



JENESYS2025 Online Japan-Visit Advanced Program for ASEAN Alumni (Theme: Startups, Economic Partnership)

1. Program Overview

【Objectives and Overview】

This program was held from August 25 to August 29, 2025, with the primary objectives of enabling alumni from the ASEAN region who had visited Japan through the JENESYS program to gain specialized knowledge on the theme of “Startups and Economic Partnership,” expand their interest in and support for Japan, and form networks with Japanese counterparts in related fields.

【Participants】 Total: 43 JENESYS alumni from ASEAN Member States (participants up to FY2024) (Breakdown), Cambodia 2, Indonesia 8, Lao PDR 1, Malaysia 5, Myanmar 2, the Philippines 14, Thailand 1, Timor-Leste 8, Viet Nam 2

【Locations】 Fukuoka 31, Okinawa 33

【Schedule】

■ Online Visiting Japan Program:

Aug. 25 (Mon)	【Orientation】 【Opening Remarks】 Mr. TAKAMIZU Hidero, Director, Regional Cooperation Division, Asian and Oceanian Affairs Bureau, MOFA 【Theme Related Lecture】 “JETRO STARTUP” Lecturer: Mr. HAYASHIDA Yuta, Startup Support Division, Innovation Department, Japan External Trade Organization (JETRO) HQ 【Opinion Exchange】
Aug. 26 (Tue)	【Theme Related Lecture, Workshop】 Next Creation Lecture: “Sharing my startup journey” Lecturer: Mr. KIYOFUJI Takahiro, Chief Executive Officer, Next Creation Lecture: “My Journey in Accelerating Innovation Education in Japan” Lecturer: Mr. Gilang Andi Pradana, PhD, Vice President & Program Director, Next Creation Workshop: “Making it easier to stay connected with people you met during international programs/exchanges” 【Opinion Exchange】
Aug. 27 (Wed)	【Theme Related Lecture】 “Startup & Global Business Support in the City of Kitakyushu” Lecturer: Ms. SUGAHARA Nozomi, International Business Officer,

KKJ Business Support Center

【Theme Related Observation】 COMPASS KOKURA (telework center)

【Opinion Exchange】

Aug. 28 (Thu)

【Cultural Experience】 Lecture on and Demonstrations of Okinawa Karate

Lecturer: Mr. OSHIRO Kohei, Karate Instructor, Okinawa Shorin-Ryu Karatedo
Kobudo World Oshukai Federation Okinawa Dojo

【Cultural Experience】

Lecture on Eisa and Demonstrations by Takashiho Seinenkai

【Workshop】 Summarizing program findings for the Reporting Session

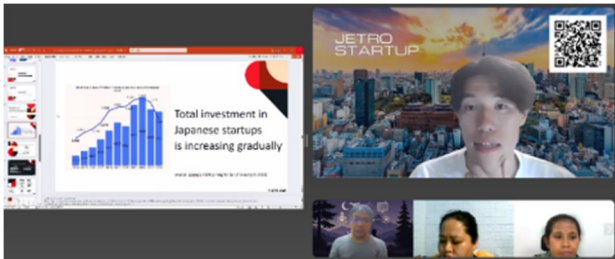
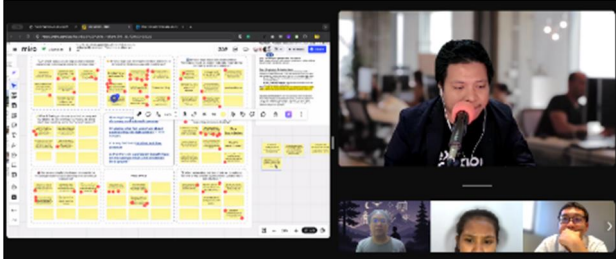
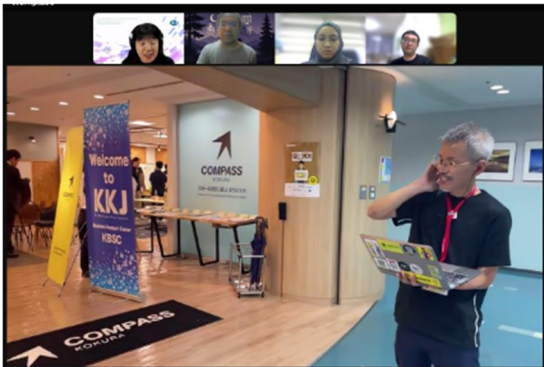
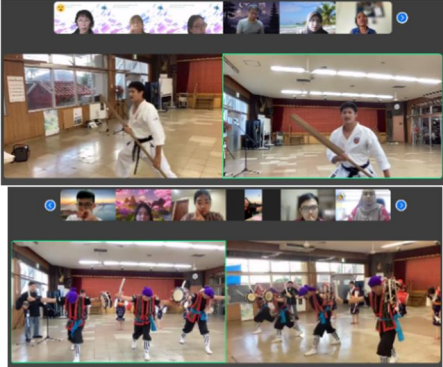
Aug. 29 (Fri)

