



# Commemorating the 50th Year of ASEAN-Japan Friendship and Cooperation "JENESYS U-17 Women's Football Memorial Cup" Report (Invitation Program)

#### 1. Program Overview

[Objective] This program was implemented with the aim of promoting mutual understanding and friendship among U-17(\*) female football players, invited from ASEAN Member States (AMS) who are expected to be active in the future, through football practice by all 12 teams including the Japanese team, the "JENESYS U-17 Women's Football Memorial Cup," a friendly match, and exchange events. In addition to the football exchange, the youth from AMS experienced Japanese and Okinawan culture and introduced their impressions of Japan and what they learned from the program to their respective home countries through SNS.

The implementation of this program is expected to further develop friendly exchanges between ASEAN and Japan on the occasion of the "Commemorating 50th year of ASEAN-Japan Friendship and Cooperation".

(Note) U-17: a football team consisting of players 17 years old or younger

[Participants] Total: 213 U-17 football players and officials from AMS and Timor-Leste

(Note1) Breakdown of participating AMS and Timor-Leste: Indonesia (19), Cambodia (22), Singapore (22), Thailand (22), the Philippines (22), Viet Nam (21), Malaysia (22), Myanmar (22), Lao PDR (20), Timor-Leste (21)

(Note2) Participating Club Teams: Cambodia, Indonesia, Lao PDR

[Location] Tokyo, Okinawa

#### 2. Program Schedule

Date	Content	
Pre-study Program (Online)		
	[Orientation] [Exchange]	
	Lecture Theme: The 50th Year of ASEAN-Japan Friendship and	
	Cooperation and Sports Exchange	
	"The Journey thus far and Future Possibilities for Women's Football	
Torraday Manab 07	in Japan"	
Tuesday, March 07	Lecturer: Ms. MIYAMOTO Tomomi, Coach, Nadeshiko Japan <sup>(Note)</sup>	
	(Note) Profile: Ms. MIYAMOTO was a member of the Japan Women's National Team from	
	1997-2007, and has been involved with various teams as a coach since 2013, and has been	
	involved in player development and coaching as a coach of Nadeshiko Japan (Japan	
	Women's National Team) since 2021.	
	Speech (excerpt): Japan is the first and only country to have won the World	

	Cup in all three categories, but the number of players is still small compared	
	to men. In order to make soccer a familiar sport for women, we are making	
	efforts to promote women's soccer from various aspects, develop and	
	strengthen players, and train female coaches, etc. In September 2021,	
	Japan's first professional women's soccer league, the WE League, was	
	launched, and we hope to further promote women's soccer in the future.	
	Inbound Program	
Day 1	Arrival in Haneda Airport or Narita International Airport	
Wednesday, March 15	Travel from Tokyo to Okinawa Pref.	
Day 2	【Orientation】Welcome Video Messages:	
Thursday, March 16	ay, March 16 - Ms. UEKI Riko (Nippon TV Tokyo Verdy Beleza)	
	Ms. TAKARADA Saori (Linköpings FC (Sweden))	
	Ms. Phonphirun Philawan (Thai Player, MYNAVI SENDAI Ladies)	
	【Football Practices by Team】	
	At the Uruma Gushikawa Multipurpose Sports Ground	
Day 3	【Sports Exchange】Friendly Football Matches (League tournament)	
Friday, March 17	From 17 <sup>th</sup> to the 21 <sup>st</sup> at the Uruma Gushikawa Multipurpose Sports Ground	
	【Viet Nam…vs…Malaysia】3 - 0	
	【Indonesia… vs…Cambodia】0 - 2	
	【Japan(U-16)…vs…Myanmar】4 - 0	
	【Thailand…vs…Timor-Leste】13 - 0	
	【Cultural Experience, Observation】	
	Bingata experience (Okinawan traditional dyed cloth), Visit to	
	Manzamo (Lao PDR, the Philippines, Singapore)	
Day 4	【Viet Nam…vs…Japan (Okinawa)】10 - 0	
Saturday, March 18	【Indonesia…vs…Singapore】0 - 5	
	【Japan (U-16)…vs…the Philippines】12 - 0	
	【ThailandvsLao PDR】9 - 0	
	【Cultural Experience, Observation】	
	Bingata experience (Okinawan traditional dyed cloth), Visit to	
	Manzamo (Cambodia, Malaysia, Myanmar, Timor-Leste)	
Day 5	【Malaysia…vs…Japan (Okinawa)】1 - 2	
Sunday, March 19	【Cambodia…vs…Singapore】0 - 5	
	【Myanmar…vs…the Philippines】3 - 1	
	【Timor-Leste…vs…Lao PDR】1 - 4	
	【Cultural Experience, Observation】	

