been stayed in Japan was very good in terms of service and it's very clean. I have received a lot of useful information in terms of historical places by attending the lecture as well the interesting places that can be found in Japan. The historical places have many incredible architecture and many beautiful get always just near the city. So far, I have enjoyed being in Japan for the first time. I hope I will frequently come to Japan.

#### ◆ **Myanmar College Student**

I'm very impressed by Japanese culture and tradition. Japanese really loves and dote their culture. What's more, industries and technologies are amazing like lavatory and hotel room. Everything is easy to live in Japan. And I really love the smile of Japanese to customer. As the quote is going 'the customer is god', they literally treat customer with well and polite manners.

I love that. On top of that, environment of Japan is very silent, clean, cool, and peaceful. Everywhere is beautiful and romantic. Regarding the Home-stay programs, those host

families are very friendly and nice. I did feel like a family with them. That is a very good program. I have only one piece of advice to suggest, every Japanese should learn English better than now in order to get more friendly with tourists.

#### ◆ **Bruneian College Student**

Japan is a country worth living. I admire the Japanese and their country. Through this program, I realize that I must be more active for my country.

Practical experience, I saw the Japanese are very friendly and hard working. They always wave their hands to guests until we are out of sight. I felt my host family as my relatives even though we stayed their house only for 2 days. Japanese people respect the person with disabilities. They are always looking for methods to improve the quality of life, especially the policy for the elderly. Japan has modern technology, clean street and low noise. And the most important, Japan has valuable assets, such as human.

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

#### ◆ **Host Family**

All of them were polite and friendly. Their caring attitude in which they tried hard to communicate with us was very heartwarming. We often had some communication problems due to our poor language skills, but we managed to communicate by facial expression. They ate up the dishes we served, saying, "it tastes good." Our grandchild, who is an 8th grade student, also had a good experience to communicate with them in English even in a short time.

#### ◆ **Host Family**

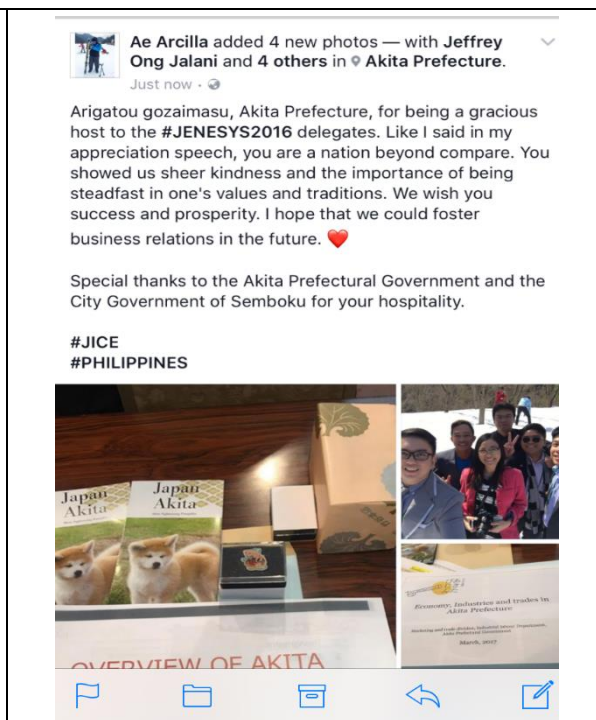
It was an opportunity for me to think "what can I do?" through seeing their attitude in which they were working hard to achieve their own goals as well as realizing that, as human being, we are all the same despite our differences in culture and language. I express my thanks to the children, who always smiled even when we failed to communicate very well.

