

## JENESYS2024 Malaysia-Japan Japanese Language and Culture Exchange (Dispatch of Japanese University Students) Report

### 1. Program Overview

【Objectives and Overview】 Eight Japanese undergraduate and graduate students visited Malaysia from February 11 to 18 under the theme of "Japanese Language and Culture." Through exchanges with local university students, the participants gave presentations on the attractions of Japan and provided local students with opportunities to experience Japanese culture. The local Malaysian students also introduced their culture to the participants, deepening the friendship between the two countries. In addition to learning about bilateral relations through courtesy calls and lectures, participants deepened their understanding of Malaysian history and culture through visits to local households and cultural facilities and worked to further strengthen friendly relations between the two countries.

【Participants】 Total: 8 undergraduate students and graduate students from Japan

【Location】 Kuala Lumpur, Malaysia 8

#### 【Schedule】

##### ■ Online Pre-study Program :

Aug. 27 (Tue)	【Orientation】 First Joint Orientation 【Alumni Insights】 Alumni of FY2023 JENESYS ASEAN outbound programs 【Lecture】 "Welcome to ASEAN-JAPAN Centre" Joint implementation with FY2024 JENESYS ASEAN outbound programs Lecturer: Mr. WATANABE Mitsuo, Tourism Exchange Team, ASEAN Promotion Centre on Trade, Investment and Tourism (ASEAN-Japan Centre)
Jan. 10 (Fri)	【Lecture】 Lecture on the Dispatch Country "Culture Link Malaysia – Exporting Japanese Culture from Shizuoka to the World" Lecturers: Mr. NOGUCHI Ryo, COO, CULTURE LINK MALAYSIA SDN.BHD. Mr. ISHIKAWA Tsubasa, Super visor, CULTURE LINK MALAYSIA SDN.BHD. Culture Link Malaysia: Opened GANNENDO (Publika Kuala Lumpur) in Malaysia in September 2024, one of the observation and exchange destinations of the dispatch program.
Feb. 4 (Tue)	【Participant Briefing】

##### ■ Dispatch Program:

Feb. 11 (Tue)	【Pre-departure Orientation】 Departure from Narita International Airport Arrival at Kuala Lumpur International Airport
Feb. 12 (Wed)	【Courtesy Call】 Embassy of Japan in Malaysia

Mr. SAITO Yukiyoshi, Director, Japan information service, First Secretary

Mr. MATSUO Keigo, Second Secretary

【Lecture】 Japan International Cooperation Agency (JICA) MALAYSIA Office

“Projects of the JICA Malaysia Office”

Lecturers:

Mr. INAGAKI Yoshitaka, Senior Representative, JICA MALAYSIA Office

Ms. ARIHARA Michiko, Coordinator of the Volunteer Program, JICA MALAYSIA Office

【Lecture and Observation】 University of Tsukuba, Malaysia

“Overview of the University of Tsukuba, Malaysia”

Lecturer: Dr. TSUJIMURA Maki, Professor, Institute of Life and Environmental Sciences Dean, School of Transdisciplinary Science and Design, University of Tsukuba, Malaysia

Feb. 13 (Thu)

【School Exchange】 Universiti Tenaga Nasional (UNITEN)

【Observation】 Institutions under the jurisdiction of Kementerian Belia dan Sukan (KBS) Malaysia (Ministry of Youth and Sports)

▪ Perbadanan Stadium Malaysia (PSM)

(Manages and operates sports facilities and complexes in Malaysia)

▪ Institut Sukan Negara (ISN)

(Established to promote the development of sports science and sports medicine in Malaysia)

▪ Majlis Sukan Negara Malaysia (MSN)

(Responsible for the management and development of sports in all states of Malaysia)

Feb. 14 (Fri)

【School Exchange】 Universiti Pendidikan Sultan Idris (UPSI)

【Home Visit】 Kampung Sungai Sekiah

【Farewell Party with the Host Families】

Feb. 15 (Sat)

【Observation】 National Museum of Malaysia, National Mosque, Merdeka Square, Central Market, National Palace, Putra Mosque, Petronas Twin Towers

Feb. 16 (Sun)

【Observation】 Royal Selangor Visitor Centre (traditional pewter craft factory)

【Observation and Exchange】 Gannendo (Publika Kuala Lumpur)

Mr. ISHIKAWA Tsubasa, Super visor, CULTURE LINK MALAYSIA SDN.BHD.

