

**JENESYS 2016 In-bound Program Report
(10 ASEAN Countries and Timor-Leste,
Theme: Economics (8th Batch))**

1. Program Overview

186 students and young adults from ASEAN 10 countries and Timor-Leste, who are interested in the international business, visited Japan from April 18 to April 25 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 or Timor-Leste, and divided into groups visiting Miyagi, Gifu, Okayama, and Fukuoka respectively. Each group had a subtopic of Public Transportation System, Young Entrepreneur/Support System for Entrepreneur, Muslim Tourism or Regional Developments/SME Professionals 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】

186 participants (Brunei: 13, Cambodia: 15, Indonesia: 24, Laos: 22, Malaysia: 28, Myanmar: 18, The Philippines: 14, Singapore: 9, Thailand: 15, Timor-Leste: 13, Vietnam: 15)

【Prefectures Visited】

Tokyo (All participants), Miyagi (52), Gifu (75), Okayama (37), Fukuoka (22)

2. Program Schedule

Apr 18 (Tue)

Arrival at Narita or Haneda International Airport

【Orientation】

【Lecture on Understanding Japan/ Key Note Lecture】

Group A and B : Railway Bureau, Ministry of Land, Infrastructure,
Transportation and Tourism (MLIT)

Group C to H : Strategic International Management Associates (SIMA)

Divided into 9 groups traveling to each local city by air or by Shinkansen

Apr 19 (Wed)~Apr 23 (Sun)

(1) Group A/B : Miyagi

【Observation of Historical Landmark】 Sendai Castle
【Observation of Regional Industry/Company and Opinion Exchange 1】
Sendai City Transportation Bureau
【Observation of Regional Industry/Company 】
Strawberry Land Kochan-en
【Courtesy Call】 / 【Lecture on Outline of the Region】 Watari Town
【Observation of Regional Industry/Company and Opinion Exchange 2】
Hitachi Solutions East Japan,Ltd.
【Observation of Regional Industry/Company and Opinion Exchange 3】
Sendai Airport
【Cultural Experience】 Japanese Drum Beating
【Homestay】
【Workshop for Reporting Session】

(2) Group C : Gifu

【Lecture on Economic Field】 Softopia Japan
【Observation of Regional Industry/Company 1】 Softopia Japan
【Cultural Experience】 Japanese Tea Ceremony Experience with Mini
Lecture, Observation of Iai (art of drawing Japanese sword), The
Appreciation of Japanese Music
【Observation of Regional Industry/Company 2】 Ogaki City Refuse
Disposal Center
【Exchange with Local Residents and Business Officials】
【Observation of Regional Industry/Company 3】 The Ogaki Kyoritsu
Bank, Ltd.
【Observation of Regional Industry/Company 4】 Miwa Shuzo Co., Ltd.
【Cultural Experience】 Basho's Oku no Hosomichi Haiku Journey Museum
【Homestay】
【Workshop】

(3) Group D/E : Gifu

【Lecture on Economic Field】 Softopia Japan
【Observation of Regional Industry/Company 1】 Softopia Japan
【Cultural Experience】 Japanese Paper Making
【Exchange with Local Residents and Business Officials】
【Observation of Regional Industry/Company 2】 Salad Cosmo Co., Ltd./
Chicory Village
【Observation of Regional Industry/Company 3】 Yahiro Sangyo Co., Ltd.

【Homestay】

【Workshop】

(4) Group F/G : Okayama

【Lecture on Outline of the Region】 The Industry Tourist Bureau of Okayama City/Okayama Visitors & Convention Association

【Observation of Historical Landmark】 Kibitsujinja Shrine

【Visit to Commercial Facility】 Omotecho-Shopping Street

【Observation of Regional Industry/Company】 Inujima Island

【Observation of Historical Landmark】 Kurashiki Bikan Historical Quarter

【Nature Experience】 Forest Botanical Garden of Kibi

【Nature Experience】 Hiruzen Highlands

【Observation of Historical Landmark】 Okayama-jyo castle, Korakuen

【Workshop】

(5) Group H : Fukuoka

【School Exchange】 University of Teacher Education Fukuoka

【Exchange with Local Residents and Business Officials】 Itoshima Tourism Association

