

JENESYS2025 Viet Nam-Japan Pop Culture Exchange (Dispatch Program of Japanese University Students) Report

1. Program Overview

【Objectives and Overview】

From December 2 to December 9, Eight Japanese university students visited Hanoi, Viet Nam, for a cultural exchange program focused on pop culture.

During the visit, the participants delivered presentations and demonstrations on Japanese pop culture at local universities, fostering meaningful interaction with Vietnamese students. They also experienced traditional Vietnamese family life through a homestay. By introducing various aspects of Japanese culture to local communities, the program helped deepen the participants' interest in Japan and strengthened networks that will support future friendship and collaboration between the two countries.

【Participants】 Total: 8 Japanese university students

【Locations】 Hanoi, Viet Nam 8

【Schedule】

■ Online Pre-study Program :

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| Aug. 26 (Tue) | 【Orientation】 First Joint Orientation
【Lecture】 “Welcome to ASEAN-JAPAN Centre”
Joint implementation with FY2025 JENESYS ASEAN outbound programs
Lecturer: Mr. WATANABE Mitsuo, Tourism Exchange Team, ASEAN-Japan Centre (ASEAN Promotion Centre on Trade, Investment and Tourism) |
| Oct. 30 (Thu) | 【Lecture】 Lecture on the Dispatch Country “Lecture on Viet Nam”
Lecturer: Ms. SHIMIZU Yuri, JDS Project Office in Vietnam, Japan International Cooperation Center (JICE) |
| Nov. 20 (Thu) | 【Participant Briefing】 |

■ Dispatch Program :

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|--------------|---|
| Dec. 2 (Tue) | 【Pre-departure Orientation】
Departure from Narita International Airport
Arrival at Noi Bai International Airport |
| Dec. 3 (Wed) | 【Courtesy Call and Lecture】 Embassy of Japan in Vietnam
Mr. OGASAWARA Manabu, Third Secretary, Embassy of Japan in Vietnam
【Courtesy Call】 Viet Nam Youth and Children Support Center (VYCSC)
【Exchange】 Exchange with JENESYS Alumni |

	【Observation】 City tour
Dec. 4 (Thu)	【School Exchange Program】 Hanoi University
	【Lecture, Observation】
	Japan International Cooperation Agency (JICA) Viet Nam Office
	“ODA projects in Vietnam”
	Lecturer: Mr. YOSHIMURA Keisuke, JICA Viet Nam Office
Dec. 5 (Fri)	【Observation, Exchange】 LOD Human Resource Development Corporation
	【School Exchange】 University of Languages and International Studies (ULIS)
	【Meeting with the Host Families, Homestay】
Dec. 6 (Sat)	【Homestay】
Dec. 7 (Sun)	【Homestay, Farewell Party with the Host Families】
	【Workshop】 Preparations for the Reporting Session (summarizing program findings, preparation of action plans)
Dec. 8 (Mon)	【Reporting Session】 Presentations of Program Findings and Action Plans
	【Observation】 Vietnamese Women's Museum
	【Observation】 St Joseph Cathedral
	Departure from Noi Bai International Airport
Dec. 9 (Tue)	Arrival at Narita International Airport

2. Program Photos

Online Pre-study Program

	
August 26 【Lecture】 “Welcome to ASEAN-JAPAN Centre”	August 26 【Lecture】 Commemorative photo
	
October 30 【Lecture】 “Lecture on Viet Nam”	October 30 【Lecture】 Commemorative photo

	
November 20 【Participant Briefing】	November 20 【Participant Briefing】
Dispatch Program	
	
December 2 【Departure】 Group photo at Narita International Airport	December 3 【Courtesy Call and Lecture】 Mr. OGASAWARA Manabu, Third Secretary, Embassy of Japan in Vietnam
	
December 3 【Courtesy Call】 Viet Nam Youth and Children Support Center (VYCSC)	December 3 【Exchange】 Exchange with JENESYS Alumni
	
December 4 【School Exchange Program】 Hanoi University (introducing Japanese culture)	December 5 【Observation, Exchange】 LOD Human Resource Development Corporation (Exchange with Interns)

	
December 5 【School Exchange】 University of Languages and International Studies (ULIS)	December 6 【Homestay】
	
December 7 【Homestay】	December 8 【Reporting Session】 Group photo

3. Voices from the Participants (excerpt)

◆ University Student

What left the deepest impression on me was realizing how warmly Vietnamese students feel toward Japan. Many shared their interest in Japanese culture, anime, music, and food, and spoke about why they are studying the Japanese language or hope to work in Japan in the future.

