

**JENESYS2019 ASEAN Inbound Program 16th Batch Program Report**  
**Theme: Japanese Culture Exchange (Regional Revitalization)**  
**Country: Cambodia**

### **1. Program Overview**

Twenty five university students from Cambodia who are highly interested in Japan visited Japan for a period of eight nights from January 13 to January 21, 2020 as part of JENESYS 2019 under the theme of “Japanese Culture Exchange (Regional Revitalization)”. The delegations learned about the relationship between Japan and Cambodia from a lecture. Afterwards, they visited Tokushima prefectural government office and Tokushima University to exchange opinions on the Host Town Initiative for the Olympic and Paralympic Games Tokyo 2020. They also visited Kamikatsu Town to observe its Zero-Waste Project. Furthermore, they experienced the homestay program to raise awareness of Japanese regions, and also experience Awa-Odori (Traditional Dance), Aizome (Indigo dye) to have a better understanding of Japanese culture. Participants were motivated by the Japanese initiatives on the regional revitalization, and shared their discoveries and experiences in Japan through Social Media. At a reporting session before leaving Japan, the group presented an action plan (activity plans after returning home) to convey their experience while visiting Japan.

### **2. Program Schedule**

January 13th (Mon)

【Arrival】 Arriving in Japan

【Orientation】

【Courtesy Call】 The Royal Embassy of Cambodia in Japan

January 14th (Tue)

【Lecture】 “The relationship between Japan and Cambodia”

— Travel from Tokyo to Tokushima Prefecture

January 15th (Wed)

【School Exchange】 Tokushima University, Mishima Campus

【Courtesy Call】 Tokushima Prefecture Government Office

January 16th (Thu)

【Observation】 Kamikatsu Town (Zero Waste project, Irodori project)

【School/Local Exchange】 Exchange with stakeholders related to Host Town project  
(at Tokushima University)

January 17th (Fri)

【Cultural Experience】 Museum, Awaodori observation/experience (at Awaodori  
Kaikan) / Aizome experience (at Ainokan) / Observation of Udatsu Townscape

【Homestay】 Homestay (at Soranosato-Yamazato Monogatari)

January 18th (Sat)

【Homestay】 Homestay (at Soranosato-Yamazato Monogatari)

January 19th (Sun)

【Homestay】 Homestay (at Soranosato-Yamazato Monogatari)

— Travel from Tokushima to Tokyo

January 20th (Mon)

【Observation】 Tokushima-Kagawa local products shop (Tokushima-Kagawa Tomoni  
Ichiba)

【Workshop】

【Reporting Session】

January 21st (Tue)

【Departure】 Departing from Japan

### 3. Program photos



January 13th 【Courtesy Call】  
Royal Embassy of Cambodia in Japan



January 13th 【Lecture】  
“The relationship between Japan and  
Cambodia”



January 15th 【School Exchange】  
Tokushima University, Mishima Campus



January 15th 【Courtesy Call】  
Tokushima Prefecture Government Office



January 16th 【Observation】  
Kamikatsu Town  
(Zero-Waste project, Irodori project)



January 16th  
【School/Local Exchange】  
Exchange with stakeholders related to the  
Host Town project



January 17th 【Cultural Experience】  
Awaodori observation/experience  
(at Awaodori Kaikan)



January 17th 【Cultural Experience】  
Aizome experience  
(at Ainokan)



	
<p>January 17th 【Observation】 Observation of Udatsu Townscape</p>	<p>January 18th 【Homestay】 Soranosato Yamazato Monogatari</p>
	
<p>January 20th 【Observation】 Tokushima-Kagawa local products shop</p>	<p>January 20th 【Reporting Session】</p>

#### 4. Feedback from the participants (excerpt as written)

◆ A University Student

Japanese people are punctual, honest, and help others regardless of their races. When one of my friend lost his mobile phone on the road, the police and interpreter helped him to find out that a Japanese surrendered the phone to the police. I would like to praise their kindness. The Leaf business project at Kamikatsu Town was well organized, being considered of local society. Awaodori, and the traditional serving style of Japanese food, it seems the development is always linked to its culture and traditions. Everywhere, every time, they are considerate of people with disabilities, and respect each other. The roads are provided separately by sidewalks, bicycles, and car roads which seems very eco-friendly.

◆ A University Student

I am very much impressed with Japanese people are punctual, polite, respectful, and their sincere attitude to the job. I also noticed that Japanese life style and the way they talk stands for Japanese characteristics of good nature. I would like to transfer this good point of Japan to Cambodia, and emulate it by people in

Cambodia. The similarity of both countries is, the population is concentrated in the cities and less people are living in country side. The deference between the both countries is Cambodia has more population of youth than that of senior citizens.

◆ A University Student

It is unforgettable experience to home-stayed at Japanese family for two days. Even though it was difficult to communicate in different languages, it was new experience to know Japanese life style and made a lot of good memories. From my observation, Japanese are very punctual to the work time and very thoughtful with others. Furthermore, they are polite and respectful to all kind of people. The education system is different from that of Cambodia such as students need to decide their majors at the stage of high school. The traffic system is well organized and considerate to pedestrians. Most people are using bicycles, public transportation, and automobile.