【Cultural Experience】 Japanese Tea Ceremony, Observation of Tea-ceremony House and Japanese Garden

【Observation of Regional Industry/Company and Opinion Exchange 1】 Ooki-junkan Center

【Observation of Regional Industry/Company and Opinion Exchange 2】 Asakura Clinic

【Observation of Regional Industry/Company and Opinion Exchange 3】 Ishizue-so

【Observation of Regional Industry/Company and Opinion Exchange 4】 Asakura Medical Association Hospital

【Exchange with Local Residents and Business Officials】 Observation of Triple coupled waterwheel, Yamada Zeki (embankment)

【Homestay】

【Workshop】

Apr 24 (Mon) All the groups move back to Tokyo.

【Reporting Session】

【Farewell Party】





Apr 25 (Tue) Leaving Japan from Narita or Haneda International Airport

3. Program Photos

Common Program (Tokyo)

	
<p>4/19 【Lecture on Understanding Japan/ Key Note Lecture】</p>	<p>4/19 【Reporting Session】</p>

(1) Group A/B : Miyagi

	
<p>4/20 【Lecture on Outline of the Region】 Watari Town.</p>	<p>4/20 【Observation of Regional Industry/Company and Opinion Exchange】 Sendai City Transportation Bureau</p>
	
<p>4/21 【Observation of Regional Industry/</p>	<p>4/21 【Cultural Experience】 Japanese drum</p>

Company and Opinion Exchange】 Sendai Airport	beating.
	
4/22 【Homestay】	

(2) Group C/D/E : Gifu

	
4/20 【Lecture on Economic Field/ Observation of Regional Industry/ Company】 Softopia Japan (All Groups)	4/20 【Observation of Regional Industry/ Company】 Ogaki City Refuse Disposal Center (Group C)
	
4/20 【Exchange with Local Residents and Business Officials】 (All Groups)	4/21 【Observation of Regional Industry/ Company】 Salad Cosmo Co. Ltd. (Group D/E)



4/21 【Cultural Experience】 Basho's Oku no Hosomichi Haiku Journey Museum (Group C)



4/22 【Homestay】 (Group D/E)



4/23 【Workshop】 (Group C)



4/23 【Workshop】 (Group D/E)

(3) Group F/G : Okayama



4/20 【Lecture on Outline of the Region】
The Industry Tourist Bureau of Okayama City / Okayama Visitors & Convention Association



4/20 【Observation of Historical Landmark】
Kibitsujinja shrine



4/21 【Observation of Regional Industry/Company 】 Inujima Island



4/22 【Nature Experience】 Forest Botanical Garden of Kibi



4/22 【Nature Experience】 Hiruzen Highland



4/23 【Workshop】

(4) Group H : Fukuoka



4/20 【School Exchange】 University of Teacher Education Fukuoka



4/20 【Exchange with Local Residents and Business Officials】 Itoshima Tourism Association

	
<p>4/21 【Observation of Regional Industry/Company and Opinion Exchange】 Ooki-junkan Center</p>	<p>4/22 【Exchange with Local Residents and Business Officials】 Observation of Triple coupled waterwheel, Yamada Zeki (embankment)</p>
	
<p>4/23 【Farewell Party with Host Family】</p>	<p>4/23 【Workshop】</p>

4. Voice from Participants

◆ Malaysian Corporate Worker

Everything was impressive to me during my stay in Japan. Now I believe the reason my past Prime Minister made a policy of “Look to the East”. The most important thing for me is the word planning, advanced technology and fast. I could see to develop a thing is not take 3 – 5 years but it is a 50 years of planning. Malaysian can learn Japan advanced technology. Form their daily lives until way of life. All of it occurred really fast for example is their speed recovery from the natural disaster in Sendai Airport. Sometimes it make us unbelievable to think.

