

## JENESYS2023

### Online Japan-Visit Advanced Program for JENESYS ASEAN Alumni Report (Theme: Startups)

#### 1. Program Overview

【Objective, Overview】 This programme was conducted from 25 September to 4 October 2023 (9 days in total) for alumni from the ASEAN region who have visited Japan under the JENESYS. Through webinars, virtual tours, discussions with experts, inter-participant discussions and exchange programmes specialising in ‘start-ups’, the programme aimed to (1) further promote understanding of Japan, (2) strengthen networking and (3) stimulate activities by alumni contributing to friendship and cooperation between ASEAN and Japan.

#### 【Number of Participants】

Total: 51 alumni from ASEAN 9 countries and Timor-Leste (participants from FY2015 to FY2022)  
(Breakdown) 1 from Brunei, 6 from Cambodia, 3 from Indonesia, 3 from the Lao PDR, 7 from Malaysia, 3 from Myanmar, 12 from the Philippines, 2 from Thailand, 5 from Viet Nam and 9 from Timor-Leste

#### 【Locations】 Tokyo, Osaka

#### 【Program Schedule】

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| Sep. 25 (Mon) | 【Orientation】 , 【Interaction among participants】 Self-introductions, verification of roles in a group etc.  |
| Sep. 26 (Tue) | 【Presentation, Opinion Exchange】 Current status of startups in each country   |
| Sep. 27 (Wed) | 【Lecture, Q&A】 “Startups can change the world”<br>Lecturer: Mr. YONEKURA Seiichiro, Professor, Hosei Business School of Innovation Management, Hosei University Graduate School / Professor Emeritus, Hitotsubashi University       |
| Sep. 28 (Thu) | 【Japanese Cultural Experience】 Origami, Tea Ceremony (In cooperation with True Japan Tours Co.)   |
| Sep. 29 (Fri) | 【Lecture, Q&A】 “Support for Startups in KANSAI”<br>Lecturer: Mr. MASUI Hiroyuki, Chief, Business Start-up and Support Division, Kansai Bureau of Economy, Trade and Industry (METI Kansai), Ministry of Economy, Trade and Industry |
| Sep. 30 (Sat) | 【Japanese Cultural Experience】 Calligraphy, Flower Arrangement (In cooperation with True Japan Tours Co.)   |
| Oct. 2 (Mon)  | 【Presentations, Exchanges】 “Experience participating in JENESYS and life  |

while studying in Japan”

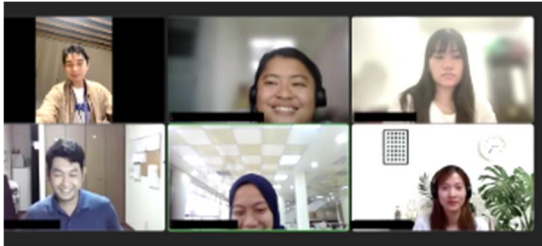
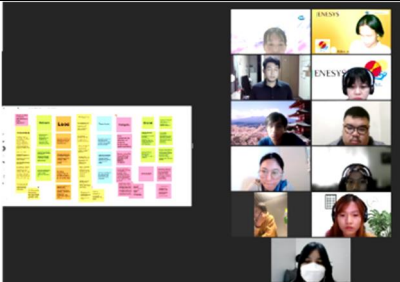

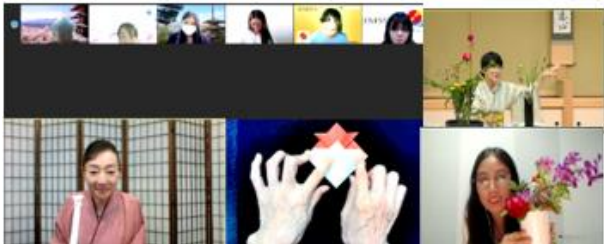
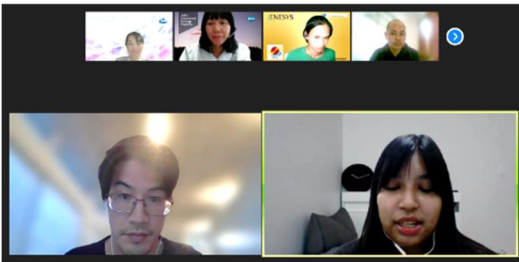
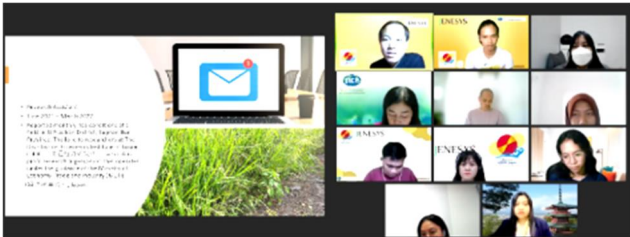
Presenter (JENESYS Alumnus): Mr. Ratchakith DHANYAJARATH-BHORN