### **6. Dissemination by Participants**





Today we have a great visit to Kumamoto-Jo or Kumamoto castle. Even it's still on recovery after earthquake last year, Kumamoto still stand high and proud. Visiting this castle allow you to take a journey to the Sengoku Jidai period!  
 (Facebook)



Like I said in my appreciation speech, you are a nation beyond compare. You showed us sheer kindness and the importance of being steadfast in one's values and traditions. We wish you success and prosperity. I hope that we could foster business relations in the future. Special thanks to the Akita Prefectural Government and the City Government of Semboku for your hospitality. (Facebook)



We come to learn and share regarding the mutual understanding between Japan and

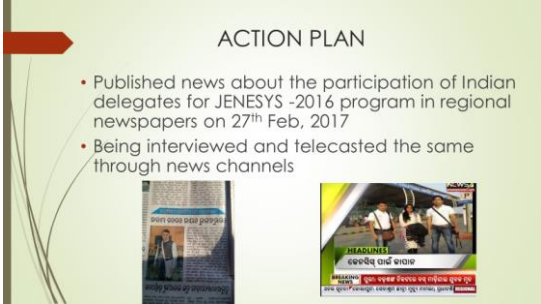




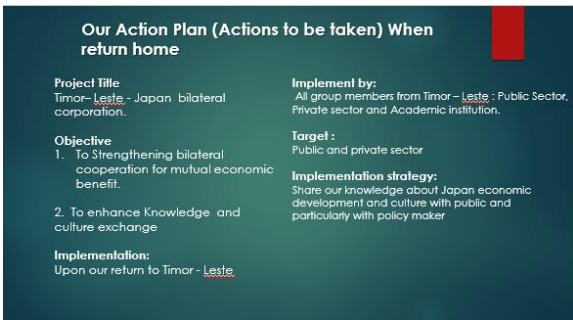

Ochamori, or the great tea ceremony with a big porcelain bowl, drinking green tea with the







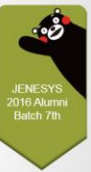


Asian countries. During the time here, we have learned so much about the lifestyle and culture, especially the history of how Japan restored and developed after WW II . (Facebook)	other delegates. The ceremony dates back in 1239 during the early Japan's Kamakura period. (Facebook)
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## 7. Action Plans Reported in the Session by Participants

 <p><b>ACTION PLAN</b></p> <ul style="list-style-type: none"> <li>Published news about the participation of Indian delegates for JENESYS -2016 program in regional newspapers on 27<sup>th</sup> Feb, 2017</li> <li>Being interviewed and telecasted the same through news channels</li> </ul>	<p><b>Action Plan: Promote JENESYS &amp; Practical Japanese Culture, Values, and Network</b></p> <p>WHAT WE DO:</p> <ul style="list-style-type: none"> <li>-Promote JENESYS Program through SNS</li> <li>-Adopt Japanese culture and values to our lifestyle</li> <li>-Share knowledge we learnt to young people, friends, and families</li> <li>-Contribute to country's development</li> <li>-Expand business connections</li> </ul>
<p><b>Group A</b></p> <p>Our visit to Japan was covered by a local newspaper on February 27. We will ask them to cover our story in Japan after we return the home country.</p> <p>We will also contact TV stations to have some media exposures to let people know our experience in Japan.</p> <p>We will also use internet to introduce our Jenesys experience to the public and arrange the reporting sessions at college events to tell of our story.</p>	<p><b>Group B</b></p> <p>Promotion of JENESYS and practical Japanese culture, values and network.</p> <ul style="list-style-type: none"> <li>- Adopt Japanese culture and values to our lifestyle.</li> <li>- Share knowledge we learnt to young people, friends, and families.</li> <li>- Contribute to country's development</li> </ul> <p>Expand business connections</p>
 <p><b>ONE WITH JAPAN</b></p> <p><b>Community Projects</b></p> <ul style="list-style-type: none"> <li>- One Community project will be implemented every year, addressing the need or what is suitable for participating countries. (e.g. workshops, lectures)</li> </ul>	 <p><b>Action Plan</b></p> <p><b>Public Reach</b></p> <ul style="list-style-type: none"> <li>Media representatives to publish travel articles and video content on Japan across respective media platforms – newspaper, SNS, blog, magazine, website in different languages</li> <li>Expected to reach the current Malaysian population of 31 million</li> </ul> <p><b>Personal Initiatives</b></p> <ul style="list-style-type: none"> <li>To continue sharing photographs and videos on our personal social media, sharing our experience verbally</li> <li>To reach our friends and family and encourage them to visit Japan</li> <li>Souvenirs bought for friends and family will also spark their curiosity about Japan</li> </ul> <p>Logos: THE STAR ONLINE, malaysiaikini, f, @myshinkansen, santark Travel, GayaTravel, POJIEGRAPHY, SHERIL-AMEERA.BLOGSPOT</p>
<p><b>Group C</b></p> <p><b>Social Awareness Campaign</b></p> <p><b>Youth Ambassador Campaign:</b></p> <p>Partnership with organization (School, NGOs, Japan Embassy) JENESYS2016</p> <p>Batch#7Alumni Reunion</p> <p><b>Community Projects:</b> One community project will be implemented every year,</p>	<p><b>Group D</b></p> <p><b><u>Public Reach</u></b></p> <ul style="list-style-type: none"> <li>● Media representative to publish travel articles and video content on Japan across respective media platforms – newspapers, SNS, Blog, magazine, website in different languages</li> </ul>