◆ Myanmar College Student

From this program, I’m very impressed with the keynote lecture about culture, history, economy and communication of Japan. I had a chance to learn information that I’ve never heard. This encourages me to have a clear focus on Japan’s advanced technology and to contribute this information to our home country.

Secondly, revitalizing industries by Softpia raise the product and IT capabilities. Creating

employment opportunities for the elderly and growing sprouts(vegetables) using spring water by Salad Cosmo Co., Ltd. leaves a strong impression.

In Yahiro Sangyo Co., Ltd. the unique “Balanced Chamber Dry System” has a great impact on agriculture, commerce and manufacturing industries in various places of Japan.

◆ Indonesian College Student

My most significant impression is that Japan, as a state, along with its entire citizen, really appreciates their own culture, language, very discipline, on time, and treats others with respect. These are something that Indonesia should learn from. Besides, the lecture given to us was very informative and eye opening. I am looking further to find a scholarship program and opportunity for my master degree here in Japan. Because I really love the environment, people, and technology. In my opinion, the private sectors really do great job as they have initiative to give facilities and started to think about Muslim tourists coming to Japan. What I see here is that the Government can manage to work together with those private sectors and create better tourism destination for Muslim. I also like all of the places we have visited. Those places are beautiful and carefully taken care and managed by the Government. All Japanese people are also friendly and really respect the country rules and regulations such as keeping all places clean, traffic sign and etc.

◆ Bruneian College Student

I have always had an interest in the Japanese culture ever since I was young. I used to read online articles on the history, culture, religion, economy and the attractive hotspots around the country. The experience gained in this JENESYS program has left a huge impact in my life. To be able to experience the culture and history first-hand is something that cannot be described in words. One of the main highlights of the trips is visiting the Kibitsu Shrine, where I felt elevated spiritually and more knowledgeable about Shintoism & Buddhism. The trip to Hiruzen Highland was simply impressive. A beautiful insight of a places in Japan I did not know exist.

Mr. K. was an excellent keynote speaker in giving a lecture about Japan. I thoroughly enjoyed all of the trips and lectures. I would also like to thank to Mr. M. for being and informative tour guide during our trip to Kurashiki. A trip which moved me to tears for his wisdom which he imparted to us about his hope for a peaceful generation. In closing I hope to visit Japan again in the future and strengthen ties with the people of Japan.

5. Voice from Japanese Participants

◆ Host Family

They were very proactive about talking to us, and we cooked together and had a good time. We went for a stroll around the town to see the temples and shrines, which seemed to impress them greatly. They also had the chance to interact with my grandchildren, and I am glad that they could see what Japanese life is like. Thank you for the opportunity to spend

three fun days together.

◆ **Host Family**

They were very well-mannered, and I was impressed with the effort they made to fit in with Japanese culture. Although I wanted to do many things for them, unfortunately I could not even manage to do half, as it was such a short period. We spent just three days and two nights together, but they were extremely sad to leave us, and so I also found it very hard to part from them. I am very grateful to have had the opportunity to meet them. Thank you for this great experience.