	Bingata experience (Okinawan traditional dyed cloth), Visit to	
	Manzamo (Indonesia, Thailand, Viet Nam)	
Day 6	【Malaysia…vs…Indonesia】 0 - 1	
Monday, March 20	【the Philippines…vs…Timor-Leste】 9 - 0	
	【Japan (Okinawa) vs…Cambodia】3 - 2	
	【MyanmarvsLao PDR】4 - 0	
	【Viet Nam…vs…Singapore】4 - 0	
	【Japan (U-16)…vs…Thailand】(semi-finals) 5 - 0	
Day 7	【Malaysia…vs…Timor-Leste】4 - 0	
Tuesday, March 21	【Indonesia…vs…the Philippines】 3 - 5	
	【Cambodia…vs…Lao PDR】2 - 0	
	【Japan (Okinawa)…vs…Myanmar】1 - 10	
	【SingaporevsThailand】(3 <sup>rd</sup> place match)0 - 4	
	【Viet Nam…vs…Japan (U-16)】(finals) 0 - 12	
	【Sports Exchange】Football juggling games, etc.	
	Lecturer: Ms. SAWA Homare and Ms. MIYAMA Aya, former	
	Nadeshiko Japan members (Japan National Team)	
	[Awarding Ceremony]	
	Address by NAKAMURA Masato, Mayor of Uruma City,	
	MIYAGAWA Manabu, Ambassador in Charge of Okinawan Affair	
	Okinawa Liaison Office	
	【Reporting Session】	
	Presentations by country	
	Video Viewing "FIFA Women's World Cup Germany 2011"	
	(Japan Women's National Team's First Winning Match)	
	Review by:	
	Ms. SAWA Homare, Former Captain of the Japan Women's	
	National Team	
	Ms. MIYAMA Aya, Former Member of Japan Women's National	
	Team	
	Ms. Nasya Nabila Nursabrina, ASEAN Secretariat	
	Cultural Exchange	
	Performances (by country)	
	Okinawa Traditional Performing Arts Eisa	
Day 8	Travel from Okinawa Pref. to Tokyo	
Wednesday, March 22		

Day 9	[Observation]		
Thursday, March 23	- Sensoji, Nakamise street (Cambodia, Lao PDR, Myanmar, The		
	Philippines, Thailand, Viet Nam, Timor-Leste)		
	Meiji-jingu, Harajuku (Indonesia, Malaysia, Singapore)		
Day 10	【Lecture】 "About B's INTERNATIONAL efforts with the Women		
Friday, March 24	Empowerment League"		
	Mr. TOMITA Yuya, Content Channel Development Headquarters,		
	WE League Department, Deputy Senior Manager,		
	B's INTERNATIONAL Inc. (Street apparel brand)		
	Speech (excerpt): The brand X-girl, owned by B's INTERNATIONAL,		
	is a silver partner and official supplier of the WE League, developing		
	uniforms and training wear and marketing various products through		
	the X-girl filter, In fact, X-girl provided uniforms to 6 clubs for the		
	2022-23 season. As only an apparel manufacturer can, X-girl's		
	designs feature unprecedented fusion with street fashion, with a		
	focus on materials and silhouettes tailored to women's needs. The		
	company is also working beyond the development of the women's		
	soccer world, with a view to improving the social advancement and		
	status of women. We hope that one day the participants will wear X		
	-girl uniforms and play an active role in the world.		
	【Observation】Kirin Challenge Cup 2023 (Japan vs. Uruguay)		
	At the Japan National Stadium		
Day 11	Departure from Haneda Airport and Narita International Airport		
Saturday, March 25	Departure from Harreda Airport and Nanta international Airport		

