

## JENESYS2024 Brunei, The Philippines, Singapore and Indonesia Joint Online Alumni Meeting Report

### 1. Program Overview

#### 【Objectives and Overview】

Past JENESYS participants from Brunei, the Philippines, Singapore, and Indonesia, attended a lecture given by a lecturer from a Japanese company with projects in all four countries, with the aim of deepening their understanding of the company and learning about the relationship between Japan and each of their respective countries. Participants also shared their diverse perspectives with one another, thereby strengthening the alumni network and invigorating alumni activities.

【Participants】 Total: 62 JENESYS ASEAN alumni (high school students to working youths) from Brunei, the Philippines, Singapore, and Indonesia (FY2015~FY2024 participants)

#### 【Location】 Hiroshima

#### 【Schedule】

##### ■ Online Alumni Meeting: Jan. 21 (Tue), 2025

###### 1. 【Opening Remarks】

###### 2. 【Lecture】 "Overseas Expansion of Daiso Industries"

Lecturer: Mr. IZUMI Toshio, Chief, Global Recruitment Section, Global Administration Divisions Global Human Resources Department, Daiso Industries Co., Ltd.

###### 3. 【Q&A Session】

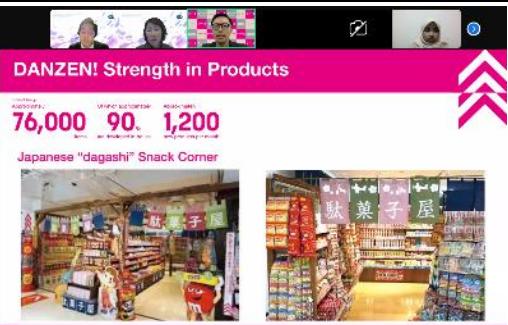
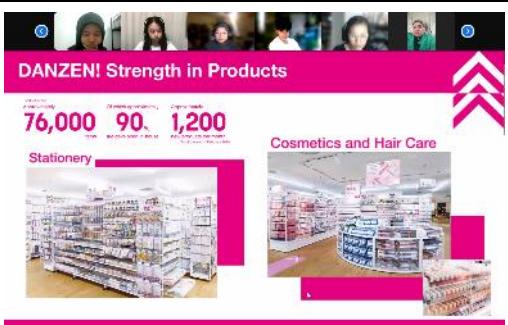
###### 4. 【Group Discussions and Presentations】

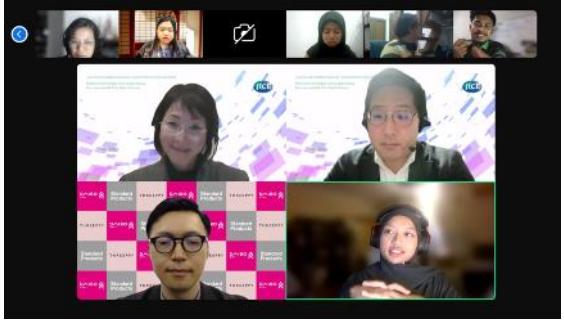
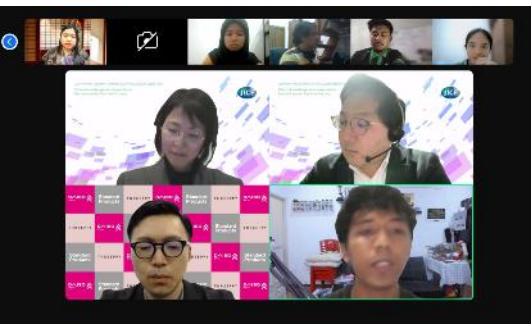
Theme: If you are working for Daiso in your country, what product will you choose as a recommendation to sell in the stores?

###### 5. 【Review Comments from the Lecturer】

###### 6. 【Closing Remarks】

### 2. Program Photos

	
<p>【Lecture】 "Overseas Expansion of Daiso Industries" - 1</p>	<p>【Lecture】 "Overseas Expansion of Daiso Industries" - 2</p>

	
<p>【Group Presentations】 Brunei</p>	<p>【Group Presentations】 The Philippines</p>
	
<p>【Group Presentations】 Indonesia</p>	
<p>【Commemorative Photo】</p>	

### 3. Participants' Inquiries and Interests (excerpt)

#### ◆ Regarding the “Overseas Expansion of Daiso Industries” lecture

- How does Daiso Industries manage to maintain such high quality at such low prices?
- Is Daiso considering the introduction of AI?
- What was the inspiration behind the launch of this business?