【Workshop】 Preparations for the Reporting Session (summarizing program findings, confirming social media posts, preparation of action plans)

Feb. 17 (Mon)

【Observation】 Batu Caves

【Reporting Session】 Presentation of program findings and action plans

Departure from Kuala Lumpur International Airport

Feb. 18 (Tue)

Arrival at Narita International Airport

## 2. Program Photos

### Online Pre-study Program

<p>◆ ASEAN加盟の歴史</p> <p>ASEANについて知ろう！</p> <p>日系企業：14,500社以上</p>	
<p>August 27, 2024 【Lecture】 "Welcome to ASEAN-JAPAN Centre"</p>	<p>August 27, 2024 【Lecture】 Group photo</p>
<p>January 10, 2025 【Lecture】 Lecture on the Dispatch Country</p>	<p>January 10, 2025 【Lecture】 Lecture on the Dispatch Country</p>
<p>February 4, 2025 【Participant Briefing】</p>	<p>February 4, 2025 【Participant Briefing】</p>

### Dispatch Program

<p>February 11, 2025 【Pre-departure Orientation】</p>	<p>February 12, 2025 【Courtesy Call】 Embassy of Japan in Malaysia</p>



February 12, 2025 【Lecture】  
“Projects of the JICA Malaysia Office”

February 12, 2025 【Lecture and Observation】  
University of Tsukuba, Malaysia



February 13, 2025 【School Exchange】  
Universiti Tenaga Nasional (UNITEN)

February 13, 2025 【School Exchange】  
Universiti Tenaga Nasional (UNITEN)



February 13, 2025 【Observation】  
Perbadanan Stadium Malaysia (PSM)

February 13, 2025 【Observation】  
Institut Sukan Negara (ISN)



February 13, 2025 【Observation】  
Majlis Sukan Negara Malaysia (MSN)

February 14, 2025 【School Exchange】  
Universiti Pendidikan Sultan Idris (UPSI)



February 14, 2025 【School Exchange】  
Universiti Pendidikan Sultan Idris (UPSI)

February 14, 2025 【Home Visit】  
Kampung Sungai Sekiah



February 14, 2025 【Home Visit】  
Kampung Sungai Sekiah

February 15, 2025 【Observation】  
National Museum of Malaysia



February 15, 2025 【Observation】 National Mosque

February 15, 2025 【Observation】  
Merdeka Square



February 15, 2025 【Observation】 Central Market

February 15, 2025 【Observation】 Putra Mosque

	
February 16, 2025 【Observation】 Royal Selangor Visitor Centre	February 16, 2025 【Observation and Exchange】 Gannendo (Publika Kuala Lumpur)
	
February 16, 2025 【Workshop】	February 17, 2025 【Observation】 Batu Caves
	
February 17, 2025 【Reporting Session】	February 17, 2025 【Reporting Session】 Group photo

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

#### Online Pre-study Program

##### ◆ Undergraduate Student (1st Pre-study Program: 27/8/2024)

It was a very valuable opportunity to hear the lecture by the ASEAN-Japan Centre.

The dispatch program members are from a wide range of fields of study, such as urban environment, international exchange, and Japanese language education, and I am looking forward to the chemistry we'll have. Because of the wide range of fields, I felt it was necessary for us to clarify our ultimate goals and objectives of what we would like to achieve through this program.

◆ **Undergraduate Student (2nd Pre-study Program: 10/1/2025)**

I learned so much by listening to the stories of people who actually live in Malaysia. It was really useful learning about the climate, language, and so on. It was especially good to learn more about the religion of Malaysia in advance, as it is something we need to be careful about when speaking with the local people. The lecture also gave us some ideas on how we should introduce the attractions of Japan, so I hope we can make the most of it. I also learned that Malaysians like new things and that they are active in gathering information on Instagram, so I would like to be proactive in sharing information on Instagram.

◆ **Undergraduate Student (3rd Pre-study Program: 4/2/2025)**

In this pre-study program, we were briefed on the actual places we would be visiting, the details of the schedule, and the specifics of the exchange program. At first, I felt that a one-week visit was too short, but the program is packed, not only with content on politics, but also on education through school exchanges, and sports through the Ministry of Sports, so it will be a good opportunity to think about the relationship between Japan and Malaysia from various perspectives. I also know that we will have to come up with detailed action plans for when we return to Japan, so I would like to do my best to disseminate more information about the program.