# 3. Friendly Football Matches "JENESYS U-17 women's Football memorial cup~ "League Tournament Result (List of Rank)

Order	Group 1	Group 2
1	U-17 Viet Nam Women's National Team	U-17 Singapore Women's National Team
2	Japan (Okinawa) U-17 Uruma City Select Team	U-17 Cambodia Women's National Team
3	U-17 Malaysia Women's National Team	U-17 Indonesia Women's National Team
	Group 3	Group 4
1	U-16 Japan Women's National Team	U-17 Thailand Women's National Team
2	U-17 Myanmar Women's National Team	U-17 Lao PDR Women's National Team
3	U-17 Philippines Women's National Team	U-17 Timor-Leste Women's National Team

# 4. Program Photos

Pre-study Program (online):



March 7, 2023 [Orientation] Commemorative photo



March 17, 2023 Friendly football match (Japan U-16 vs Myanmar)



March 18, 2023 Friendly football match (the Philippines vs Japan (Okinawa))



March 19, 2023 [Cultural Experience] – Bingata (Okinawan traditional dyed cloth) (Thailand)



March 16, 2023 Team practice (Viet Nam)



March 17, 2023 [Cultural Experience] – Bingata (Okinawan traditional dyed cloth) (Malaysia)



March 18, 2023 [Observation] Manzamo (Timor-Leste)



March 20, 2023 Friendly football match (Viet Nam vs Singapore)



March 21, 2023 Friendly Communication



March 21, 2023 Sports Exchange



March 21, 2023 Commemorative photo after the friendly match

Reference: Commemorating the 50th Year of ASEAN-Japan Friendship and Cooperation

JENESYS U-17 Women's Football Memorial Cup (Results) URL:https://www.mofa.go.jp/a\_o/rp/page24e\_000407.html



March 21, 2023 Awarding ceremony



March 21, 2023 Reporting Session



March 21, 2023 Video Viewing of FIFA World Cup Germany 2011 (Japan Team Digest)



March 21, 2023 Comments by Guest of Honor



March 21, 2023 Performances by country



March 21, 2023 [Cultural Exchange] Eisa



March 23, 2023 [Lecture] "Our efforts with Women Empowerment League"



March 24, 2023 [Observation] Asakusa Senso-ji Temple, Nakamise Street (Cambodia)

#### 5. Media Coverage



# 6. Voices from Participants (excerpt)

#### ♦ U-17 Player (Cambodia)

electronic edition (Vietnam)

I am so glad to be here in Japan. I thought the program was very good for young people like us, such as the friendly football matches. I was able to gain good experiences and good ideas in Japan. I learned a lot about Japanese culture and also made friends with people from other countries. Thank you very much for giving me the opportunity to participate in this program.

Homepage

#### ◆ U-17 Player (Indonesia)

Through my participation in the program, I learned the principles of punctuality and the importance of cleanliness habits.

#### U-17 Player (Lao PDR)

The ocean near the hotel was beautiful. I loved the view and took pictures every time I went to see it. The Japanese people were warm and welcoming, and I was filled with joy to see and feel Japan. During the Bingata dyeing experience, when I made a mistake in my drawing, they were very kind and taught me politely. I also experienced many things through football. In the program, I made friends from overseas of the same age. We got to know each other, talked, smiled together, and experienced happy times together. I hope to visit Japan again someday. Love Japan。 Love JENESYS.