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

#### ◆ University Student (Indonesia)

This is a very interesting program because after this program we now know about how the Daiso Company run its business, like the existence of it outside of Japan and in so many other countries and how Daiso have expanded Globally. It's very informative and very fun to learn about business in Japan.

And also, personally for myself now I know that there is a shop in Japan that sells cheap things at 100 Yen only, so this is very informative as when I go to Japan I will surely go there.

And also, we are able to meet and talk again with another alumnae which is very fun.

#### ◆ University Student (Brunei)

Thank you so much for the lecture, it was very helpful and informative. Though, for the product recommendations to be sold in stores especially in my country can be a seasonal box of halal approved authentic Japanese snacks with facts and details about their origins and significance in Japanese culture. It can help the locals experience the delicacies of Japan whilst learning more about them and may even interest them to try it firsthand.

#### ◆ Working Youth (the Philippines)

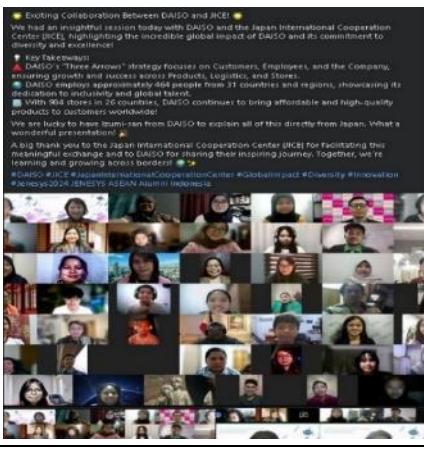
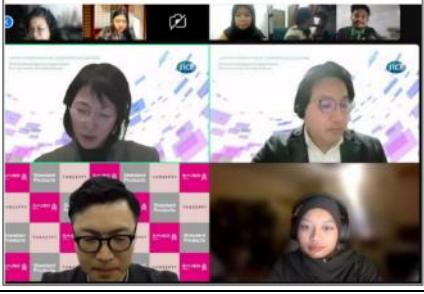
The Daiso lecturer provided engaging insights into the company's global operations and strategies, offering a unique perspective on international business expansion and cultural adaptation.

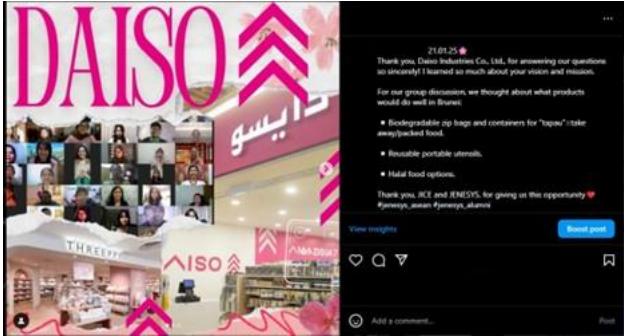
### 5. Voices from the Receiving Parties (excerpt)

#### ◆ Lecturer

Everyone was very engaging, and it was also a meaningful opportunity for us to hear directly from our overseas clients.