### **Dispatch Program**

◆ **Undergraduate Student**

When interacting with people from different cultural backgrounds or languages, we often feel self-conscious, but in the end, it is important to try to understand and get to know the other person better when it comes to "people-to-people" exchanges, and I believe that this will help us overcome any kind of cultural barrier. Malaysia is a multi-ethnic country, and people there are very flexible toward foreigners like us, and there were many occasions where I could feel more at ease with them than with for example a Japanese person whom I had just met for the first time. It was amazing to hear them call us by name, explain things to us one by one in detail, and make an effort to speak Japanese. You could tell that they were eager to learn more about us and about Japan.

◆ **Undergraduate Student**

I was impressed by Gannendo's ultimate goal of "sharing Japanese culture with the world and attracting people from overseas to Mishima (where Gannendo's store is located)". The business models were all logical and very helpful for me as I am interested in starting my own business in the future. I was also impressed by the mutual benefit of cooperation with the staff and the way they tried out new products. The soba was also the best I had ever tasted in my life.

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

◆ **Exchange School Student**

The Nasi lemak (traditional Malaysian rice dish with coconut milk) preparation segment was the most interactive as all the exchange students were given the opportunity to learn the process of making our national dish.

◆ **Exchange School Student**

Accordingly, to me, the engagement I saw during the activities is captivating. Regardless of the race we have or social norms they went to the extent of understanding us too and have proper conversations in order to build a very strong relationship amongst each other in the program. I noticed that they were also very analytical during the teaching for the activities and find similar traditions amongst two countries and what clicks between the two, for instance like the batu Seremban (Malaysian traditional game) turns out even Japanese have the same tradition as that called otedama. This does not only strengthen their core of understanding Malaysia but also, they're home country Japan. Why? It's most definitely because these activities convey traditions in both parts. They would also have a mindset that "Actually, people from overseas also like my traditions which is why we must also understand what is really that interesting about my country." Which makes them wonder why. This is where their minds would expand. Traditions are basically like the structure to your soul in order to know what paths we are in. Which is why it is unique in various aspects. Personally, during the event I really liked the curiosity of my buddy even though we had different interests but what's nice is that she actually acknowledges the differences and tries to understand them. She also has a very kind heart to give souvenirs which I really appreciate!

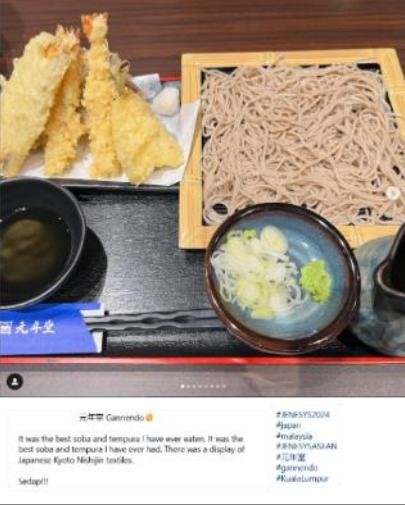
## 5. Disseminations by the Participants (excerpt), Articles, etc.

### Online Pre-study Program

	
<p>January 17, 2025 (Instagram)</p> <p>I learned a lot about Malaysia from Gannendo (during the Culture Link lecture)!</p> <p>I'm looking forward to going to Malaysia</p>	<p>February 5, 2025 (Instagram)</p> <p>Through the JENESYS Program I have thought a lot about what I want to share.</p> <p>Japan has many attractions, including breathtaking nature, beautiful culture, and traditional cuisine. Sharing these attractions is extremely important, and as a Japanese person, I take great pride in doing so.</p> <p>However, at the same time, some people who come to Japan and start living here face various challenges. I am involved in teaching Japanese to foreign children, and through this work, I have encountered many struggles and conflicts.</p> <p>I want to use this opportunity to think about how we</p>

	can make Japan a more comfortable, multicultural place for everyone and share my thoughts on this platform.
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## Dispatch Program