Seeing their enthusiasm made us truly happy, as it showed that Japan is embraced as a familiar and welcoming country by people around the world. It also reminded us of our responsibility to preserve a Japan that continues to be loved internationally. Through this experience, we were able to reaffirm the importance of mutual understanding across borders.

◆ University Student

We had many opportunities to interact with local students and peers of our own age, and through these open, informal conversations, we were able to learn about the cultural and lifestyle differences between Japan and Viet Nam. Even with language barriers, our mutual curiosity and willingness to understand one another led to many meaningful exchanges. As a result, we formed numerous connections that we would never have made without participating in this program.

◆ University Student

At LOD Human Resource Development Corporation, the students were not only learning the Japanese language but also experiencing a lifestyle aligned with daily life in Japan. For example, signs instructing residents to sort their waste were placed throughout the facility, and many notices were written in both Vietnamese and Japanese. This creates an environment that can ease them into

life in Japan. During our interactions, I was impressed by how sincerely the students were learning proper etiquette. Although our time together was short and the community was small, singing songs from both countries and sharing conversations allowed us to build a sense of connection. I felt that these moments contributed in a meaningful way to strengthening relations between Japan and Viet Nam.

◆ University Student

The homestay experience left the strongest impression on me. It was an opportunity you couldn't normally get on a normal trip, and it became an incredibly valuable experience. During the stay, a student around my age showed me around Hanoi, which allowed me to enjoy the city from the heart. Separately from my action plan, I am currently creating a personal blog to introduce the JENESYS Program and the host country, Viet Nam. My aim is to help more Japanese students learn about JENESYS and to encourage those who wish to share the appeal of Japan with the world.

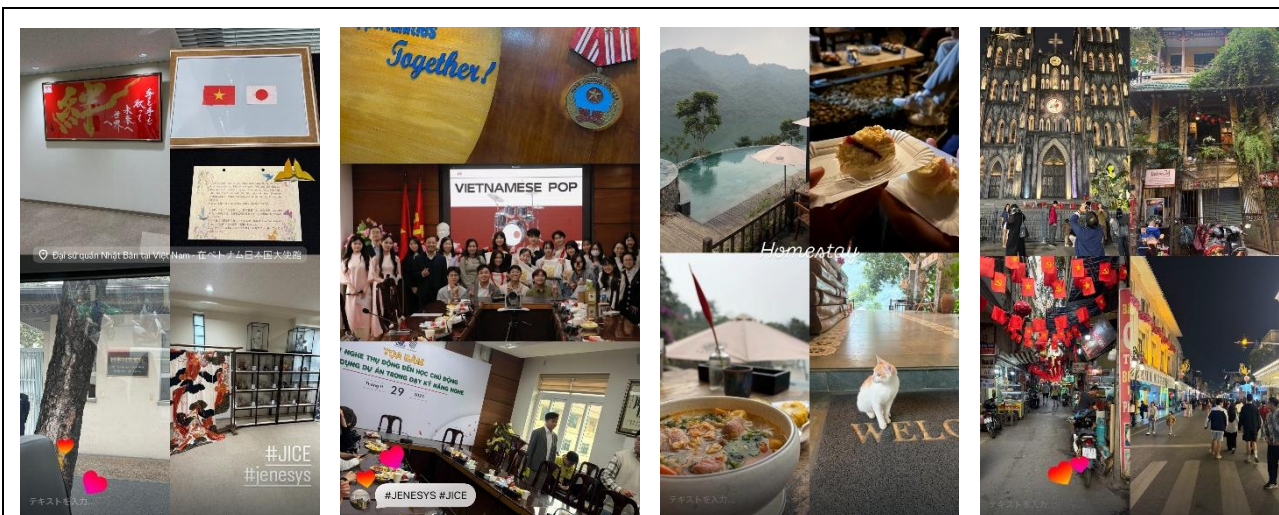
4. Voices from the Receiving Parties (excerpt)

◆ Lecturer

I was able to gain insight into the students' interests, which will be valuable when speaking to other students in the future.

