

The 70th Anniversary of the Establishment of Diplomatic Relations between the Lao PDR and Japan JENESYS2025 Laos-Japan Young Entrepreneurs Exchange (Dispatch Program of Japanese University Students) Report

1. Program Overview

【Objectives and Overview】

A group of eight Japanese university students visited Vientiane, Lao PDR, from December 2 to 9 as part of an exchange program focused on young entrepreneurship. During the program, the participants visited Japanese organizations engaged in supporting entrepreneurial initiatives in the Lao PDR, as well as Lao enterprises that had launched their businesses with assistance from these organizations. Through site visits and discussions, the students gained insight into the current entrepreneurial landscape in the Lao PDR while also sharing knowledge and experiences related to entrepreneurship in Japan.

In addition, exchanges with local students and homestay experiences provided valuable opportunities to deepen mutual understanding of cultural values in both the Lao PDR and Japan, and to discuss challenges facing young entrepreneurs from the perspective of youth in both countries.

By introducing the appeal of Japan to people in the Lao PDR, the program sought to foster greater interest in Japan and contribute to building networks that will further strengthen friendly relations between the two nations.

【Participants】 Total: 8 Japanese university students

【Locations】 Vientiane, Lao PDR 8

【Schedule】

■ Online Pre-study Program :

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 Promotion Centre on Trade, Investment and Tourism (ASEAN-Japan Centre)
Sep. 25 (Thu)	【Theme Related Observation】 “LJI SUSU Scale Up Batch 3”
Oct. 29 (Thu)	【Lecture】 Lecture on the Dispatch Country “About the Lao PDR” Lecturer: Ms. YAMASHITA Yoshie, Country Officer, JICE JDS Project Office in Lao PDR, Japan International Cooperation Center (JICE)
Nov. 18 (Tue)	【Participant Briefing】

■ Dispatch Program :

Dec. 2 (Tue)	【Pre-departure Orientation】 Departure from Narita International Airport Arrival at Wattay International Airport (Vientiane)
Dec. 3 (Wed)	【Courtesy Call】 Mr. TASAKA Takuro, Minister, Embassy of Japan in the Lao PDR 【Lecture】 Lecture on the Dispatch Country “Relationships between the Lao PDR and Japan and Embassy Functions” Lecturer: Ms. HATTORI Yuka, Third Secretary, Embassy of Japan in the Lao PDR 【Observation】 Talat Sao 【 Courtesy Call 】 Mr. Thongly Sisoulith, Secretary General, Lao People's Revolutionary Youth Union 【Observation】 Pha That Luang (Temple) 【Exchange】 Exchange with JENESYS alumni
Dec. 4 (Thu)	【Lecture】 “JICA Projects in the Lao PDR” Lecturer: Ms. SUZUKI Yuri, Representative, Japan International Cooperation Agency (JICA) Laos Office 【Lecture】 Theme Related Lecture “Overview by Laos-Japan Institute (LJI) ” Lecturer: Ms. Southanom Phinsavath, Deputy Director, Laos-Japan Institute (LJI) 【Company Visit, Exchange】 SYSTORY Co., Ltd. (Winning Company of LJI Susu Scale-Up Batch2 and Graduated Company of Keiei-Juku by LJI) 【Company Visit, Exchange】 Saduakdee Automation Group Co., Ltd (Winning Company of LJI Susu Scale-Up Batch3)
Dec. 5 (Fri)	【School Exchange】 Faculty of Economics and Business Management, National University of Laos 【Theme Related Observation】 Laos-Japan Institute (LJI) 【Observation】 Taladlao and Vientiane Night Market
Dec. 6 (Sat)	【Observation】 COPE Visitor Centre 【Meeting with the Host Families and Homestay】
Dec. 7 (Sun)	【Homestay and 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
Dec. 9 (Tue)	Departure from Wattay International Airport (Vientiane) 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 29 【Lecture】 Lecture on the Dispatch Country “About the Lao PDR”	October 29 【Lecture】 Commemorative photo
	
November 18 【Participant Briefing】	November 18 【Participant Briefing】 Q&A session

Dispatch Program

	
December 3 【Courtesy Call】 Mr. TASAKA Takuro, Minister, Embassy of Japan in the Lao PDR	December 3 【Lecture】 Lecture on the Dispatch Country “Relationships between the Lao PDR and Japan and Embassy Functions”
	