<p>addressing the need or what is suitable for participating countries (e.g. workshops, lectures) <b>Social Awareness Campaign</b></p> <p><b>Youth Ambassador Campaign:</b></p> <p>Partnership with organization (School, NGOs, Japan Embassy) JENESYS2016</p> <p>Batch#7 Alumni Reunion</p> <p><b>Community Projects:</b> One community project will be implemented every year, addressing the need or what is suitable for participating countries (e.g. workshops, lectures)</p>	<p>Expected to reach the current Malaysian population of 31 million</p> <p><b><u>Personal Initiatives</u></b></p> <ul style="list-style-type: none"> <li>● To continue sharing photographs and videos on our personal social media, sharing our experience verbally to reach our friends and family and encourage them to visit Japan</li> <li>● Souvenirs bought for friends and family will also spark their curiosity about Japan</li> </ul>
 <p><b>Our Action Plan (Actions to be taken) When return home</b></p> <p><b>Project Title</b> Timor- Leste - Japan bilateral cooperation.</p> <p><b>Objective</b> 1. To Strengthening bilateral cooperation for mutual economic benefit. 2. To enhance Knowledge and culture exchange</p> <p><b>Implementation:</b> Upon our return to Timor - Leste.</p> <p><b>Implement by:</b> All group members from Timor – Leste : Public Sector, Private sector and Academic institution.</p> <p><b>Target :</b> Public and private sector</p> <p><b>Implementation strategy:</b> Share our knowledge about Japan economic development and culture with public and particularly with policy maker</p>	 <p><b>Implementation of Our Plan</b></p> <ul style="list-style-type: none"> <li>▶ Why - to promote economics system of Myanmar - to share knowledge about Japan' Economics, Culture</li> <li>▶ When - within 3 months</li> <li>▶ How - seminars, presentation, articles, research, social media</li> <li>▶ What/how - seminars, presentation, articles, research, social media</li> <li>▶ Who - all participants of Myanmar</li> <li>▶ Whom - related organization and society</li> </ul>
<p>Group E</p> <p><b>Our Action Plan When return home</b></p> <p><b>Project Title</b> Timor– Leste - Japan bilateral cooperation.</p> <p><b>Objective</b> 1.To Strengthening bilateral cooperation for mutual economic benefit. 2.To enhance Knowledge and culture exchange</p> <p><b>Implementation:</b> Upon our return to Timor - Leste</p> <p><b>Implement by:</b> All group members from Timor – Leste : Public Sector, Private sector and Academic institution.</p> <p><b>Target:</b> Public and private sector</p> <p><b>Implementation strategy:</b> Share our knowledge about Japan economic development and culture with public and particularly with policy maker.</p>	<p>Group F</p> <p>In order to promote economics system of Myanmar, to share knowledge about Japan' Economics, Culture , within 3 months, all participants of Myanmar</p> <p>will disseminate our experiences through seminars, presentation, articles, research, social media</p> <p>toward related organization and society</p>