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

 Today, I met the students of Hanoi University who are studying Japanese. I was surprised by how good everyone's Japanese was. It made me want to start studying Vietnamese as well. Hôm nay, tôi đã gặp các bạn sinh viên của Trường Đại học Hà Nội đang học tiếng Nhật. Tiếng Nhật của các bạn rất giỏi khiến tôi vô cùng ngạc nhiên. Điều đó khiến tôi cũng muốn thử học tiếng Việt. #jenesys_asean	 Today, I had the pleasure of meeting everyone at the Human Resource Development Center. Thank you very much for welcoming us so warmly. I hope to see you again in Japan. 歓迎! 日本国際協力センター (JICA) 様 LOD人材開発株式会社へようこそ! Hôm nay, tôi rất vinh dự được gặp các anh chị tại Trung tâm Phát triển Nguồn nhân lực. Xin chân thành cảm ơn sự đón tiếp nồng hậu của các anh chị. Hẹn gặp lại tại Nhật Bản. JENESYS
December 4, 2025 (Instagram) Today we met the students of Hanoi University who are studying Japanese, I was surprised by how good everyone's Japanese was. It made me want to start studying Vietnamese as well.	December 5, 2025 (Instagram) Today, we had the pleasure of meeting everyone at the Human Resource Development Center. Thank you very much for welcoming us so warmly. I hope to see you again in Japan.



December 10, 2025 (Instagram)

Photos from program visits, exchange locations, and homestays shown as a reel video visually conveying different Vietnamese cuisine and scenery.

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

Presentation by 1 group

JENESYS ACTION PLANS	ベトナムの魅力③ ベトナムの魅力③ ① 食文化 ・食文化の紹介が盛んに行われている。ベトナム料理は多い（特に海鮮料理） ・観光客は日本でも「食文化の紹介」のようにより積極的に ・ベトナム料理の紹介が盛んに行われている。観光客は日本でも「食文化の紹介」のようにより積極的に ② 食文化 ・ベトナム料理の紹介が盛んに行われている。観光客は日本でも「食文化の紹介」のようにより積極的に ・観光客は日本でも「食文化の紹介」のようにより積極的に ③ 食文化 ・観光客は日本でも「食文化の紹介」のようにより積極的に ・観光客は日本でも「食文化の紹介」のようにより積極的に	ACTION PLAN2 noteというアプリでJENESYSの活動を投稿し、将来、日本の魅力をベトナム含め世界に発信しようと思う日本人を増やす
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【Results of the Program】

◆ Charms of Japan

We were once again reminded of the high standards of Japan's living environment and hygiene awareness. Practices such as taking of your shoes at entrances and the widespread use of chopsticks reflect deeply rooted customs aimed at maintaining cleanliness. Food products are handled hygienically through strict temperature control and thorough packaging, and the separation of smoking areas reduces the risk of secondhand smoke, contributing to a highly health-conscious society.

Moreover, infrastructure—including roads, railways, water supply, and electricity—is consistently stable nationwide, with railway services operating with precise punctuality and supporting daily life. Urban planning and building regulations also incorporate comprehensive disaster-prevention measures, while the cleanliness of water facilities and the custom of bathing promote both physical and mental well-being. In addition, Japanese motorcycles and anime have become part of everyday life in Viet Nam. People, particularly students, have many opportunities to engage with Japanese culture through manga, animated films, and music, and these experiences have further broadened interest in Japanese culture and language.

◆ Charms of Viet Nam

Viet Nam's food culture is incredibly diverse and full of personality. They've got famous dishes like pho, bun cha, and banh mi, plus unique drinks like egg coffee and coconut coffee, and even the fruit smoothies and juices are high-quality and super popular. Even street stalls and cafés feel comfortable, and it's easy for us to hang out alone for a long time without feeling weird. You can really see how food is naturally woven into daily life. The reasonable prices are a huge bonus too, letting us try all kinds of places without spending too much.

In everyday life, mornings start early, with people out and about before sunrise, and there's a steady habit of having a proper breakfast. The education system is also strong, and a lot of people speak multiple foreign languages. It's normal to go to cram schools and have private tutors as well.

People are warm and kind, and it's common for three generations to live under the same roof, so there's a strong culture of supporting one another.

We also felt that pop culture like movies, theater, and music events are more accessible than in Japan. The culture of giving bouquets is more common too, and concerts have this ambience where everyone sings along and gets excited together, and many of them were great singers!

【Action Plan】

1. "Promoting Japanese Culture"

To help people in Viet Nam and around the world learn about Japanese culture, members of the dispatch program will take the lead in introducing various aspects of Japan—such as food, cities, daily life, music, and films—on a biweekly basis. We will use social media platforms like Facebook to share these updates, aiming to convey the charms of Japan to as many people as possible.

2. "Let's Spread the Word About the JENESYS Viet Nam Dispatch Program!"

To provide useful information to students who may participate in the JENESYS Viet Nam Dispatch Program in the future, as well as Japanese travelers visiting Viet Nam, we will share our experiences. Program participants will post weekly updates on 'note,' covering our activities in Viet Nam, local culture, food, and our impressions during the visit.

Implementation Agency: Japan International Cooperation Center (JICE)