

**JENESYS2022 The Philippines-Japan Youth Exchange
(History of Development and Economy in Japan)
Outbound Program Report**

1. Program Overview

【Objectives】 Japanese university students learned about the relationship between Japan and the Philippines and Japan's contribution to the country's development, and introduced details on Japan's development assistance and economy to people in the Philippines. The program was implemented with the objective of promoting further understanding of Japan in the Philippines and improving mutual understanding between the two countries.

【Participants】 Total: 9 Japanese undergraduate students
(Breakdown: 3 students from Tokai University (Sapporo Campus), 3 students from Tohoku University, and 3 students from Wakayama University)

【Location】 Republic of the Philippines (Manila)

【Program Schedule】

■ Pre-study Program (Online)

Friday, November 4, 2022

【Lecture and Q&A Session】 Lecture on the Dispatched Country, theme related lecture

"Overview of the Philippines"

Lecturer: Ms. MUKAIGAWA Yukari, Researcher, Embassy of Japan in the Philippines

Tuesday, February 14, 2023

【Pre-departure Orientation】 Reconfirmation of objectives of the project and mission of participants, and explanation about the schedule of local programs, safety management, etc.

■ Outbound Program

Tuesday, February 28 Departure from Narita International Airport

Arrived at Ninoy Aquino International Airport, Republic of the Philippines

【Cultural Observation】 Manila City: Rizal Park, Fort Santiago, San Agustin Church

Wednesday, March 1 【Observation, Lecture, Q&A Session】

"Coconut Industry Situation in the Philippines", Lecturer: MS. Luz Brenda P.

Balibrea, Division Chief, Trade Information and Relations Division, the Philippines Coconut Authority

【Courtesy Call, Exchange】(National Youth Commission, NYC), Luncheon

【Lecture and Q&A Session】"JENESYS Study Tour"

Lecturer:

Ms. TAKANO Yuki, Mindanao Section Chief, JICA the Philippines Office

Thursday, March 2

【School Exchange】Presentation (Introduction to the Philippines) by the exchange school, De La Salle University, Presentation by participants (Introduction to Japan: Four Seasons, Agriculture, Anime, Manga, etc.), Workshop (Origami), Discussion: "About the Tourism Industry during the Corona Disaster"

【Company Visit】Marubeni the Philippines Corporation, Light Rail Transit Authority, LRTA

Friday, March 3

【School Exchange】Asian Institute of Maritime Studies (AIMS), Presentation by participants (same as above), Presentation by the exchange school (introduction of school, etc.), discussion, etc.

【Lecture and Q&A Session】"The Latest Situation of the Philippine Economy and Trends of Japanese Companies Advancing into the Philippines," Lecturer: Mr. YOSHIDA Akihiko, Director, Manila Office, Japan External Trade Organization (JETRO)

Saturday, March 4

【Exchange】Residents of the Batasan Hills area, an introduction to the area by a youth group of the Batasan Hills area, an introduction to Japanese games, and others

【Home Visit】Batasan Hills area families

Sunday, March 5

【Workshop】Preparations for the reporting session

Monday, March 6

【Courtesy Call to Embassy】The Embassy of Japan in the Philippines

【Reporting Session】Presentation of results of the program and action plans for after returning to Japan

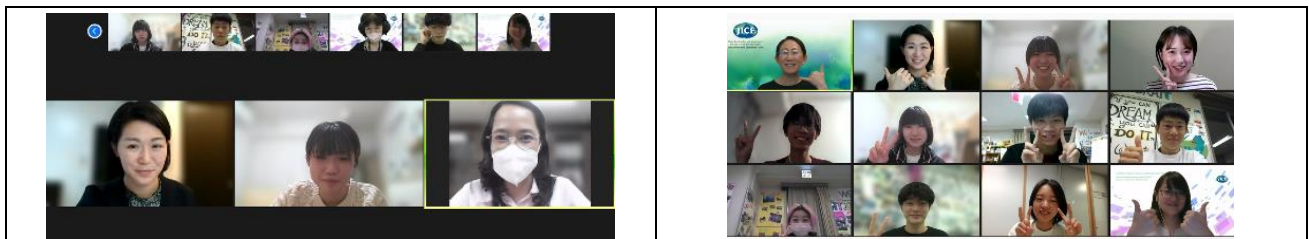
Departure from Ninoy Aquino International Airport









