

## **JENESYS2023 Indonesia and Malaysia Online Alumni Meeting Report**

### **1. Program Overview**

【Objective】 This program was held to provide participants from Indonesia and Malaysia who have experienced a JENESYS inbound program in the past with the opportunity to upgrade their knowledge about a specific theme and about the cooperative ties between their countries and Japan. It also aimed to strengthen the alumni network and reinvigorate alumni activities in the two countries.

【Participants】      Total: 20 Indonesian alumni of the JENESYS ASEAN Program (participants from FY2015 to FY2022)  
Total: 20 Malaysian alumni of the JENESYS ASEAN Program (participants from FY2015 to FY2022)  
(including high school students to working youths and participants of past online inbound programs)



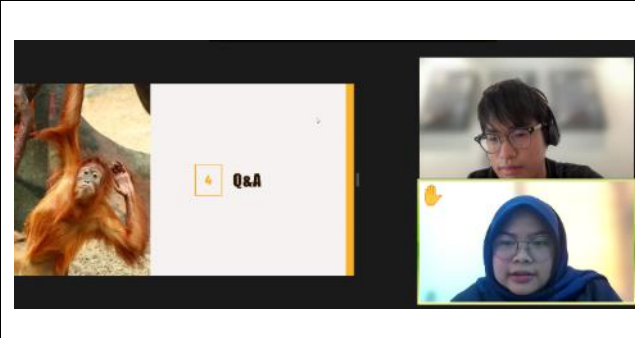
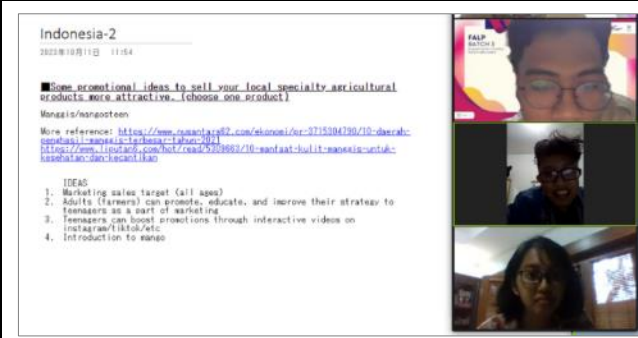
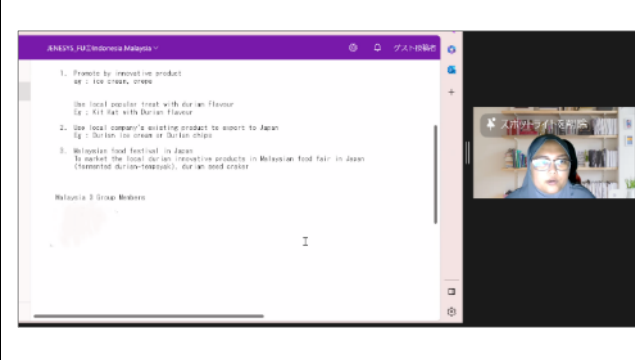

【Locations】          Tokyo, Malaysia

#### **【Program Schedule】**

##### **■ Online Alumni Meeting    October 13, 2023 (Fri.)**

1.    **【Opening】** Ms. HOSHI Ayari, Official of the Ministry of Foreign Affairs, Second Southeast Asia Division, Southeast and Southwest Asian Affairs Department, Ministry of Foreign Affairs
2.    **【Ice Break】** Opinion exchange via chat  
Q1: WHAT CROPS ARE FAMILIAR TO YOU IN YOUR COUNTRY?  
Q2: WHAT SOCIAL ISSUES RELATED TO AGRICULTURE DO YOU KNOW ABOUT?  
Q3: ARE THERE ANY JAPANESE CROPS THAT YOU EAT IN YOUR COUNTRY?
3.    **【Lecture】**    “Towards sustainable agriculture”  
Lecturer: Mr. ASANO Koki, Agricultural expert, Chitose Agri Laboratory Sdn. Bhd.
4.    **【Group Work】** Group discussions  
Theme: “Some promotional ideas to sell your local specialty agricultural products more attractive.”

## 2. Program Photos

	
<p>【Ice Break】</p>	<p>【Lecture】 “Towards sustainable agriculture”</p>
	
<p>【Lecture】 Q&amp;A session on “Towards sustainable agriculture”</p>	<p>【Group Work】 Scene of a group discussion (Indonesia)</p>
	
<p>【Group Work】 Scene of a presentation after the group discussions (Malaysia)</p>	<p>【Commemorative Photo】</p>

## 3. Voices from the Participants (excerpt)

### ◆ Working Youth (Indonesia)

Through a lecture by an expert, the program deepened my knowledge about sustainable agriculture and broadened my horizons. It was also a benefit to be able to meet JENESYS alumni again and expand my network of friends from Indonesia, in particular.