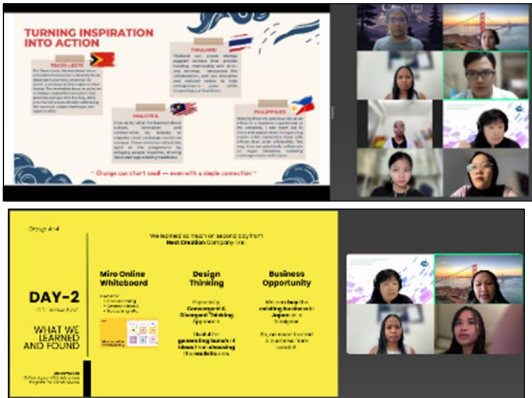
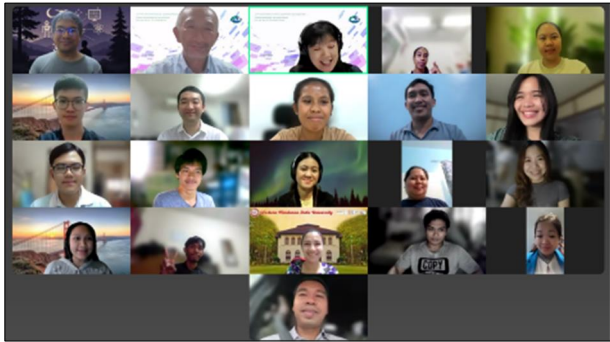
【Reporting Session】 Presentation of program findings

This program was partially conducted in joint with the JENESYS2025 Online Japan-Visit Advanced Program for ASEAN Alumni (Theme: Environment, Disaster Prevention).

2. Program Photos

Online Visiting Japan Program

	
August 25 【Theme Related Lecture】 “JETRO STARTUP”	August 26 【Theme Related Lecture, Workshop】 Mr. Gilang, Next Creation
	
August 27 【Theme Related Lecture】 “Startup & Global Business Support in the City of Kitakyushu” 【ThemeRelatedObservation】 COMPASS KOKURA	August 28 【Cultural Experience】 Okinawa Karate, Eisa

	
August 29 【Reporting Session】	August 29 【Reporting Session】 Group photo

3. Participants' Inquiries and Interests (excerpt)

◆ Regarding: 【Theme Related Lecture】 “JETRO STARTUP”

- So you said that both the number of investments and the number of startups are increasing in Japan. Could you explain more about the background behind this?
- Which sectors have advantages for startup investment?
- You introduced the cooperation between Japan and countries like Viet Nam and Indonesia, but can similar opportunities be expected with other Southeast Asian nations?
- If ChatGPT usage in Japan is at 20%, which is significantly lower than Indonesia at 90%, isn't Japan going to need foreign expertise going forward?

◆ 【Regarding: 【Theme Related Lecture, Workshop】 Next Creation

- What are the advantages of doing business with partners from different fields of expertise?
- Can you give us some advice about studying abroad?
- If starting a business in Japan, which would be better: in a big city or a local city?
- The workshop using the online whiteboard “Miro” was great; even though the session was online, the interaction was very lively.