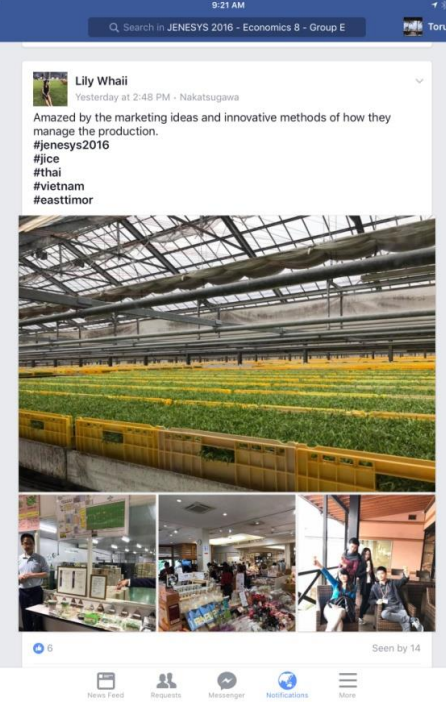
◆ **Accepting organization**



Most of my guests were Muslims, and so I was able to learn what kinds of things they like and dislike, and what kind of expectations they have. Although they all came from Southeast Asia, each had distinctive national characteristics, and I am glad that they were able to see Okayama from different perspectives. Inujima and Hiruzen appeared to be particular hits, and so I will bear this in mind when showing future guests around. Receiving visitors such as these is an extremely stimulating experience for me, too. I believe that it provides the opportunity to notice points for improvement, and so I would be grateful if you could send guests to Okayama again in the future, if at all possible.

◆ **Accepting company**

The sparkling eyes of the visitors and the way in which they leaned forward eagerly to listen to the lecture made a big impression on me. There were many questions, and I believe that I was able to convey the idea of “mottainai” (“Waste not, want not”) to them. I got a strong sense of their enthusiasm.

6. Dissemination by Participants

 <p>IChet Chet added a photo and a video. Yesterday at 07:54 · 🌐</p> <p>ប្រហែលជាប្លង់ដឹកជញ្ជូន (ផែនទី) នេះគ្រាន់តែជា "ផែនការសេដ្ឋកិច្ច" មួយប៉ុណ្ណោះ។ ប្លង់ដឹកជញ្ជូន (ផែនទី) នេះគ្រាន់តែជា "ផែនការសេដ្ឋកិច្ច" មួយប៉ុណ្ណោះ។ ប្លង់ដឹកជញ្ជូន (ផែនទី) នេះគ្រាន់តែជា "ផែនការសេដ្ឋកិច្ច" មួយប៉ុណ្ណោះ។</p> <p>Look a bit messy (map) but this is just the "Master Plan of Local Transportation of Sendai". Good or not the plan is done. I do wish to see Cambodia starts drafting and designing to show the public the Master Plan of the whole town. @video: all Cambodian representative (railways) Candidates and other ASEAN mates.</p> <p>#Sendai #Jenesys2016 #Cambodia #Japan</p> <p>Makyay Hongly and 32 others · 1 Comment · 5 Shares</p>	 <p>Fahkri Noor Ramliさんが Instagramで写真1件を投稿 しました — 場所: Tsutsujigaoka Park 昨日 13:02 · Instagram · 🌐</p> <p>We are Hitachi #jice #jenesys2016 #japan 🇯🇵 #miyagi #sendai #hitachihq</p> <p>あなたと他14人</p>
<p>Look a bit messy (map) but this is just the "Master Plan of Local Transportation of Sendai". Good or not the plan is done. I do wish to see Cambodia starts drafting and designing to show the public the Master Plan of the whole town. (Facebook)</p>	<p>"We are HITACHI!!" (Instagram)</p>
 <p>Khin Myint Mo Kyaw new photos. Apr 20, 2017 at 11:05pm · Gifu · 🌐</p> <p>Making Japanese paper at Mino Washi paper Museum</p> <p>#JENESYS2016 #JICE #MYANMAR</p>	 <p>Lily Whaii Yesterday at 2:48 PM · Nakatsugawa</p> <p>Amazed by the marketing ideas and innovative methods of how they manage the production.</p> <p>#jenesys2016 #jice #thai #vietnam #easttimor</p> <p>Seen by 14</p>
<p>MINO WASHI Paper Making at MINO-WASHI Museum (Instagram)</p>	<p>Amazed by the marketing ideas and innovative methods of how they manage the production. (Facebook)</p>

	
<p>Day 3 We visited Kibitsu Shrine and omotemachi shopping arcade in Okayama city. Can't wait to explore more beautiful places in Okayama prefecture. (Facebook)</p>	<p>Having workshop for developing Action Plan (Facebook)</p>