## ◆ U-17 Player (Malaysia)

The thing that impressive me the most is that the female soccer players from Japan are very talented. female soccer players from other countries are also very good. Japan has many interesting and beautiful places. interesting culture to learn. Japanese people are also very friendly, helpful, polite, and cheerful. The part I like the most is the food, which is very tasty, many choices and interesting. but in Japan everything moves fast along with the economy, development, and the people as well. the accommodation provided is very satisfying, beautiful and the best and the food provided is amazing.

### Officials (Myanmar)

The Japanese people were very protective of their natural environment, and they separated their garbage properly before discarding it. I was impressed by their high standard of living and behavior befitting a representative country.

#### **♦** Officials (the Philippines)

The impressive parts are the football tournaments, and culture. During football tournaments, it helps to develop the skills of each player and also gains confidence to play internationally. The Japan culture gave a big impact on how punctual they are, and on how they are responsible and discipline in every matter.

#### ◆ Officials (Viet Nam)

Painting the bags was a unique experience for me. Really relaxing and creative. I really liked last night's performances from the teams too.

#### ◆ U-17 Player (Thailand)

I was impressed by everywhere we went in Tokyo and Okinawa. I fell in love with Japan.

#### ◆ U-17 Player (Viet Nam)

The Japanese people are very polite, and prepare everything in detail.

#### ◆ U-17 Player (Timor-Leste)

Throughout the program, I felt the hospitality and kindness of the Japanese people everywhere. During the program, nutritious meals and plenty of rest time were provided, and I was reminded

of the need to pay attention to healthy eating habits and rest in order to be in good condition for the games. I am glad to have had the opportunity to interact with Japanese players as well. Unlike the Asian Football Confederation (AFC) and other international tournaments, JENESYS allowed me to interact with players from each participating country, and I was able to make many friends. It was frustrating when we lost, but off the pitch, even though we didn't understand each other's language, we were able to make gestures to communicate with each other and create happy memories together. We exchanged Instagram and Facebook accounts, and I hope to nurture these friendships after I return home. I would like to express my gratitude.

#### 7. Voices from the Receiving Parties (excerpt)

#### Lecturer

Some of the content, such as the philosophy and credo (code of conduct) of the WE-League, might be a bit difficult for young players, but we prepared many videos and images of the X-girls' efforts, so I got the impression that they enjoyed the course. It was a very valuable opportunity to hear the real voices of young athletes from different countries.

#### Japanese Players

Throughout the memorial cup, I was able to experience many things. I was amazed by every aspect of the game, such as the physical clashes, positional struggles, differences in physical ability and muscle strength, and every other aspect of the game that I have never seen before. I had the opportunity to talk with foreign players during the games and the evening entertainment on the last day! Although there was a language barrier, the performances from all the countries were very exciting, and everyone there was enjoying themselves to the fullest. During the performance of each country, everyone in ASEAN danced together and had a lot of fun, and I felt the difference in cultures. I was able to see all the matches during this period and to be involved in the evening entertainment on the last day. The games took place over a period of six days, and although it was very hard work, it was a fulfilling period for both the team and me, and we experienced a great deal. Thank you for allowing me to participate. I will make the most of this experience and apply it to the Koza High School football team in the future.

#### 8. Disseminations by the participants (excerpt)



It's our Filipinas U17 team's turn to see action as they are in the Jenesys U-17 Women's Football Memorial Cup in Okinawa, Japan. Stay updated in the team's campaign on the PFF and PWNT's social media pages.

On the afternoon of March 23, 2023, we, the Cambodian women's national team attended a lecture. During the lecture, we learned about the uniforms provided by the official supplier to the teams of the Japanese women's football league.



March 26, 2023 Instagram, Indonesia

I would like to share my experience in Japan with everyone. I experienced many things while I was in Japan. I had a lot to reflect on but learned a lot, such as how to maintain my attitude towards my opponents before playing against teams from all over ASEAN.