 <p><b>Hari ini saya ke UNITEN dan KBS!</b> Di UNITEN, saya dapat mengalami pertukaran budaya secara langsung dengan orang Jepang, yang memungkinkan pengalaman yang sangat tidak dimiliki sebelumnya. Di KBS, kami dapat melihat teknologi sulur yang ditingkatkan di Malaysia dan menerapkan untuk membandingkannya dengan Jepang.</p> <p>今日はUNITENとKBSに行ってきたました！ UNITENとKBSで文化交換することできて大家思い通りました。 KBSでは様々な発展したマレーシアのスポーツ技術を視察し、日本との比較ができるて興味深かったです。</p>	 <p>今日はUPSIに行って来ました。 書道を体験したり、伝統的な食べ物を食べたりするのを楽しめました。 スッキや村で日本式アフリードを楽しむ機会を過ごしました。</p> <p>Today I went to UPSI. I experienced calligraphy and ate traditional food. I had a great time with my host family in Sukkiya Village.</p>
<p><b>February 13, 2025 (Instagram)</b></p> <p>Today, we visited institutions under the jurisdiction of UNITEN and KBS. At UNITEN, we had a very memorable cultural exchange with the students, and at KBS, we were able to observe the various developments in Malaysian sports technology, and it was interesting to compare them with those in Japan.</p>	<p><b>February 15, 2025 (Instagram)</b></p> <p>I went to UPSI today. It was fun to experience calligraphy and eat traditional food. I had a great time with my host family in Sukkiya Village.</p>
 <p><b>Day 4</b> The people of Malaysia take great pride in their culture, which I find truly wonderful. It also made me realize the importance of deepening my understanding of my own country.</p>	 <p><b>元年号 Gannendo</b> It was the best soba and tempura I have ever had. There was a display of Japanese Kyoto Nishijin textiles.</p>
<p><b>February 16, 2025 (Instagram)</b></p> <p>The people of Malaysia take great pride in their culture, which I find truly wonderful. It also made me realize the importance of deepening my understanding of my own country.</p>	<p><b>February 14, 2025 (Instagram)</b></p> <p>It was the best soba and tempura I have ever had (at Gannendo). There was a display of Japanese Kyoto Nishijin textiles.</p>

<div style="border: 1px solid black; padding: 5px;"> <p>Universiti Tenaga Nasional - UNITEN 29148 152 0</p> <p>JENESYS 2025: Where Cultures Collide &amp; Connections Thrive</p> <p>13 Feb - Universiti Tenaga Nasional (UNITEN) proudly welcomes our esteemed guests from Japan for the JENESYS 2025 Programme; a collaboration between Kementerian Belia &amp; Sukan (KBS) Malaysia and the Japanese International Cooperation Center (JICA).</p> <p>During the opening ceremony this morning, Professor Ir. Dr. Khairul Salleh Mohamed Sahari, Vice-Chancellor of UNITEN emphasized that the programme serves as a platform for fostering mutual understanding, where education and cultural diversity unite to shape a brighter future for all.</p> <p>"I am confident that through this programme, our Japanese friends will not only experience the academic environment at UNITEN but also gain insights into the rich cultural and social diversity that Malaysia offers," he said.</p> <p>Participants will immerse themselves in Malaysia's rich traditions and experience UNITEN's world-class academic environment. This programme promises to be a transformative journey, fostering new knowledge, unforgettable experiences, and lifelong connections.</p> <p>同様、本日はお忙しい中お集まりいただき、誠にありがとうございます。おめでたして、心より歓迎申し上げます。本日のこの貴重な機会が、貴様の成長と後押しし、ここではこれまでの経験と、また未来へどうつながることを願っております。- Prof. Khairul Salleh</p> <p>Welcome to UNITEN! We hope you have an enriching and memorable experience. # # #</p> <p>#KitaUNITEN #UNITENvibes #UNITENtribe #EnlighteningTheFutureTogether</p>  </div>	<div style="border: 1px solid black; padding: 5px;"> <p>JICA Malaysia Office (JICAマレーシア事務所) 2月14日 16:39 0</p> <p>月12日(水)外務省が強調する対日理解促進プログラム「JENESYS2024」で日本の大学・大学院生8人がJICA事務所を訪問されました。</p> <p>JICA事務所から在籍田次郎がJICAマレーシア事務所の事業概要を説明しました。</p> <p>事業概要説明の後には、マレーシアで展開中のJICAプロジェクトに関する質問から高所専国り田次郎のレクチャーに対してJICAとしてどのように協力・支援していくのか、JICA海外協力隊員マレーシアでの経験についてなど多岐にわたる質問がされました。</p> <p>今回のプログラムでの滞在は18日までですが、限られた時間の中で日本の皆さんがマレーシアの人材歴史、文化などに触れられ、日本を客観的に見ながら魅力を発信し、両国の友好関係に寄与されることを期待しております。</p>  </div>
<p>February 14, 2025 (Universiti Tenaga Nasional's Facebook)</p> <p>13 Feb - Universiti Tenaga Nasional (UNITEN) proudly welcomes our esteemed guests from Japan for the JENESYS 2025 Program; a collaboration between Kementerian Belia &amp; Sukan (KBS) Malaysia.</p> <p>During the opening ceremony this morning, Professor Ir. Dr. Khairul Salleh Mohamed Sahari, Vice-Chancellor of UNITEN, emphasized that the program serves as a platform for fostering mutual understanding, where education and cultural diversity unite to shape a brighter future for all.</p> <p>"I am confident that through this program, our Japanese friends will not only experience the academic environment at UNITEN but also gain insights into the rich cultural and social diversity that Malaysia offers," he said. This program promises to be a transformative journey, fostering new knowledge, unforgettable experiences, and lifelong connections.</p> <p>...</p>	<p>February 14, 2025 (JICA Malaysia Office's Facebook)</p> <p>On Wednesday, February 12, eight Japanese undergraduate and graduate students visited the JICA office as part of the Ministry of Foreign Affairs' Japan's Friendship Ties Program, "JENESYS2024." From the JICA office, Senior Representative Inagaki gave an overview of the projects carried out by the JICA Malaysia Office. After the overview of JICA's projects in Malaysia, the participants asked a wide range of questions, such as about details on JICA's projects in Malaysia, what kind of assistance JICA plans to provide to Malaysia now that it is on the verge of becoming a high-income country, and about the experiences of JICA's overseas volunteers in Malaysia.</p> <p>The program will continue until the 18th, but we hope that the participants will be able to experience the people, history, culture, and other aspects of Malaysia in the limited time they have here, and that they will be able to contribute to friendly relations between the two countries by sharing the attractions of Malaysia and Japan from an objective point of view.</p>