7. Action Plans Reported in the Session by Participants

Action Plan

	Information Sharing	Holistic Long Term Public Transport Plan	Stakeholder Engagement	External Promotion
Action Plan	<ul style="list-style-type: none"> Information Sharing of AGT system for future Public Transportation (P.T) Plan Unmanned Train Stations 	<ul style="list-style-type: none"> Developing Disaster Mitigation Measures with P.T Policy Revitalization to Local Industries After Disasters 	<ul style="list-style-type: none"> Engage with PBT for active participation in PT Planning Standardization of PT Policy Establish PT Planning Principle PT Planning to hit tourism key areas 	<ul style="list-style-type: none"> Invest more in R&D To instill Corporate Culture and Core Values
By Who	<ul style="list-style-type: none"> Government Local Authorities Operators 	<ul style="list-style-type: none"> Government Local Authorities Operators 	<ul style="list-style-type: none"> Government Local Authorities Operators 	<ul style="list-style-type: none"> Government Operators
By When	Q3, 2017	Q3, 2017	Q3, 2017	Q3, 2017

3. Action Plan

WHY	WHEN	WHO
<ul style="list-style-type: none"> To share the positive mind set understandings of Japan and knowledge to the people in Cambodia and other friends around the world Improve on disaster management To promote economics with Japan 	<ul style="list-style-type: none"> One month period later 	<ul style="list-style-type: none"> Cambodia team that attended JENESYS2016 program
TO WHOM	WHAT	
<ul style="list-style-type: none"> The people who never been in Japan before Working places and Industries 	<ul style="list-style-type: none"> We spread our understanding of Japan during program: <ul style="list-style-type: none"> Japanese Culture Infrastructure in Japan HSR Shinkansen High end Technology 	
HOW		
<ul style="list-style-type: none"> We promote Japan through: <ul style="list-style-type: none"> Social Network System(Facebook, Twitter, Instagram, etc) Talking to other people about Japan Mass media 		


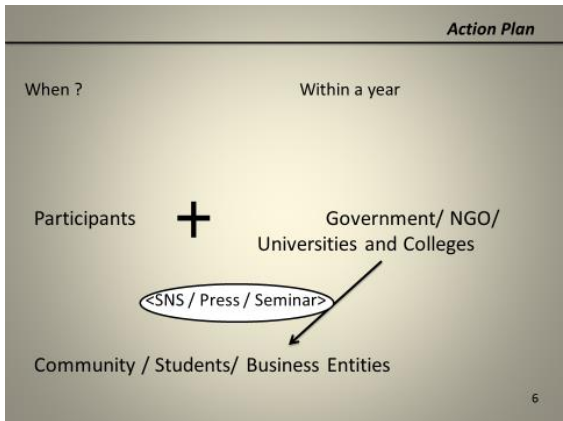
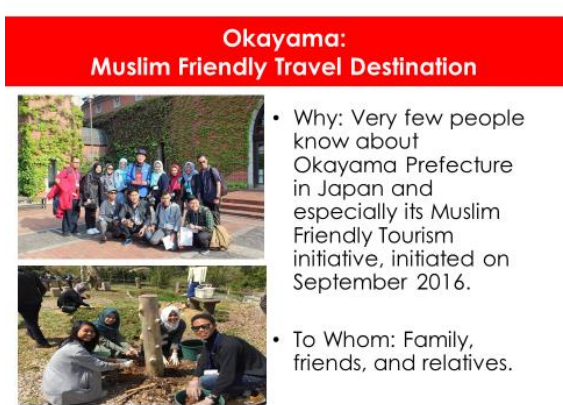
Group A



Information Sharing:

Information Sharing of AGT system for future Public Transportation (P.T) Plan, Unmanned Train Stations
Holistic Long Term Public Transport Plan:
Developing Disaster Mitigation Measures with P.T, Policy Revitalization to Local Industries

Group B

Participants will spread their understanding on Japanese culture, infrastructure in Japan, HSR (Shinkansen), and high-end technology during the program through SNS & mass media and by talking to others.