March 31, 2023 Facebook, Viet Nam
Landing on Okinawa, a beautiful Japanese island
with clear blue seas! However, we came here not
to enjoy the sea, but to participate in the
JENESYS Program, a sports and cultural
exchange program between Japan and ASEAN
countries. We participated in a very exciting
tournament with women's national teams from
nine ASEAN countries and Timor-Leste, the U-17
Uruma City Selected Women's National Team,
and the U-16 Japan Women's National Team.
Broadening knowledge and learning as much as
possible are valuable assets for future games.

# 9. Action Plans for After Returning Home Presented at the Reporting Session (excerpt)

#### Cambodia

- 1. What did you notice or learn during the program?
  - (1) Japanese people have good relationships with people from other countries.
  - (2) Japanese people are quiet, gentle, and polite.
  - (3) Japan is rich in nature and people live in a beautiful environment.
- How will you share what you learned or noticed in Japan?
   We would like to use Facebook, Instagram, and other social media to share with our acquaintances, friends, family, and other athletes who could not come to Japan.
- 3. How will what you learned and noticed in Japan benefit your future?
  As football players, we would like to not only practice football as hard as we can, but also maintain friendly relations with people in Japan and ASEAN countries, and at the same time, deepen our understanding of

Japanese culture and traditions and women's football in Japan by participating in various programs offered by the Japanese government and its embassies.

#### Indonesia

1. What did you notice or learn during the program?

We were able to experience creative and innovative Okinawan culture such as Bingata in Okinawa, Japan. We enjoyed the beautiful scenery of the Manzamo cliffs and Japanese food. At a restaurant, I ate seaweed, which was especially terrific. Other memorable experiences included playing football against players from Japan and ASEAN countries.

2. How will you share what you learned or noticed in Japan?

Through the program in Okinawa, we learned that it is important to keep our surroundings clean, and to be disciplined and punctual. We plan to share our experiences and learnings in Japan with our families and others around us when we return home.

3. How will what you learned and noticed in Japan benefit your future?
We will apply what we experienced in Japan in our daily lives, such as keeping our surroundings clean, being disciplined, and being punctual.

#### Lao PDR

1. What did you notice or learn during the program?

From the moment we arrived in Japan, we were so excited and nervous to see the latest facilities that Japan has developed. The ocean in Okinawa was very beautiful, the Japanese people everywhere I went treated tourists with great hospitality, and even the weather was amazing in this beautiful country.

2. How will you share what you learned or noticed in Japan?

Regarding our disseminations, we have already uploaded photos on Facebook every day of what we have seen and experienced in this JENESYS program. After returning home, we intend to share our experiences from this JENESYS program to convey hope to the next generation and to talk and share with our own brothers, sisters, and friends.

3. How will what you learned and noticed in Japan benefit your future?
We realized the importance of garbage disposal, so when we return to Lao PDR, we will do our best to protect the environment as they do in Japan.

#### Malaysia

1. What did you notice or learn during the program?

On this program my team and I learn many things that we feel it amazing. Like how discipline Japan people with time and also how kind (friendly) people at here. To be honest, culture in Japan is good to learn it. This program shows me how strong and good football from ASEAN country.

- 2. How will you share what you learned or noticed in Japan?
  - I think use media social is good way to share what I lean in Japan. I use Instagram to post what we do and beauty of Japan. So many people see my post and make them want to come to Japan and feel what I feel.
- 3. How will what you learned and noticed in Japan benefit your future?

  Many things I notice in Japan like Japan people are work hard person. When I look some of hotel staff,

even they have old age, they still want to work. That give me good impression to be hard work person. They are SUGOI!!! Be healthy people when we go to field, I always see Japan people jogging. They also have good food for our health. That reason can give me good benefit for my future.

