

**JENESYS2025 Brunei, Indonesia, Malaysia, The Philippines,
Singapore, and Timor-Leste
Joint Online Alumni Meeting Report**

1. Program Overview

【Objectives and Overview】

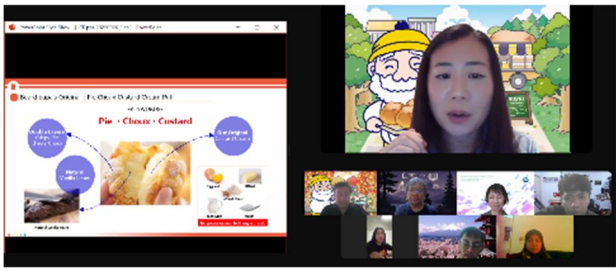
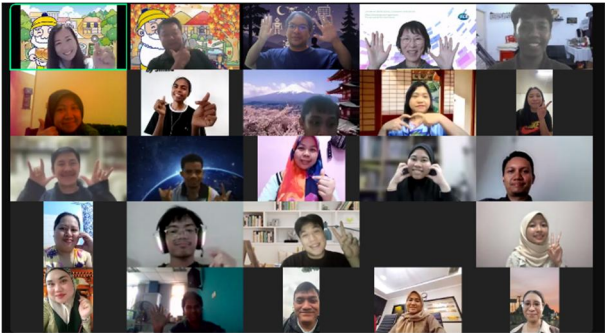
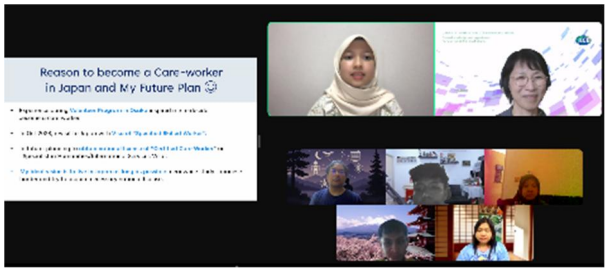
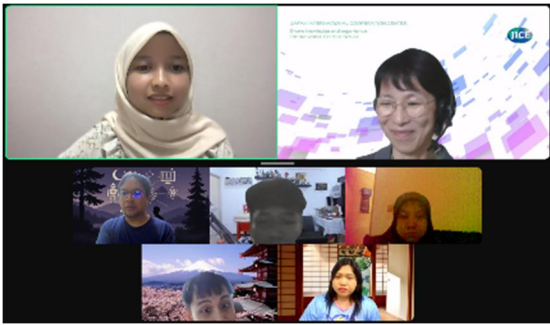
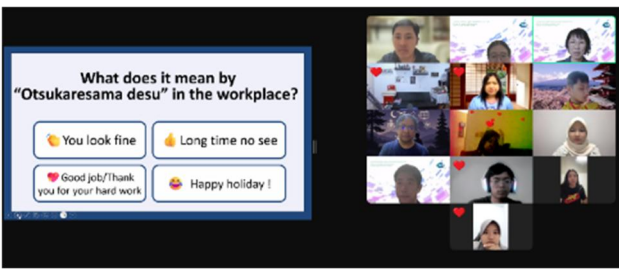
An online alumni meeting was held for past participants of the JENESYS Program from six countries—Brunei, Indonesia, Malaysia, the Philippines, Singapore, and Timor-Leste. The objective of the meeting was to help participants reconnect with Japan by offering a lecture from a Japanese sweets company expanding its business across Asia, a cultural experience session to learn the basics of Japanese business, and a talk by a representative alumna currently working in Japan. Through these activities, participants were able to update their knowledge about Japan, deepen their understanding and appreciation of the country, and strengthen the alumni network to encourage more active engagement in alumni activities.