### ◆ Undergraduate Student (Indonesia)

The program was easy to understand, providing useful knowledge about the relationship between agriculture and sustainability, and promoted new perspectives and deep contemplation in all

participants.

◆ **High School Student (Indonesia)**

The program jogged my memories of having eaten strawberries and other fruits in Japan. The idea that fruits can be sold in Indonesia at higher prices by attaching added value through the development of new fruits and technical innovation piqued my interest. I hold expectations of expanding sales markets and increasing profits.

◆ **Working Youth (Malaysia)**

I was surprised to learn that a Japanese company is growing strawberries in Cameron Highlands in cooperation with a Malay farmer. I wish to try it.

◆ **Undergraduate Student (Malaysia)**

I learned many things in this program, such as that there is a cooperative agricultural relationship between Japan and Malaysia. In particular, I thought Japan's agricultural system is excellent in that it is not only extremely advanced, but it receives government support.

◆ **Other (Malaysia)**

Through this program, I was exposed to the opinions of participants from other countries. The exchanges were intriguing, and I am satisfied with the program overall.

#### 4. Voices from the Receiving Parties

◆ **Lecturer**

I spent an enjoyable time, with the participants asking questions proactively and holding lively discussions among themselves. The program has made me want to participate in exchanges with the young generation again if the opportunity arises.

#### 5. Disseminations by the Participants (excerpt), Articles, etc.

	
<p>October 13, 2023 (Instagram)</p>	<p>October 16, 2023 (Instagram, etc.)</p>

<p>Japan's Friendship Ties Program</p> <ol style="list-style-type: none"> <li>1. To Promote This program promotes mutual trust and understanding.</li> <li>2. To Encourage This program encourages an understanding of Japan.</li> <li>3. To Share Through this program, information will be shared to generate worldwide interest in Japan.</li> </ol>	<p>Did you know that high-end strawberries and melons sold in supermarkets in Malaysia are grown in Malaysia under the cooperation of a Japanese company?</p>
	<p><b>Interpretasi Perbandingan Agrikultur Indonesia-Jepang</b></p> <p>Pada Program Alumni Online Event <i>JENESYS</i> untuk Indonesia dan Malaysia yang membahas terkait agrikultur, dapat disimpulkan ada perbedaan dalam hal mekanisme pengembangan agrikultur antara Indonesia dan Jepang. Secara interpretatif, mekanisme Agrikultur di Indonesia cenderung lebih berlandaskan pada kuantitas. Sedangkan Jepang berlandaskan pada Kualitas.</p> <p>Menurut Koki Asano, Narasumber pada program <i>Jenesys</i> yang bekerja di Chitose Agriculture Initiative menjelaskan bahwa mekanisme pengembangan agrikultur di Jepang berproses pada pengembangan secara <i>value</i>. Maksudnya, suatu produk agrikultur dikemas secara metodik dan sistematis dari proses penanaman hingga proses penjualan. Salah satu bentuk pengembangan yang mencolok ada pada proses <i>branding</i> terhadap pengemasan produk yang memiliki nilai jual tinggi dibandingkan nilai jual yang tidak dikemas.</p> <p>Secara empiris, Indonesia tidak terlalu terpacu pada pengembangan secara kualitas. Setiap produk yang dipanen dikemas alaksadarnya</p>
<p>October 16, 2023 (Instagram)</p> <p>For this JENESYS alumni program, the overarching theme of our program encapsulated the intersection of Food and Environment, harmonizing with the ideals of the Sustainable Development Goals.</p> <p>We delved into a wealth of knowledge concerning the agricultural processes, from the inception to the desired outcomes.</p> <p>Did you know that Chitose Agriculture from Japan has collaborated with Malaysia in Cameron Highlands to produce high-quality crops? If you are interested in experiencing the fruits and vegetables from Chitose Agriculture, you can pay a visit to Chitose Strawberry in</p>	<p>October 13, 2023 (Kompasiana.com electronic version)</p> <p>In the Indonesia and Malaysia JENESYS Online Alumni Meeting Program, an exchange of opinions was held regarding agriculture.</p> <p>It was found through the program that there are differences in each country's initiatives for agricultural development.</p> <p>It could be said that while agriculture in Indonesia focuses on meeting market demands, Japan attaches more importance to quality.</p>

Cameron Highlands or conveniently find their products at your nearest Aeon and Jaya Grocer store.	
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## 6. Group Work Presentations by Participants (excerpts)

Group discussions

Theme: "Some promotional ideas to sell your local specialty agricultural products more attractive."