◆ Regarding: 【Theme Related Lecture】 “Startup & Global Business Support in City of Kitakyushu”

- Are there opportunities for Southeast Asian countries to enter the Japanese market or start businesses there?
- What is the situation like in fields such as healthcare and AI?
- I am considering starting a business in chemical engineering or AI. These industries require data centers, internet infrastructure, and a stable power supply to support them. What are the facilities like in public institutions in Kitakyushu?
- How widespread are coworking spaces in Japan, and how often are they used?

◆ Regarding: 【Cultural Experience】 Okinawa Karate, Eisa

- How does karate influence one's way of thinking and perspective?
- Was it difficult to preserve karate, the language, and culture of the Ryukyu Kingdom after it came under Japanese rule? How were these traditions passed down?

- At what age is it best to start learning karate?
- What role do the people wearing white makeup play in Eisa, and what is the meaning behind their costumes?
- What are the titles and meanings of the pieces you performed?
- What motivated you to start dancing Eisa?

4. Voices from the Participants (excerpt)

◆ High School Student (Malaysia)

Each session was not only informative but also deeply inspiring. I truly appreciated how you shared both practical knowledge and cultural context — from business systems like JETRO and TOSBEC to the deeper meanings behind Karate and Eisa.

This programme gave me a clearer understanding of how tradition and innovation can grow side by side, and it broadened my thinking about entrepreneurship, culture, and cross-border collaboration. Your passion and clarity made each session engaging and impactful. I hope to carry these lessons forward in my own journey.

◆ Working Youth (Viet Nam)

The sessions provided a comprehensive understanding of startup opportunities, economic partnerships, and Japanese culture. Learning about programs like JETRO's J-Bridges, the startup visa, and the innovative ecosystems in cities like Kitakyushu and Fukuoka has opened my eyes to new entrepreneurial avenues and expanded my global perspective. Moreover, the exposure to Okinawan culture, especially through Karate and Eisa, was a unique cultural immersion that resonated deeply with me.

Overall, this program has been both informative and inspiring, and I feel well-equipped to apply these insights in my own professional and academic pursuits.

◆ Working Youth (the Philippines)

The insights and perspectives presented have greatly enriched my understanding of Japan's best practices and their relevance to our own contexts in ASEAN.

We were truly impressed by the depth of your discussions and the clarity with which you connected theory to practical applications. This program has been very meaningful for us, not only in terms of gaining knowledge, but also in inspiring us to apply these learnings in our works and communities.

5. Voices from the Receiving Parties (excerpt)

◆ Lecturer

Through this program, I felt that the efforts to support startups across countries, particularly within ASEAN, are extremely valuable. With the participants' needs now clarified, I believe the importance of these initiatives will only grow in the future. Feedback from the participants also confirmed that a collaborative approach, utilizing digital tools like the online whiteboard "Miro" instead of one-way lectures, is effective not only for startups but also for solving social issues. Furthermore, by sharing

the social challenges faced by regions like Kitakyushu and ASEAN Member States, and mutually exploring solutions, I could feel the potential for creating new business opportunities expand. I sincerely hope that by continuing to implement programs like this, alumni will one day be able to say, “It was because I participated in JENESYS that was able to achieve...”

◆ Lecturer

Looking at the participants' profiles, it seemed that about half of them were working youths from government agencies or major corporations, and many of the students were from prestigious universities. Therefore, I planned the session to introduce examples of the City of Kitakyushu's initiatives targeted at “future leaders of their home countries.” I sincerely hope the content was of some interest to the participants.

6. Disseminations by the Participants (excerpt), Articles, etc.

	August 27, 2025 (Instagram) Undergraduate Student (Thailand) Excited to be part of the JENESYS 2025 Online Japan-Visit Advanced Program for ASEAN Alumni! Over the past couple of days, I've had the chance to explore Japan's dynamic startup ecosystem, learn about economic partnerships, and join inspiring workshops that push creative thinking and innovation. From engaging lectures to hands-on virtual workshops, I've gained valuable insights into how startups thrive in Japan and how global collaboration can open new opportunities. Can't wait for the upcoming sessions, cultural experiences, and more learning opportunities.
	August 29, 2025 (Instagram) Undergraduate Student (the Philippines) The program has been helpful in building connection between fellow alumni from different Asian countries. The discussion about startup has been very informative and practical. Also, cultural exchange among participants has been fun and interesting. P.S. this is my favorite group photo. (we are doing Karate pose)