Tuesday, March 7

Return to Haneda International Airport

2. Program Photos

Pre-study Program



November 4, 2022 【Lecture and Q&A Session】 Lecture on the Dispatched Country, theme related lecture "Overview of the Philippines" (Embassy of Japan in the Philippines)	November 4, 2022 【Lecture and Q&A Session】 Commemorative photo (Embassy of Japan in the Philippines)
Outbound Program	
	
February 28, 2023 【Cultural Observation】 Fort Santiago	March 1, 2023 【 Observation, Lecture, Q&A Session】 Participants tasting coconut products (Coconut Agency)
	
March 1, 2023 【 Courtesy Call, Exchange 】 National Youth Commission (NYC)	March 2, 2023 【 School Exchange 】 Commemorative photo at De La Salle University
	
March 2, 2023 【School Exchange】 Workshop (Origami) at De La Salle University	March 2, 2023 【Company Visit】 Marubeni the Philippines Corporation
	
March 2, 2023 【Company Visit】 Light Rail Transit Authority (LRTA)	March 3, 2023【School Exchange】Asian Institute Maritime Study (AIMS)

	
March 3, 2023 【Lecture and Q&A Session】 "The Latest Situation of the Philippine Economy and Trends of Japanese Companies Advancing into the Philippines" by the Japan External Trade Organization (JETRO)	March 4, 2023 【Exchange】 Exchange with youth group in Batasan Hills area
	
March 4, 2023 【Home visit】	March 5, 2023 【Workshop】
	
March 6, 2023 【Reporting Session】	March 6, 2023 【Reporting Session】

3. Voices from Participants (excerpt)

◆ Undergraduate Student

Through this program, I was able to exchange with people from important institutions in a variety of fields, including agro-industry, international cooperation, public transportation, maritime affairs and poverty, and that broadened my knowledge. It was also a great inspiration to me that I was able to make friends with many Filipino students, as well as with excellent Japanese students from other universities. I hope to continue to build good relationships with everyone I met. I plan to continue studying English and gathering knowledge in various fields of society, and I hope to utilize what I learned this time in my future career choices. It was a really good experience for me. Thank you very much.

◆ Undergraduate Student

Personally, the Home Visit was particularly impressive for me. It was an area where many people were not well off, but everyone was smiling and supporting each other with family members. In Japan we have an image of working and earning money for oneself, but in the Philippines they work to support their families, and I found that was different from Japan.

◆ **Undergraduate Student**

I was very impressed by the exchange with people from the area (Batasan Hills area) where I was going to make a Home Visit, and even though it was only a short time, I was able to actually get into a home and experience the local life. During the LRTA observation, I was able to see the maintenance facility and ride the light rail, and also learned about Marubeni and JICA.

4. Voices from the Receiving Parties (excerpt)

◆ **Observation Site Staff**

Unless we have an opportunity like this, Japanese students will never know about our company's activities in the Philippines, so we are very glad that we accepted them this time. If we have an opportunity like this again, we would like to cooperate. We hope this exchange of personnel will continue to develop.



◆ **Exchange School Student**

For me it is a great opportunity to experience this kind of event which is to entertain those Japanese students and we are very grateful to communicate with JENESYS students. Thank you for the exchange. We learned much as well, and we will especially exchange the learnings about our countries between the Philippines and Japan

◆ **Exchange School Student**




The JENESYS Program was exciting and a good opportunity for students and countries to make connections. I have enjoyed interacting with Japanese staff and students, who were very accommodating. During the preparation, I was nervous and excited at the same time for this special event, and I hope to meet them all again and have more exchange programs to come.