Presentations by a total of 8 groups

### ◆ Group 1 (Malaysia)

#### **Some promotional ideas to sell your local specialty agricultural products more attractive. (choose one product)**

PRODUCTS: DURIAN

1. Taste Testing Events: Host durian taste testing events at local markets or food festivals to introduce the fruit to a new audience. Offer small, free samples to entice curious consumers.
2. Cooking Demonstrations: Collaborate with local chefs to showcase various durian recipes, from savory dishes to desserts. This can help demystify durian and highlight its versatility.
3. Storytelling Campaign: Share the story behind durian, its cultural significance, and its journey from Southeast Asia to the new country through engaging online content or videos.
4. Durian Pairing: Promote the idea of pairing durian with other local ingredients or dishes to create unique flavor combinations. For example, durian ice cream, durian-filled pastries, or durian and chocolate pairings (durian mochi, durian crepe, chocolate berperisa durian).
5. Educational Workshops: Organize workshops on how to select, open, and enjoy durian while addressing any misconceptions or fears associated with its smell (share about the durian's nutrition).
6. Durian Festivals: Organize durian-themed festivals with music, games, and cultural activities to create a vibrant and immersive experience for visitors.
7. Social Media Challenges: Create social media challenges and contests encouraging people to share their durian experiences, recipes, or innovative ways of using durian.
8. Collaborations: Partner with local food influencers, bloggers, and restaurants to feature durian products in their content or on their menus.
9. Durian Subscription Boxes: Offer subscription boxes that deliver a variety of durian products to customers on a regular basis, allowing them to explore different forms of durian.
10. Packaging and Branding: Invest in appealing, informative, and eco-friendly packaging that showcases the quality and origins of the durian products.



## ◆ Group 2 (Malaysia)

■ Some promotional ideas to sell your local specialty agricultural products more attractive. (choose one product)

1. Expand the export markets
  - Export durians to many other countries
  - Not only makes durians more attractive, it also creates a bond between nations
2. Sell durians to tourist attractions
  - Increase chances of tourists seeing a durian
  - To get tourist taste and get to know more about tasty durian.
3. Make more products out of durian (ice cream, mooncake, chips, etc)
  - To increase the durian fruit's popularity
4. Organize a fruit festival to make durian more popular among tourists
  - Hopefully attract tourists to visit our country for the fruit festival
  - Not only let them understand more about the durian, also let them taste (and other fruits)

## ◆ Group 3 (Indonesia)

■ Some promotional ideas to sell your local specialty agricultural products more attractive. (choose one product)

### JAVA PREANGER COFFEE

#### Group 4: Indonesia

#### Overview

- The product: Coffee bags
- Location: West Java, Indonesia
- Promotional ideas:
  - Social media platforms such as Instagram and TikTok
- Our idea: to make coffee bags that do not leak coffee ground, similar to the concept of teabags.

Each member from Indonesia-4 is from West Java, due to this we have decided to sell coffee or "West Java coffee". West Java coffee or also known as "Java Preanger coffee" has a significant relationship with the region, due to the long history of coffee cultivation and production. West Java is known for its coffee plantations, this is because of the region's climate and high-altitude. Coffee was introduced by the Dutch colonial to West Java, which eventually became one of the leading coffee-producing areas in Indonesia.

We decided to develop Java preanger coffee even further by adding a special feature to it, instead of leaving it like a normal coffee ground, it would be dipped. The coffee would be contained in a bag so that coffee drinkers would not be able to accidentally drink the ground.

◆ Group 4 (Indonesia)

■ Some promotional ideas to sell your local specialty agricultural products more attractive.  
(choose one product)

1. The product: Strawberry
2. Location: Bandung, West Java, Indonesia
3. Promotional ideas:
  - a. Using the **social media**, e.g: Tiktok, Instagram, etc to promote and tell the story
    - i. Increase the awareness about strawberry and strawberry farming in Indonesia
    - ii. Increase the marketing flow
      1. Touching the consumer's lifestyle, culture, etc
    - iii. Marketing with a unique approach:
      1. Trying to also change the mindset that farming is fun through giving a certain message to the consumer
  - b. Giving the consumers a chance to **experience** the life as strawberry's farmer
    - i. Workshops about strawberry
    - ii. The chance to go strawberry picking
    - iii. Cook foods made from strawberry
    - iv. Vacation
    - v. Trying to also change the mindset that farming is fun

Implementation Agency: Japan International Cooperation Center (JICE)