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

### Presentation by 1 group

<p><b>Action Plan</b> JENESYS2024 Malaysia</p>	<p><b>What we realized</b></p> <p>D2... Malaysians are ready for accepting other cultures</p>  <ul style="list-style-type: none"><li>• Multi-ethnic</li><li>• Multi-cultural</li><li>• Multi-language</li></ul>	<p><b>[What we do]</b></p> <p>Hold events to give children an international perspective and awareness.</p> 
<p><b>【Results of the Program】</b></p> <p>Learnings from the program (attractions and findings about Japan and Malaysia)</p> <ol style="list-style-type: none"><li>1. The fact that we knew very little about Malaysia<ul style="list-style-type: none"><li>• (The importance of prayer for Muslims, rules for posing in mosques, etc.)</li></ul></li><li>2. The multicultural, multi-ethnic and inclusive environment in Malaysia</li><li>3. Learnings about Halal certification and being Muslim friendly<ul style="list-style-type: none"><li>• How there are lack of Halal and Muslim friendly services as well as prayer rooms in Japan.</li></ul></li><li>4. The beauty of Japanese architecture that we noticed when we went abroad.</li><li>5. The greatness of Japanese hospitality that we felt when we went abroad</li><li>6. The importance of showing reactions, which we were impressed by with the Malaysian students</li></ol> <p><b>【Action Plan】</b></p> <ul style="list-style-type: none"><li>● Joint Action Plan</li></ul> <p>During March, all eight participants will together host an event to provide international perspectives and awareness to children. This will be a face-to-face event, but we will have an online connection as well to allow it to be a hybrid event.</p> <p>The reason and objective of the event is to provide an opportunity for people living in Japan to deepen their understanding of a multicultural society.</p> <p>The event will include an introduction of our experiences and findings from the JENESYS program, traditional Malaysian games, gesture games, quizzes, and more.</p> <ul style="list-style-type: none"><li>● Individual Action Plans</li></ul> <ul style="list-style-type: none"><li>- Introduce multiculturalism to many people by having local media introduce our findings. (1 participant)</li><li>- Disseminate information about Japan and Malaysia through social media. (multiple participants)</li><li>- Study abroad in Malaysia in the future (1 participant)</li></ul>		

Implementation Agency: Japan International Cooperation Center (JICE)