5. Disseminations by the Participants, News Reports, etc.

	
<p>March 5, 2023 (Instagram)</p> <p>Home Visit</p> <p>Today I am heading to Batasan Hills area in Quezon City in the morning. I first visited Batasan Hills Barangay Hall. From the moment we entered, we were welcomed, and at the end of the day we were given many presents, including bags and pocketbooks. We heard that it also serves as a city safety manager, a fire station, and a consultation</p>	<p>March 6, 2023 (Instagram)</p> <p>Courtesy Call, Reporting Session</p> <p>On the last day, we made a presentation at the Embassy of Japan in the Philippines. We presented action plans to share our experiences and learning in the Philippines with our university friends even after returning to Japan. Without delay, on the 19th of this month, we are scheduled to hold an experience reporting session</p>

<p>center, and is an indispensable presence for residents.</p> <p>With students who live in the Batasan Hills area, we deepened our exchange through games, and then ate Jollibee, a Filipino soul food, before heading Home Visit.</p> <p>The host family was very kind and popular among the children around them. This was a holiday, so school was closed. She said that children often play outside on days off, and she also plays badminton. I was able to catch a glimpse of how family-minded Filipinos spend their holidays together. Anyway, the children are friendly. Whether you give them sweets or not, you seem to be rare customers for them and they follow you. They make a peace sign as soon as you point the camera at them.</p> <p>I wonder if Japanese children are the same.</p> <p>The daughter of the host family said she wanted to be a math or language teacher in the future. The time we spent talking about our dreams together was exotic-yet comforting.</p>	<p>at the open campus of Tokai University.</p>
	<p>March 3, 2023 (YouTube)</p> <p>JENYSYS Outbound Program for University Students!</p> <p>Exchange school AIMS posts YouTube videos of the exchange</p>

6. Presentation of “Japan’s Attractions”

Tohoku University	
	<div style="display: flex; justify-content: space-around;"> <div data-bbox="587 1659 997 1854"> <p>Assistances By Philippines Since Great East Japan Earthquake</p>  </div> <div data-bbox="1013 1659 1423 1854"> <p>Rice cultivation is the main crop</p> <ul style="list-style-type: none"> • Rice is the staple food • Supporting agricultural machinery to the Philippines.  </div> </div>
<p>■ Economic and Development Relationship between Japan and the Philippines</p> <ul style="list-style-type: none"> ● Exports and Imports <ol style="list-style-type: none"> 1. Exports to the Philippines: Electric Appliances 41%, Machinery 23%, Transportation 	

Equipment 15%, Specialty 13%, Plastic goods 8%

2. Imports from the Philippines: Appliances 53%, Woods and Wood Products 14%, Fruits 12%, Machinery 11%, Nickel and Nickel products 10%

- Business Expansion into each other's countries

1. BPO (Business Process Outsourcing) business: Call Center, Transcription, Software Development, Contents Production
etc.

2. English Education: JET Program

3. Business Expand to the Philippines

- Japanese companies entering the Philippines (2021) 1,377

- Promising countries/regions for Japanese manufacturing companies to expand their business in the medium term (about 3 years) 8th

- Promising countries/regions for Japanese manufacturing companies to expand their business in the long term (about 10 years) 7th

- Assistances to each other's countries

1. Assistances by ODA: Patrol vessels, Metro, Trains, Etc.

2. Assistances by the Philippines: Since Great East Japan Earthquake

- Characteristics of Japanese agriculture

- Small agricultural land area

- Much of the land is mountainous → Terraced farm, Chemical fertilizer

- Population ageing

- Farmer population is decreasing

- Farmers are getting older

- Low food self-sufficiency rate

- Food self-sufficiency rate is decreasing

- Eating habits have changed

- Rice cultivation is the main crop

- Rice is the staple food

- Supporting agricultural machinery to the Philippines.

Wakayama University



Presenting Manga and Anime in Quiz Form as an Attraction of Japan

- Which manga or anime features this character?

- Round1 Answer: “Demon Slayer”

The total circulation reaches 120 million copies.