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

<p>● Existing Collaboration Between DAISO and JICEI! ● We had an insightful session today with DAISO and the Japan International Cooperation Center (JICEI) highlighting the incredible global impact of DAISO and its commitment to diversity and excellence! Key Takeaways: DAISO's "Three Arrows" strategy focuses on Customers, Employees, and the Company, ensuring growth and success across Products, Logistics, and Stores. DAISO employs approximately 464 people from 31 countries and regions, showcasing its dedication to inclusivity and global talent. With 984 stores in 26 countries, DAISO continues to bring affordable and high-quality products to customers worldwide! We are lucky to have Izumi-san from DAISO to explain all of this directly from Japan. What a wonderful presentation! Also, thank you to the Japan International Cooperation Center (JICEI) for facilitating this meaningful exchange and to DAISO for sharing their inspiring journey. Together, we're learning and growing across borders! ● #existingcollaboration #DAISO #JICEI #GlobalInclusion #Diversity #Innovation #JENESYS #JENESYS-ASEAN #JENESYS-ASEAN-Auditor-Indonesia</p> 	<p>JENESYS Online Alumni Program 2025 The JENESYS Online Alumni Program with Daiso Industries offered a fascinating insight into the company's global operations and success. The program included an opening, a lecture by Daiso Industries Co., Ltd, followed by a Q&amp;A session, group photo, group discussion and closing remarks from Daiso. Learning about Daiso's unique business model and its expansion into over 20 countries was both inspiring and educational. It was particularly tempting and appealing to consider the offer from Daiso Japan's Chief, Mr. Toshio Iizumi to work for Daiso Japan, especially since it is one of the top 3 companies in Japan. The interactive sessions allowed participants to engage directly with Daiso's representatives, making it an enriching experience to gain firsthand knowledge from such a successful global brand. #JENESYS #ASEAN #JENESYS #JENESYS-ASEAN-Auditor-Indonesia</p> 
<p>January 21, 2025 (Facebook) Working Youth (Indonesia) We had an insightful session today with DAISO, highlighting the incredible global impact of DAISO and its commitment to diversity and excellence! Key Takeaways: - DAISO's "Three Arrows" strategy focuses on Customer, Employees, and the Company, ensuring growth and success across Products, Logistics, and Stores. - DAISO employs approximately 464 people from 31 countries and regions, showcasing its dedication to inclusivity and global talent. - With 984 stores in 26 countries, DAISO continues to bring affordable and high-quality products to customers worldwide! We are lucky to have Izumi-san from DAISO to explain all of this directly from Japan. What a wonderful presentation!</p>	<p>January 21, 2025 (Facebook) Working Youth (Brunei) JENESYS Online Alumni Program The JENESYS Online Alumni Program with Daiso Industries offered a fascinating insight into the company's global operations and success. The program included an opening, a lecture by Daiso Industries Co., Ltd, followed by a Q&amp;A session, group photo, group discussion, and closing remarks from Daiso. Learning about Daiso's unique business model and its expansion into over 20 countries was both inspiring and educational. It was particularly tempting and appealing to consider the offer to work for Daiso Japan, especially since it is one of the top 3 companies in Japan. The interactive sessions allowed participants to engage directly with Daiso's representatives, making it an enriching experience to gain firsthand knowledge from such a successful global brand.</p>

<p>Today I participated again in JENESYS Online Alumni Program! This time, we got the opportunity to get to know Daiso Industries Co. Ltd. It's very interesting to hear that they've done many eco-friendly products and environmental initiatives! They are definitely a big inspiration to me as a student from a business school. Maybe I'll work part time at Daiso soon haha. Big thanks to JICE and DAISO for the wonderful opportunity.</p> <p>#jenesys_asean</p> 	
<p>January 21, 2025 (Facebook) Vocational School Student (Brunei)</p> <p>Today I participated again in JENESYS Online Alumni Program! This time, we got the opportunity to get to know Daiso Industries Co. Ltd. It's very interesting to hear that they've done many eco-friendly products and environmental initiatives! They are definitely a big inspiration to me as a student from a business school. Maybe I'll work part time at Daiso soon haha. Big thanks to JICE and DAISO for the wonderful opportunity.</p>	<p>January 25, 2025 (Instagram) Working Youth (Brunei)</p> <p>Thank you, Daiso Industries Co., Ltd., for answering our questions so sincerely! I learned so much about your vision and mission. For our group discussion, we thought about what products would do well in Brunei:</p> <ul style="list-style-type: none"> <li>- Biodegradable zip bags and containers for "tapau" = take away/packed food.</li> <li>- Reusable portable utensils.</li> <li>- Halal food options.</li> </ul>

## 7. Group Work Presentations

**Group Discussions: "If you are working for Daiso in your country, what product will you choose as a recommendation to sell in the stores?"**

<b>Brunei</b>
<p>1. Kitchen products (e.g containers, bowls, utensils etc.)</p> <p>This is because Bruneian parents love to cook. Especially biodegradable zipbags for "tapau" pack food to take away, reusable portable utensils, kitchen gadgets, portable Japanese tech gadgets, halal foods, etc.</p> <p>2. Accessories, tools, stationeries, cosmetics</p>
<b>Indonesia</b>
<p>1. Household Items</p> <p>Such as container boxes, lunch boxes, towels, kitchen needs, etc.</p> <p>Therefore, when people need household necessities, Daiso immediately comes to mind.</p> <p>2. Stationery, Hobby, Accessories especially for Kids and Young People</p> <p>Segmenting about the whole store itself being a go-to- family store because everything for the whole family is there.</p>

### **The Philippines**

#### **1. Luggage/Travel-related products**

Recently more young Filipinos are travelling both domestically and internationally, so reasonable and useful items would probably become popular.

#### **2. Seasonal Products**

Writing utensils and accessories that feel seasonal are popular among teenagers.

#### **3. Sell Local Products from MSMEs and Start Up**

This will lead to local development and community growth and also support businesses.

Implementation Agency: Japan International Cooperation Center (JICE)