【Participants】 Total: 36 JENESYS ASEAN alumni from Indonesia, Malaysia, the Philippines, Singapore, and Timor-Leste. (participants up to FY2024, from high school students to working youths)
(Breakdown) Indonesia 14, Malaysia 7, The Philippines 7, Singapore 3, Timor-Leste 5

【Schedule】

- Online Alumni Meeting: September 26 (Fri), 2025
- 1. Opening words
- 2. **【Opening Remarks】**
Mr. Naoki NUMA, Official, Second Southeast Asia Division, Southeast and Southwest Asian Affairs Department, Ministry of Foreign Affairs
- 3. **【Introduction of Activities of Japanese Organizations in the Target Countries】**
Lecture: “Beard Papa” Fresh and Natural Cream Puffs
Lecturer: Mr. TSUDA Hirofumi, General Manager, Franchise Business, Muginoho Global Pte. Ltd.
Ms. HAZEL Ann, Senior Trainer (Tsuda’s Team), Muginoho Global Pte. Ltd.
- 4. Q&A session
- 5. Commemorative photo
- 6. **【JENESYS Alumni Presentation】** My experience “Working in Japan”
Presenter: Ms. Nada Afifah Ramadhanti (JENESYS ASEAN 2022 participant)
- 7. **【Exchange among Participants】**
Sharing experiences from past participation in the JENESYS Program
- 8. **【Cultural Experience】** Business manners in Japan
- 9. Closing remarks

2. Program Photos

	
【Opening Remarks】 Mr. Naoki NUMA, Official, Second Southeast Asia Division, Southeast and Southwest Asian Affairs Department, MOFA	【Introduction of Activities of Japanese Organizations in the Target Asian Countries】 “Beard Papa” Fresh and Natural Cream Puffs
	
【Commemorative Photo】	【JENESYS Alumni Presentation】 My experience “Working in Japan”
	
【Exchange among Participants】 Sharing experiences from past participation in the JENESYS Program	【Cultural Experience】 Business manners in Japan

3. Participants' Inquiries and Interests (excerpt)

- ◆ Regarding: 【Theme Related Lecture】 “Beard Papa” Fresh and Natural Cream Puffs
 - What were some of the biggest challenges you faced when expanding Beard Papa’s into new countries like Timor-Leste or the Lao PDR, and how did you overcome them?
 - How do you see food as a bridge between cultures, especially in your work across Southeast Asia?

- What advice would you give to someone who wants to build a career in franchise operations and international business?
- Is the bread Halal, accommodating for Muslim customers?
- What challenges did you face during COVID-19 in Timor-Leste?
- (To the foreign lecturer) How did you end up working at Beard Papa or in Japan in general?
- ◆ **Regarding: 【JENESYS Alumni Presentation】 My experience “Working in Japan”**
 - Which visa did you apply for this job? Was it Tokutei Ginou, Engineer/Specialist in Humanities/International Services, or another type of visa?
 - What was your JLPT level when you applied for your job?
 - What motivates you to study Japanese and work in Japan?

4. Voices from the Participants (excerpt)

◆ **Working Youth (Indonesia)**

The lecture on the overseas development of Beard Papa’s was both fascinating and inspiring. We were especially impressed by the company’s core philosophy to “always be fun, sunny, and energetic” and its heartfelt mission of spreading smiles through sweets. The vision of sharing deliciousness with the motto “OISHII from Japan to the world” is truly remarkable.

Ms. Nada Afifa Ramadanti’s personal journey was both moving and inspiring, particularly for alumni who aspire to work in Japan. It was heartwarming to hear how her early love for anime such as “HUNTER×HUNTER” blossomed into a genuine passion for the Japanese language and culture.

Her experience beautifully illustrated how the JENESYS program can be a turning point. It motivated her to study Japanese more diligently and strengthened her determination to pursue a career in Japan. Her story serves as both encouragement and a role model for all of us.

This event not only deepened our understanding of Japanese business culture but also inspired us to reflect on our own future paths with renewed enthusiasm.

◆ **Working Youth (Malaysia)**

It was a remarkable talk given earlier from today’s sessions particularly about Beard Papa’s operations as well as management of branches expansion in Southeast Asian regions as well as Taiwan, as well as emphasizing Japanese core values of おもてなし “Omotenashi” that parallels the value of proprietorship and moral values.

For Nada-san, her story was indeed captivating of being employed as a caretaker while yearning to improve her Japanese language.