December 3 【Courtesy Call】 Mr. Thongly Sisoulith, Secretary General, Lao People's Revolutionary Youth Union	December 3 【Observation】 Pha That Luang (Temple)
	
December 3 【Exchange】 Exchange with JENESYS alumni	December 4 【Lecture】 “JICA Projects in the Lao PDR”
	
December 4 【Company Visit, Exchange】 SYSTORY Co., Ltd (Winning Company of LJI Susu Scale-Up Batch2 and Graduated Company of Keiei-Juku by LJI)	December 4 【Company Visit, Exchange】 Saduakdee Automation Group Co., Ltd (Winning Company of LJI Susu Scale-Up Batch3)



December 5 【School Exchange】 Faculty of Economics and Business Management, National University of Laos (Presentation on entrepreneurship)



December 5 【School Exchange】 Faculty of Economics and Business Management, National University of Laos (Calligraphy Experience)



December 5 【School Exchange】 Faculty of Economics and Business Management, National University of Laos (Calligraphy Experience)



December 5 【School Exchange】 Faculty of Economics and Business Management, National University of Laos (Origami Experience)



December 5 【School Exchange】 Faculty of Economics and Business Management, National University of Laos (Origami Experience)



December 5 【Theme Related Observation】 Laos-Japan Institute (LJI)



December 6 【Observation】 COPE Visitor Centre



December 7 【Homestay】

	
December 7 【Homestay】	December 7 【Workshop】
	
December 8 【Reporting Session】	December 8 【Reporting Session】 Group photo

3. Voices from the Participants (excerpt)

◆ University Student

We were deeply impressed by the warm hospitality extended to us by the Lao People's Revolutionary Youth Union. Through this visit, we gained valuable insights into how the Youth Union works in close coordination with the state and plays a significant role in the country's diplomatic engagements. It was a truly enriching experience for us. We were also particularly moved by the Secretary General's encouraging message expressing the hope that we would serve as a bridge between Japan and the Lao PDR. Lao PDR has many remarkable qualities, and we strongly feel that the country holds great potential for further development. This experience has strengthened our commitment to contributing to closer ties between our two nations, and we are determined to continue striving toward that goal.

◆ University Student

Through learning directly about the work of JICA, we were able to deepen our understanding of the role that JICA's development assistance plays, as well as its function in fostering trust between Japan and partner countries. The discussion regarding the involvement of foreign companies in development within the Lao PDR was particularly insightful, and I gained a valuable new perspective from it. We also came to understand that Japan's ODA initiatives are closely connected to the daily lives of people in the Lao PDR, including public infrastructure projects and even primary school mathematics textbooks. This realization was both striking and highly educational for us.

◆ **University Student**

We were particularly impressed by the story of how SYSTORY Co., Ltd. began with an initial capital of only 2,000 dollars and successfully expanded its business, as well as by the new “pain point” concept that they introduced to us. While financial resources are certainly essential for starting a business, learning about the actual limits faced by a founder helped us imagine the process of entrepreneurship in a more realistic way.

Moreover, gaining an understanding of the “pain point” concept made us feel better equipped to respond to customer needs more effectively. We were also surprised to learn that companies from the Lao PDR have already entered industries in Japan. Hearing directly from someone operating at the forefront of business in the Lao PDR allowed us to gain firsthand insight into both the current landscape and the challenges of doing business in the country.

◆ **University Student**

We had the opportunity to engage with university students at the National University of Laos who are studying the local economy and entrepreneurship, and through these conversations we were able to hear firsthand how young people in the Lao PDR think about starting a business. In particular, exchanging views with students who are already considering entrepreneurship in concrete terms—or who have actually begun their own ventures—was an invaluable experience that we would rarely have in Japan.

◆ **University Student**

I was deeply moved by the time I spent with my host family. The host father had previously been involved in the construction of an elementary school supported by JICA, and he kindly explained to us the roads and buildings in the Lao PDR that had been developed through Japan’s ODA. Their son also expressed a strong desire to study in Japan in the future, and it was clear that the entire family held a deep interest in Japan. They welcomed us with great warmth, and through this experience, we were able to feel firsthand the positive image of Japan within the Lao PDR. Their family is planning to visit Japan in the near future, and I hope that when they do, I get the chance to show them around.

4. Voices from the Receiving Parties (excerpt)

◆ **Host Family**

The most memorable moment during the homestay was the food apparently, because they seemed to really enjoy the Lao food and cafes. They were great foodies, actively trying many kinds of foods. They enjoyed the Lao culture storytelling and chitchat with my family.