The box office of the movie grosses of 32.4 billion yen in the first 73 days of its release.

- Round 2 Answer: “One Piece”

1. This comic is recognized by Guinness World Records as “Most copies Published for the Same Comic Book Series by A Single Author”

2. The animation has been on the air for 23 Years.

- Japan is an anime & manga superpower!!!

1. Over 100 animations on air in winter 2023!! About 15 animations on air daily!
2. Growing “OTAKU” culture by people who like manga, anime, and video games
3. USJ is having a blast with their anime collaboration attractions!

- OTAKU CULTURE

1. Akihabara in TOKYO, is the center of otaku culture
2. Comic Market is the world’s largest coterie magazine exhibition.

- POPULARITY OF ANIME OVERSEAS

1. Dragon Ball is translated into 96 languages (2019)
2. People from more than 70 countries come to Anime Expo in North America

- LOTS OF ANIME COLLABORATION EVENTS AT USJ…

- THE BEST MANGA & ANIME TOP 4

1. SLAM DUNK
2. HAIKYU!!
3. ATTACK on TITAN
4. CHAINSAW MAN

Tokai University



Introduction to Japan - Culture and Overview -

- JAPANESE CULTURE ORIGAMI

1. History of origami
2. Present condition of origami in Japan
3. Demonstrations
4. Try it Together

- JAPAN

Do you know the meaning of the Japanese flag?

1. The red Hinomaru symbolizes the rising sun.
2. Red and white are traditional Japanese colors and are considered to be auspicious.

■ Japan Information

1. Population: 125.7 million
2. Area: 378,000 km²
3. Length from east to west: 3,146km
4. Length from north to south: 2,787km

7. Action Plans Presented at the Reporting Session (excerpt)

Tohoku University



THROUGH VALUABLE EXPERIENCES

■ Goals and Awareness

1. **AMBITION**
 - Be able to think from multiple visions when looking for a way to improve ODA.
 - Having experience the culture firsthand
2. **PLANS**
 - Learning about how ODA is supporting the development in the Philippines
 - Communicate with local people positively
3. **THOUGHTS**
 - the attractiveness of Japanese development
 - the experience with other students at TOHOKU University and familiarize them with the situation in the Philippines

ACTION PLAN

1. **CHARMS OF JAPANESE TRAINS**

• **WHY?**

Japanese trains are highly technical and are highly ranked from people all around the world. We realized that Japanese trains technologies are used in many countries including the Philippines.

• **WHAT?**

Japanese trains' technical points, Interesting trains, Newly developed trains, Features of Japanese train stations

- HOW?
Instagram reels, Share a riding experience
- GOAL
Share Japanese charms of Japan's high technological development with foreigners through Japanese trains

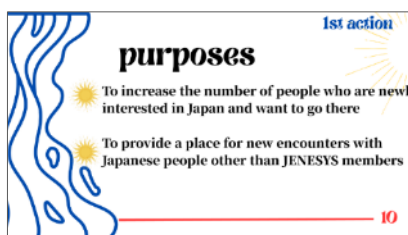
2. INTRODUCE THIS PROGRAM AT TOHOKU UNIVERSITY'S "OASIS"

- WHY?
Through communication with Filipinos, we learned the real the Philippines culture and we are fascinated with their kindness, hospitality, and bright personality
- WHAT?
Introduce this program and how great Filipinos are
- HOW?
Make a presentation to students at TOHOKU university in "OASIS" in May
- GOAL
Make students at TOHOKU university be interested in and let them know about the Philippines

3. DISCUSSION OF COMMON ISSUES

- WHY?
I learned illegal vessel and territorial issues are common problems with the Philippines and many people are not concerned about those issues.
- HOW?
Online discussion event: Students at the faculty of law and Students at AIMS in June
- GOAL
Giving the faculty of law students an opportunity to think about the illegal vessels issue and territorial issues

Wakayama University



"Exchanges which make "New encounters" & "Let's meet again"