◆ **Graduate Student (Timor-Leste)**

Although it is unfortunate that the business has not resumed in Timor-Leste after the spread of COVID-19, the experiences shared by the lecturers during the lecture were deeply impressive, especially the discussion on investment in Beard Papa. As a young person from Timor-Leste, I sincerely hope that this business will continue to expand in our country, just as it has in other Asian nations.

5. Voices from the Receiving Parties (excerpt)

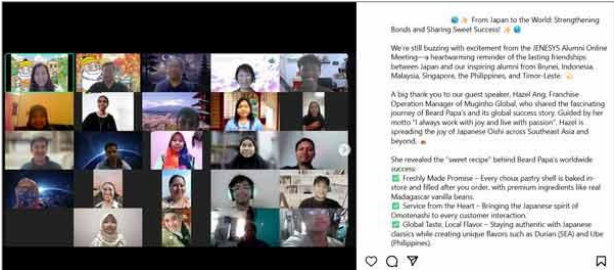
◆ Lecturer

It was very encouraging to see such active engagement from the participants. The variety of questions and comments reflected not only their curiosity about Beard Papa's but also a genuine interest in Japanese culture and its connection to business. The positive reactions, particularly from participants in Timor-Leste, Malaysia, and Indonesia, highlighted how our brand philosophy and history could resonate personally with audiences across borders. Their feedback confirmed that our efforts to convey "OISHII from Japan to the world" through sweets is meaningful and well-received.

◆ Alumna (Presenter)

The participants shared a common goal: they're learning Japanese because they hope to live and work in Japan. As I spoke about my own experiences, I felt that perhaps I could help boost their motivation—indirectly, by sharing what I've been through. This exchange reminded me of the importance of staying flexible and open when interacting with people from different backgrounds. It was a fresh realization of how valuable it is to accept diverse perspectives and ways of thinking. Until now, I've mainly focused on improving my Japanese language skills. But through this experience, I came to understand that true communication isn't just about language, it's also about recognizing and appreciating cultural differences and the ideas behind them. From here on, I want to deepen my understanding of people with different nationalities and cultural backgrounds from my own, and actively engage in learning and activities with a more international mindset.

6. Disseminations by the Participants (excerpt)

	
September 26, 2025 (Facebook) Working Youth (the Philippines) 【JENESYS2025 Online Alumni Meeting】 Grateful to be part of the JENESYS Online Alumni Meeting with participants from Indonesia, Malaysia, Singapore, the Philippines, and Timor-Leste. The program highlights included Beard Papa, a	September 28, 2025 (Instagram) Working Youth (Indonesia) 【From Japan to the World: Strengthening Bonds and Sharing Sweet Success!】 We're still buzzing with excitement from the JENESYS Alumni Online Meeting—a heartwarming reminder of the lasting friendships between Japan and our inspiring alumni from

Japanese food company famous for cream puffs, presenting its business activities in ASEAN and the values it brings to communities. Japan's "dedication to providing fresh products," its "Omotenashi hospitality spirit," and its efforts to "tailor products to each region" are highly revered around the world, and this left a strong impression on me. An Indonesian alumna also shared her real experiences of working and living in Japan. We were inspired by her journey and enjoyed the alumni discussion, networking, story sharing, and the cultural experience focused on Japanese business manner—it was truly fun, meaningful, and motivating.	Indonesia, Malaysia, Singapore, the Philippines, and Timor-Leste. A big thank you to our guest speaker, Hazel Ang, Franchise Operation Manager of Muginoho Global Pte. Ltd, who shared the fascinating journey of Beard Papa's and its global success story. Guided by her motto, "I always work with joy and live with passion," Hazel is spreading the joy of Japanese "Oishi" across Southeast Asia and beyond. We were also deeply inspired by JENESYS alumna Ms. Nada, who shared her remarkable journey as a care worker in Japan—proof of the opportunities that blossom from the JENESYS experience. The engaging discussions and lively exchanges reminded us once again—the spirit of JENESYS is stronger than ever.
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Implementation Agency: Japan International Cooperation Center (JICE)