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

	
December 8, 2025 (Instagram) Tomorrow I will be leaving Laos. I have had many special experiences. Delicious food, kind people, and a rich land. My stay has given me a renewed understanding that Laos also has the same charm as Japan. Next time I will come to Laos with some friends.	December 5, 2025 (Instagram) JENESYS 2025 LAOS came to the end... Thanks for a lot of memories and lessons :) We'll be updating posts of our daily pics one by one. And also, we're planning to make Vlogs on YouTube so just wait next breaking new.
	
December 3, 2025 (Lao Youth Mass Media's Facebook) "Secretary General of the Lao People's Revolutionary Youth Union Welcomes Visit by Japanese JENESYS Youth Delegation"	December 4, 2025 (SYSTORY Co., Ltd.'s Facebook) We would like to express our sincere appreciation to all the participants of the JENESYS Program for visiting our company and LJL for providing us with the opportunity to share our knowledge and experiences regarding our work processes.



December 6, 2025

(Faculty of Economics and Business Management, National University of Laos's Facebook)

The Faculty of Economics and Business Management, National University of Laos (FEBA), successfully concluded the JENESYS 2025 Exchange Program in a warm and friendly atmosphere. The primary objective of this program was to deepen participants' understanding of various aspects of Japan, including its technology and way of life, while promoting cultural exchange and mutual understanding.

Moreover, the young participants from the Lao PDR had the valuable opportunity to present their unique cultural identity and to engage in creative and interactive activities. These experiences further strengthened the bonds of friendship between the youth of the two countries.



December 8, 2025

(Faculty of Economics and Business Management, National University of Laos's Facebook)

“Cultural Exchange Activity Video”

This video highlights the cultural exchange activities conducted as part of the JENESYS 2025 Dispatch Program. Throughout the program, numerous memorable moments were captured, showcasing scenes of cultural presentations and interactions that vividly conveyed the unique charm and cultural richness of both the Lao PDR and Japan.

Through knowledge-sharing sessions and various exchange activities, participants deepened their mutual understanding. The program concluded with all participants from the Lao PDR and Japan joining together in a circle to perform Lamvong, a traditional Lao dance, creating a vibrant and joyful atmosphere. It was a moment that strongly reflected the friendship and sense of unity shared among the youth of both countries.

The program successfully fulfilled its objectives of fostering mutual understanding and building positive relationships among the participants. We would like to extend our sincere appreciation to all those who contributed to making these activities possible.

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

Presentation by 1 group

ラオスでの学びと 未来に向けて	ラオス国立大学 	“発信 → 興味 → 行動 → 訪日 → 将来的な日ラオスの架け橋”
【Results of the Program】 ◆ Learnings from the Program 1. The Charms of Japan Our visit to the Lao PDR allowed us to reevaluate and rediscover the strengths of Japan by comparing our two countries. We observed that Japan’s qualities—such as its attentiveness and delicate consideration, sense of order, and the reliability of its social infrastructure—are effectively reflected in the field of international cooperation. We also felt that Japan’s period of rapid economic growth was made possible by the strong foundation established through basic academic education. These strengths are often difficult to recognize when one is inside Japan. Moving forward, we believe it is essential to reframe these qualities from the perspective of “Japan in the world” and apply this broader understanding to the development of future business models. 2. The Charms of the Lao PDR What left a deep impression on us across the various visits was the profound kindness and consideration shown by the people of the Lao PDR. This spirit of thoughtfulness is not only evident in daily life but also appears to be an important element of the country’s entrepreneurial culture. During our visit to SYSTORY Co., Ltd, the company’s president emphasized the importance of empathy and attentiveness toward customers. We felt that this mindset represents a key characteristic of entrepreneurship in the Lao PDR. 【Action Plan】 “Introducing Japanese culture to people in the Lao PDR and increasing the number of people who choose to visit Japan” We will continue to use Instagram to share information showcasing Japanese culture, including the four seasons, cuisine, and tourist attractions. Both regular posts and video content will be published in English and Lao. We plan to make a cycle: “information sharing → interest → action → visiting Japan → becoming future bridges between Japan and the Lao PDR.” However, our ultimate goal is not merely to complete the action plan. Rather, we see this initiative as a starting point for continuing to serve as a bridge between the Lao PDR and Japan far into the future.		

Implementation Agency: Japan International Cooperation Center (JICE)