	August 28, 2025 (YouTube) Working Youth (Indonesia) “The Philosophy of Okinawan Karate: More Than a Sport” The participant explained the differences between Okinawan karate and sport karate after introducing the mindset of Okinawan karate and the way of life honoring ancestors, unraveling Okinawan karate from the history and cultural background of the Ryukyu Kingdom. The participant also featured Eisa, a traditional Okinawan dance, identifying commonalities between Okinawan karate and Eisa. The participant created a video showing the importance of preserving traditions, honoring roots and ancestors, and facing challenges with integrity.
Exciting insights and experiences from the JENESYS2025 On-line Japan-Visit Advanced Program! 🌟 Our team explored amazing opportunities in startups, economic partnerships, and Japanese culture. From the JETRO J-Bridges Program to Startup visas and the vibrant culture of Okinawa, we're ready to apply what we've learned in our own ventures. Stay tuned for more as we continue to bridge connections and promote entrepreneurship! 🌐 #JENESYS_ASEAN #StartupOpportunities #CulturalExchange	August 29, 2025 (Facebook) Working Youth (Viet Nam) Our team explored amazing opportunities in startups, economic, partnerships, and Japanese culture. From the JETRO J-Bridge Program to Startup visas and the vibrant culture of Okinawa, we're ready to apply what we've learned in our own ventures. Stay tuned for more as we continue to bridge connections and promote entrepreneurship.
	August 29, 2025 (Instagram) Undergraduate Student (Malaysia) I had the opportunity to strengthen cross-cultural exchange and improve my understanding of Japan's economy as an alumnus. Truly inspired by the supportive business environment (for both local and foreign businesses) and the richness of Japanese culture.

7. Presentations of Program Findings at the Reporting Session (excerpt)

Locations: Fukuoka, Okinawa – Presentations by a total of 5 groups

Group A-1



【Results of the Program】

Through this program, we learned not just about Japan, but about new ways of thinking, working, and connecting. We learned that a good idea needs a good system to grow; that entrepreneurship is not just innovation but it's continuation; that it's not just about starting from scratch but also including M&A and business succession; and that there are various methods for efficiently identifying challenges and generating ideas. From Japanese values, we also learned the importance of collaboration, human connections, and a long-term vision. We intend to apply these lessons to initiate and continue new activities such as problem analysis and knowledge sharing, tailored to each country's circumstances.

Group A-3



【Results of the Program】

We have a passion for technology/business (Philippines), finance/cultural exchange/innovation (Timor-Leste), protecting Ocean ecosystem/promoting sustainable marine resources (Indonesia), and strengthening people-to-people connections/ continuing collaboration with fellow alumni (Myanmar). Through this Alumni Program, we gained insights into the current state of Japanese business and its innovation ecosystem while experiencing Japanese culture and traditions. Inspired by the insights and experiences gained from this program, we propose to create sustainable value through collaborative activities such as organizing a knowledge-sharing platform, developing a cross-border incubator initiative, and fostering integrated cultural-business exchanges, while leveraging our alumni network.

Group A-6



Key Learnings from the Program

- Japan's startup ecosystem = vibrant + well-supported
- Government & city initiatives lower entry barriers
- Entrepreneurial lessons: network, competitions, cross-skill teams, visibility
- New insight: succession opportunities in Japanese SMEs

Collaborative Activities as Alumni

- Innovation methodology: divergent-convergent thinking, impact/effort matrix
- Alumni network: peer discovery, thematic discussions, visibility through networking
- Japan opportunities: use JETRO/BDCT/TOSBEC, explore SME acquisitions, cross-cultural ventures

【Results of the Program】

We learned about Japan's startup ecosystem and government support, and received shared experiences, lessons, and innovation methodologies from senior entrepreneurs. We also gained insights into business opportunities in Japan and information regarding market entry from Southeast Asia into Japan. Japan provides fertile ground for startups, and we've learned that trust, visibility, and cross-disciplinary skills are the keys to success. We believe that we are now ready to turn insights into action! As alumni, we intend to apply frameworks, expand our network, and pursue Japan-SEA partnerships.

Implementation Agency: Japan International Cooperation Center (JICE)