- Our Findings – Comparison of transport and safety between Japan and the Philippines
 - Japan is safe, making it easy to welcome tourists
 - Japan is a great Tourism Destination
- 2 actions
 1. Creating new encounters
Seminar on Zoom for friends of Filipino students and friends of JENESYS members

- **Purpose**
To increase the number of people who are newly interested in Japan and want to go there
To provide a place for new encounters with Japanese people other than JENESYS members
 - **How to**
We'll invite friends of Filipino students we met during the JENESYS program and introduce the charms of Japan via Zoom. We'll have them use breakout rooms to interact and have them answer a post-program questionnaire.
 - **Effect**
Introducing the charms of Japan to people who are not familiar with Japan. Some Filipinos will make new friends in Japan and come to Japan to meet them.
2. Stimulating our friends to come to Japan
- Online small-group exchange meetings with JENESYS members and the Filipino students we met in this project. Holding Online small-group exchange meetings with JENESYS members and the Filipino students we met in this project.
- **Purpose**
To keep in touch with the students who met in this project, and deepen our relationship
To make our Filipino friends want to meet us in Japan
 - **How to**
Casual Zoom talks with our Filipino student friends. Not discussions or presentations
Continuity of relationship & friendship is the priority
 - **Effect**
Filipino students we met during this stay will visit Japan.

Tokai University

<p>Resolution</p> <ul style="list-style-type: none"> • experience authentic Filipino food • I want to learn about Asia by actually visiting the region, and I want to look at Japan from a foreign perspective • historical buildings in the Philippines • experience Japanese and things that are different from those in Japan 	<p>Traffic environment</p> <p>Car→Traffic jams during commuting to and from work and during rush hour going home.</p> <p>Train→There was thorough security when taking the train and well-equipped commercial facilities near the station when in urban areas.</p> 	<p>Action plan 3</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #4a86e8; color: white; text-align: center; padding: 5px;">Contents</td> <td style="padding: 5px;">• Who :Students, parents, and professors at all Tokai University campuses.</td> </tr> <tr> <td style="background-color: #4a86e8; color: white; text-align: center; padding: 5px;">Method</td> <td style="padding: 5px;">• What :Summarize the above activities.</td> </tr> <tr> <td style="background-color: #4a86e8; color: white; text-align: center; padding: 5px;">Effect</td> <td style="padding: 5px;">• How :Tokai University Newspaper to be disseminated.</td> </tr> <tr> <td></td> <td style="padding: 5px;">• Where :in the university.</td> </tr> <tr> <td></td> <td style="padding: 5px;">• Why :To publicize our activities at the university and let many people know about them.</td> </tr> </table>	Contents	• Who :Students, parents, and professors at all Tokai University campuses.	Method	• What :Summarize the above activities.	Effect	• How :Tokai University Newspaper to be disseminated.		• Where :in the university.		• Why :To publicize our activities at the university and let many people know about them.
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- Realizations and differences in the Philippines
- **Traffic environment**
Car → Traffic jams during commuting to and from work and during rush hour going home.
Train → There was thorough security when taking the train and well-equipped commercial facilities near the station when in urban areas.
 - **Compare buildings**
The Philippines and Japan are not so different in appearance, but the Philippines has too

many buildings concentrated in urban areas.

■ Action plan

1. Action plan 1

- Contents

Who: First-year university students

What: Report on Activities, JENESYS Initiatives

- Method

How: PowerPoint

Where: Compulsory first-year class

- Effect :

Why: To let students know about overseas and the JENESYS program at an early stage

2. Action plan 2

- Contents

Who: Members of Tokai University International Exchange Circle

What: Activity report, quiz and games about the Philippines

- Method

How: PowerPoint and Activities

Where: Club Room

- Effect

Why: To let students who are interested in international exchange know

3. Action plan 3

- Contents

Who: Students, parents, and professors at all Tokai University campuses.

What: Summarize the above activities.

- Method

How: Tokai University Newspaper to be disseminated.

Where: In the university.

- Effect

Why: To publicize our activities at the university and let many people know about them.

Implementation agency: Japan International Cooperation Center (JICE)