#### Myanmar

- What did you notice or learn during the program?
   People in Japan are very kind and generous towards everyone.
- 2. How will you share what you learned or noticed in Japan?
  Upon my return, I will share with my family and friends what I have noticed and discovered, and I will send out a message via Facebook that Japan is a peaceful place.
- 3. How will what you learned and noticed in Japan benefit your future?
  From now on, I will treat others with generosity like the Japanese do. I will value time and protect the natural environment. I will live a more disciplined life.

#### The Philippines

- What do you notice and learn?
   Learnt basic greetings (Konnichiwa, Sabaidee, Xin Chao, Sanatdii, Halo, Mingalaba), How to make new friends, Cleanliness of Japan, Everyone is friendly and welcoming
- 2. How will you share what you learned or noticed in Japan?
  Share in social media, Share to family and friends how different Japan is to other countries
- 3. How will what you learned and noticed in Japan benefit your future?
  Always being on time, Respecting our culture, Taking care of the environment

#### Singapore

- We learned that Japan has an organized recycling system which our country can learn from.
- Hence, we will try to ensure that we throw our trash in the appropriate bins when I return to Singapore.
- We also learned to be more independent and punctual as we have to keep to the schedule which is important for me in the future and will benefit me as well.

#### Thailand

- What did you notice or learn during the program?
   We learned words in Japanese, and that there were people from many different countries taking part in the program.
- 2. How will you share what you learned or noticed in Japan?
  We will share with our friends and family what we learned about the culture of this country and the hands-on experience of being able to apply vivid colors to beautiful patterns that we saw for the first time in Bingata dyeing.
- 3. How will what you learned and noticed in Japan benefit your future?
  We intend to apply the discipline of living with others, such as being punctual and maintaining cleanliness, in our daily lives and in various other situations.

#### Viet Nam

- 1. What did you notice or learn during the program? Japan is a beautiful country / The people of Japan are kind and easy to get along with / Japan has many beautiful sceneries / It was so nice staying at a hotel next to a beautiful beach / We made friends of the same age from around ASEAN / We were able to exchange with Japanese people too / We learned the importance of separating garbage in Japan / People in Japan are polite and treated us with kindness.
- 2. How will you share what you learned or noticed in Japan?
  We will share what experienced during the program with our friends, such as how to greet people / separate garbage, eat politely, and importance of being punctual / We will make it a habit to help those in
- 3. How will what you learned and noticed in Japan benefit your future?
  - We plan to start implementing what we learned in Japan before we go home.
    - e.g.: Be punctual, greet others, separate garbage, and eat properly.
- We will first do what we learned in Japan, and then share them with others.

#### Timor-Leste

1. What did you notice or learn during the program?

need, just as people did in Japan.

- The kindness and hospitality of the people of Japan and Okinawa (JICE staff, hotel staff, JFA and local high school student volunteers)
- Knowledge and experience of Japanese and Ryukyuan culture (Naritasan, Bingata)
- The importance of the marine environment (Kasai Rinkai Park, Manzamo)
- Healthy eating habits to be in good condition for football games
- Friendship (Timor-Leste and Japan/Okinawa, ASEAN countries)
- 2. How will you share what you learned or noticed in Japan?
  - We will share our experiences from this program through social media such as Facebook, Instagram, WhatsApp, etc.
  - We will tell other players to practice a lot more and more diligently.
- 3. How will what you learned and noticed in Japan benefit your future?
  - We will be disciplined in our daily lives.
  - e.g.: Protect the environment (take trash home).
  - We will take care of our own health and the health of those around us (wear masks, wash our hands).
  - We will be responsible.
  - e.g.: Pay attention to and take good care of our belongings (bags, shoes, water bottles, etc.).

We will be mindful of our diet and practice more.

Implementation Agency: Japan International Cooperation Center (JICE)

Cooperating Organization: Japan Football Association (JFA)

Cooperating Volunteers: Okinawa Prefectural Koza High School, Okinawa Prefectural Chinen High School Girls Soccer Club