<div><div><div>Our Action Plan</div><div><ul style="list-style-type: none"><li>To adapt home stay campaign in Koka City and strategies of Nara Tourism</li><li>To continue promote of Japan Tourism by Lao Media sector</li><li>To conduct FAM TRIPS</li></ul></div><div></div><div></div></div></div>	<div><div><div><div>What?</div><div><p>To promote Kumamoto in Bali</p></div></div><div><div>Why?</div><div><p>Strengthen relations in Bali-Kumamoto, based on MOU</p></div></div><div><div>When?</div><div><p>Every first week of the month (6 months)</p></div></div><div><div>Who?</div><div><p>Bali society</p></div></div><div><div>From?</div><div><p>JENESYS 2016 Alumni Batch 7th</p></div></div></div></div>
<div><div>Group G</div><div>To adapt home stay campaign in Koka City and strategies of Nara Tourism</div><div><ul style="list-style-type: none"><li>To continue promote of Japan Tourism by Lao Media sector</li><li>To conduct FAM TRIPS</li></ul></div></div>	<div><div>Group H</div><div>Short-term plan:</div><div>To encourage all participants to follow &amp; promote JENESYS official Facebook page</div><div><ul style="list-style-type: none"><li>To promote trade and maintain friendship</li><li>In 3 months</li><li>By 2016 JENESYS Participants</li><li>To friends, colleagues and business associates</li></ul></div><div>Long-term plan:</div><div>To set up private network for all participants to be actively in-touch.</div><div>Can serve as mentorship platform for new participants</div><div><ul style="list-style-type: none"><li>To promote trade and maintain friendship</li><li>In 6 – 12 months</li><li>By 2016 JENESYS Participants</li><li>To friends, colleagues and business associates</li></ul></div><div>To participate and promote future activities for JENESYS. To organise company/government visits to Japan to explore new opportunities.</div><div>Facilitate student exchanges</div></div>
<div>N/A</div>	<div><div>Action Plan</div><div><div><div>WHAT</div><div>Short-term plan: to encourage all participants to follow &amp; promote JENESYS official Facebook page</div><div>Long-term plan: To set up private network for all participants to be actively in-touch. Can serve as mentorship platform for new participants</div></div><div><div>WHY</div><div>To promote trade and maintain friendship</div></div><div><div>WHEN</div><div>Short Term: 3 months</div><div>Long Term: 6 to 12 months</div></div><div><div>WHO</div><div>2016 JENESYS Participants</div><div>FOR WHOM</div><div>Friends, colleagues and business associates</div></div><div><div>HOW</div><div>Short-term: Participants to post photos and experiences, hashtagging “#JENESYS2016”</div><div>Long-term: To participate and promote future activities for JENESYS. To organise company/government visits to Japan to explore new opportunities. Facilitate student exchanges.</div></div></div></div>



	<div data-bbox="826 152 1407 483"> <div> Learn 5S  Apply 5S in life, work  Share consequently  Keep contact </div>  </div>
<p>Group I</p> <p><b>Long-term plan:</b></p> <p>To set up private network for all participants to be actively in-touch.</p> <p>Can serve as mentorship platform for new participants</p> <ul style="list-style-type: none"> <li>✓ To promote trade and maintain friendship</li> <li>✓ In 6 – 12 months</li> <li>✓ By 2016 JENESYS Participants</li> <li>✓ To friends, colleagues and business associates</li> </ul> <p>To participate and promote future activities for JENESYS. To organise company/government visits to Japan to explore new opportunities.</p> <p>Facilitate student exchanges</p>	<p>Group J</p> <p>Participants will implement Japanese 5S (sort, set in order, shine, standardize, sustain) in their homes and work places. Target is their family, relatives and friends. They will share the result of the implementation among them.</p>