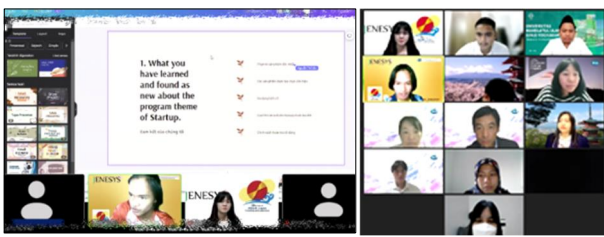
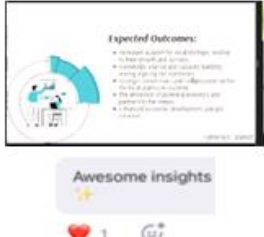

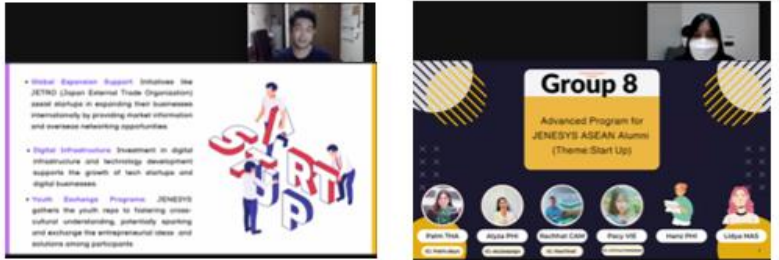
(note : Joint implementation with the JENESYS2023 Online Japan-Visit Advanced Program for JENESYS ASEAN Alumni (Theme: Japanese Language Education)

Oct. 3 (Tue) **【Workshop】**

Oct. 4 (Wed) **【Reporting Session】 , 【Greetings】** Mr. TAKAMIZU Hidero, Director, Regional Cooperation Division, Asian and Oceanian Affairs Bureau, Ministry of Foreign Affairs of Japan

## 2. Program Photos

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| <p>September 25 <b>【Orientation】</b></p>  | <p>September 26 <b>【Opinion Exchange】</b></p>  |
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| <p>September 27 <b>【Lecture】</b><br/>“Startups can change the world”</p>            | <p>September 28 – 30<br/><b>【Japanese Cultural Experience】</b></p>                                   |
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| <p>September 29 <b>【Lecture】</b><br/>“Support for Startups in KANSAI”</p>           | <p>October 2 <b>【Presentation and Exchange】</b> Hearing from a JENESYS alumnus studying in Japan</p> |

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|  |  <p>it was a wonderful sharing from Team 6!! 🌟</p> <p>No questions from me, but like Big shout out to you guys Group 9, that is a really good reflections especially on the promoting JENESYS as an alumni. 🥰👏 would love to see it become fruitful 🌟</p> |
| <p>October 3 【Workshop】</p>   | <p>October 4 Comments on the presentation.</p>  |
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| <p>October 4 【Reporting Session】 Presentation of results by groups.</p>           |   |

### 3. Voices from the Participants (excerpt)

#### ◆ Undergraduate Student (Philippines) - Undergraduate Student from FY2022

Today's alumni program left a significant impression on me. It is always inspiring to connect with fellow alumni who have accumulated more experience in the field. Ryu-san's presentation was not only insightful but also incredibly interesting. His expertise and perspective provided me with a fresh wave of inspiration, particularly in my pursuit of studying Japanese. Moreover, the prospect of attending various ASEAN-related events in the future sounds truly exciting. It is a chance to further expand our horizons, engage with diverse perspectives, and foster deeper connections within the ASEAN community. I am eager to set the goal of attending such events in the future, contributing to the program's mission, and continuing our journey of learning and growth.

#### ◆ Graduate Student (Brunei) - Undergraduate Student from FY2021

I am absolutely thrilled and filled with gratitude for the enriching experience provided by the alumni program. This is my first participation in the JENESYS alumni program, and I cannot wait to participate in more programs. Each lecture has been a treasure trove of not just knowledge but also invaluable life skills. The cultural immersion has been an added bonus that I hold close to my heart. Being a JENESYS alumni fills me with immense pride and anticipation for what lies ahead. I am practically buzzing with excitement to set my action plan into motion and connect with fellow visionaries who share a similar passion for this program. This journey promises not only personal growth but also the chance to build a network of like-minded individuals dedicated to making a positive impact.

## ◆ Working Youth (Malaysia) - Working Youth from FY2015

My impression of the JENESYS Alumni Online Program (Startups) was overwhelmingly positive. It opened my eyes to the dynamic and evolving startup ecosystem in the Land of the Rising Sun. Japan's commitment to innovation, collaboration, and preserving its cultural heritage while embracing modernity is truly inspiring. This experience has left an indelible mark on my entrepreneurial journey, and I am excited to witness the continued growth and success of startups in Japan.

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

### ◆ Startups Lecturer

Everyone's enthusiasm made me further realize anew the important contribution of this type of program. I wish I had more time to talk about the significance of startups, social innovation, and international open innovation. The opportunity of this lecture was extremely meaningful to me. I was asked questions that I usually do not receive, and that proved to be a good experience. I would be happy if the participants have gained even a sense of the advantages of the Kansai startup ecosystem from my lecture.