<p>After Disasters.</p> <p>Stakeholder Engagement:</p> <p>Engage with PBT for active participation in P.T Planning, Standardization of P.T Policy, Establish P.T Planning Principle, P.T Planning to hit tourism key areas.</p> <p>External Promotion:</p> <p>Invest more in R&D, To instill Corporate Culture and Core Values.</p>	
 <p>Our Action Plan (cont.)</p> <p>What are we planning to do?</p> <ul style="list-style-type: none"> -Promote through SNS, workshops, print and broadcast media -Promote Japan economy, culture, lifestyle, environment programs. -Encourage cultural exchange programs. <p>Facebook, Twitter, Instagram icons</p>	 <p>Action Plan</p> <p>When ? Within a year</p> <p>Participants + Government/ NGO/ Universities and Colleges</p> <p><SNS / Press / Seminar></p> <p>Community / Students/ Business Entities</p> <p>6</p>
<p>Group C</p> <p>Promote through SNS, workshops, print and broadcast media</p> <p>Promote Japan economy, culture, lifestyle, environment programs.</p> <p>Encourage cultural exchange programs.</p>	<p>Group D</p> <p>When? Within a year</p> <p>Participants + Government/NGO/Universities and Colleges</p> <p><SNS/Press/Seminar> →</p> <p>Community/Students/Business Entities</p>
 <p>3. ACTION PLAN:</p> <p>Sustainable agricultural development (2TV) HOW?</p> <p>Step 1</p> <ul style="list-style-type: none"> • Proposal for local authorities • Promotions through online and offline channels <p>Step 2</p> <ul style="list-style-type: none"> • Conferences, seminars, training programs, field trips... • Center of excellences, information center and website among 3 countries <p>Step 3</p> <ul style="list-style-type: none"> • Experiment in some regional companies or farmers • Apply to the whole country 	 <p>Okayama:</p> <p>Muslim Friendly Travel Destination</p> <p>Why: Very few people know about Okayama Prefecture in Japan and especially its Muslim Friendly Tourism initiative, initiated on September 2016.</p> <p>To Whom: Family, friends, and relatives.</p>
<p>Group E</p> <p>Sustainable agricultural development (2TV) How?</p> <p>Step 1. Proposal for local authorities Promotions through online and offline channels.</p> <p>Step 2. Conferences, seminars, training programs, field trips...</p> <p>Center of excellences, information Center and</p>	<p>Group F</p> <p>Uploading project videos about Okayama and its Moslem Friendly Tourism Initiative every week to make friends, relatives and family share this good initiatives.</p>

<p>website among 3 countries.</p> <p>Step 3. Experiment in some regional companies or farmers. Apply to the whole country.</p>	
 <p>ADVICE</p> <ol style="list-style-type: none"> 1. Build confidence for Muslim tourist – collaborate or learn from Muslim Majority countries in ASEAN – with the use of 'Halal' logo 2. Knowledge tour guides that speak both languages (Japanese / English) 3. Money changer 4. Language barrier (menu, public signs, electrical appliances) 5. Segregation of food 	 <p>Action Plan</p> <p><u>Project Title:</u> "Enhancing and including the knowledge of waste management through communities Initiative"</p> <p>Why?</p> <ul style="list-style-type: none"> • Increasing waste as the population grows • Environmental degradation concerns • Lack of knowledge of waste management • Low Community Ownership & initiative • Community responding <p>JENESYS2016</p>
<p>Group G</p> <p>ADVICE;</p> <ol style="list-style-type: none"> 1. Build Confidence for Muslim tourist- collaborate or learn from Muslim Majority countries in ASEAN 2. Knowledge tour guides that speaks both languages (Japanese/English) 3. Money Changer 4. Language barrier (menu, public signs, electrical appliances) 5. Segregation of food 	<p>Group H</p> <p>Participants will make effort with enhancing and including the knowledge of waste management through community initiatives.</p>