### ◆ Japanese Culture Lecturer

I am truly glad I received feedback from the ASEAN participants that they not only enjoyed their exposure to Japanese culture but they also gained first-hand experience and knowledge of Japan's ancient traditions and history. Their enthusiasm and eagerness were more than I expected and a pleasant surprise. I am grateful to the hosts of the program for this wonderful opportunity.

## 5. Disseminations by the Participants (excerpt)

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| <p>September 27, 2023 (Facebook)</p> <p>We had a fantastic meeting today, and we want to express our heartfelt gratitude to everyone who made it memorable. It is an honor to be part</p> | <p>October 1, 2023 (Facebook)</p> <p>What is the first thing that comes to your mind when you think about Japan? I believe that Sado (tea ceremony) or Origami can be one of them.</p> |



of a community that is dedicated to fostering collaboration and innovation. A special shoutout goes to Doctor Y, professor emeritus of a university and professor at a University Graduate Business School. His insights into the history of start-ups and the paramount importance of innovation in today's world left us inspired and motivated. Last but not least, a big thank you to Group 9 for giving me the platform to present our ideas and knowledge about the world of start-ups. Sharing our passion with this group has been an enriching experience. As we continue this exciting journey of entrepreneurship and innovation, we are grateful for the support and opportunities that surround us. Let's keep the momentum going and work together to bring positive change to the world. Stay tuned for more updates on our journey!

In the JENESYS Alumni Meeting, there were not only lecture sessions, but also cultural exchange sessions. On day 4, we experienced Origami and Sado. Starting with Origami, we had the opportunity to learn how to make an airplane, pocket card, Samurai hat, and crane. They are so cute! Sado reminded me of one of the happiest times in my life, when I was in Japan with #JENESYS in December 2022. At that time, I had the opportunity to experience Sado. I love that feeling very much. The place was decorated with simple painting and calligraphy. It means 'Watch your mind'. Personally, I love this. To me, it means to spend some time to appreciate simplicity, life, and the feeling of relief. I appreciated experiencing Japanese culture again, and am grateful to our two sensei for the precious time.

## 6. Presentations of Program Findings and Action Plan at the Reporting Session (excerpt)

**Question 3: Idea for our Action Plan**

We can open a workshop about startup ecosystems or economy in ASEAN and Japan (the topic might related to how Japan has supported ASEAN's economy through FDI, then share a little bit about what we learned about culture, then on to our friends or any others people in ASEAN who are interested in our theme to join and share with them our experience).

This would serve as a way of showing our appreciation for Japan's huge economy and welcoming people(whatever). After sharing our impressions on social media, there will have more people who want to travel and study in Japan in the forthcoming time or at least.

**Startup incubator**


Successful member on launching own business:

- Mentorship
- Sharing / Networking
- Funding advice

In-person activity: startup program immersion with a startup business. Sessions with funding organizations. Exchange with successful startup in an ASEAN country.

**CONCLUSION**


- Our innovative solution
- Opportunity for growth
- Sustainability
- Competitive



THANK YOU

**Japanese Start-Ups Highlights:**


- Invest heavily on education/knowledge
- Develop from scratch
- Emphasize agility, adaptability and innovation
- Comprehensively supportive environment (funding, operating and experimenting)
- Wide access to networking and mentorship for growth
- Focus on youth and community development (Universities)
- Focus on engineering, manufacturing and technological fields
- Process-oriented and discipline



**Final Presentation**

4 October 2023

This is a presentation of wholehearted people from GROUP 7 participating in JENESYS's Start-Up Discussion Session of 2023.



**THANK YOU**

from: **GROUP 7**



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| <p><b>【What we Learned】</b></p> <p>We learned that Japan's international competitiveness is somewhat weakening, and that support and investment in startups are being strengthened in response to this present situation.</p> <p><b>【Learnings about Startups】</b></p> <p>With regard to startups, we learned about the importance of innovative thinking to differentiate oneself from other startups and produce a competitive advantage, and the necessity of investing in education.</p> <p><b>【Action Plan】</b></p> <p>We will organize a workshop on the ecosystem and economy of startups in the ASEAN and Japan (or possibly a topic related to how Japan has supported the ASEAN countries through foreign direct investment (FDI)), to share our experience and what we learned about Japanese culture with friends and people in the ASEAN who are interested in the theme.</p> | <p><b>【What we Learned】</b></p> <p>In the ASEAN countries, startups are being promoted as an economic policy. However, we learned that the level of governmental support varies from country to country.</p> <p><b>【Learnings about Startups】</b></p> <p>We gained a wealth of practical and concrete information through discussions and exchanges regarding the startup situation in each country and from the lectures given by Professor Emeritus YONEKURA Seiichiro and the Ministry of Economy, Trade and Industry.</p> <p><b>【Action Plan】</b></p> <p>We will utilize the knowledge and insights we acquired from the program to conduct a survey to identify specific issues that startup companies are facing today. Then, JENESYS alumni who are well versed in business development, marketing and fund procurement will act as volunteer mentors to support and develop entrepreneurs and startup firms in local communities. We will also organize workshops and seminars on specialized themes such as business planning, marketing strategies, financial management, and legal aspects.</p> |
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Implementation Agency: Japan International Cooperation Center (JICE)