◆ A University Student

The nine days experience through the JENESYS program becomes most wonderful memories in my life. There were a lot of things which I have never thought of before coming to Japan. This was my first flight in my life and I was very much excited. The weather was a little cold, but Japanese Omotenashi and good service made my heart warm enough. There are a lot of skyscrapers, developed infrastructures such as bridges and roads. There are also lushly green parks, so I felt Japanese lifestyle is very much related to nature. Also, Japanese are very polite, diligent, and keep the rules. The most important point I would like to mention, is to be punctual for the time. The lifestyle of Japanese is amazing. They live with nature, which understood from leaf business project for the local people, especially for the aging people. The food is healthy, which has soup and noodles. Sushi and Ramen was very good. The homestay in Tokushima, it was wonderful experience because people warmly welcomed us. They treated us like their own children. Japanese culture and lifestyle was very much interesting and am looking forward to sharing the experience with my friends in Cambodia.

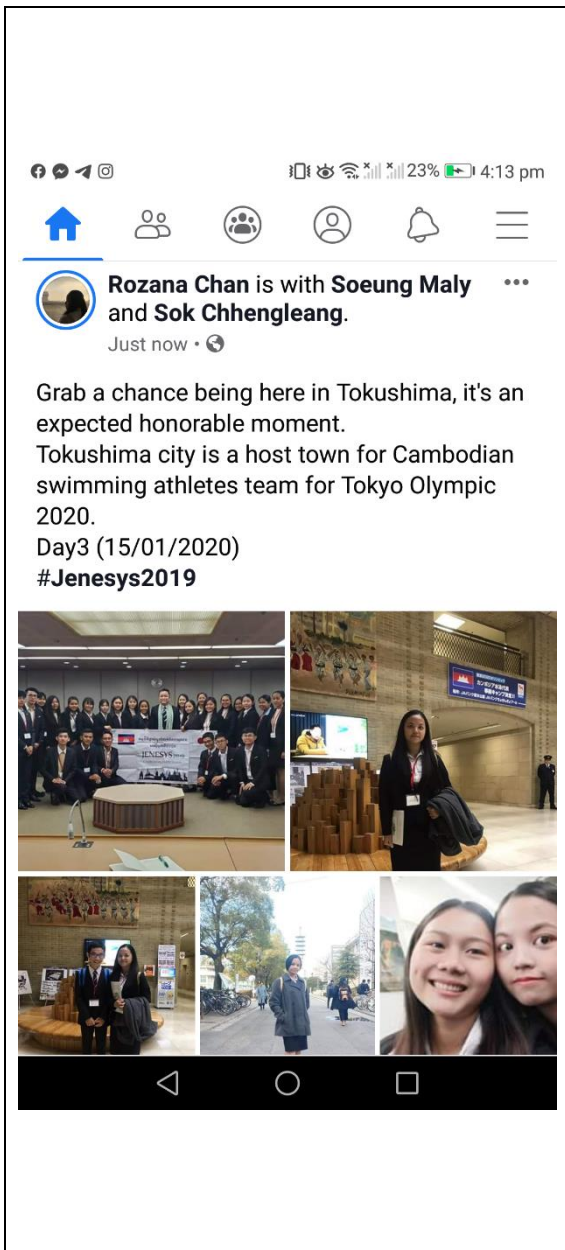
**5. Feedback from the hosts (excerpt)**

- ◆ I was a little nervous at first, but it was shortly relieved when I see them. There was no difficulty for communication using translation software. The most memorable thing to my heart is their personality. It seemed that they were that Japanese used to be in the past. They love own country, sincere, gentle, positive and express their gratitude. It made me think that my own grand children came home. I wished their happiness and development of Cambodia, and send them off, who said wanted to

work at Embassy in the future. I strongly thought that we should find something that we had lost in this wealthy and convenient society.

## 6. External communication by the participants

<p>Julius Pich 33 mins · 🌐</p> <p>Yy pi tha min janh japanese te xD #JENESYS2019</p> <p>Add this photo to your story? <input type="button" value="ADD"/></p> <p>Like Comment Share</p> <p>👍😄 Muyly Leav and 25 others</p> <p>Write a comment... GIF 😊</p>	<p>Rozana Chan 2 hrs · 🌐</p> <p>It's a great honour for today sharing culture experience with Tokushima University students. Day3 (15/01/2020) #Jenesys2019</p> <p>Write a comment... GIF 😊</p>
<p>A post about visiting Tokushima Shogyo High school</p>	<p>A post about School exchange at Tokushima University</p>



A post about Tokushima Prefecture Government Office (Host Town of the Olympic and Paralympic Games Tokyo 2020



A post about homestay (at Soranosato Yamazato Monogatari) Farewell ceremony



📶 39% 18:40

🏠 👤 3 📺 👤 🔔 ☰

**Srey Bormey** 6 hrs · 🌐

2 days with host family 😊😊 I can say that it was the best part of the day 😊😊  
Miss the already...  
#JENESYS2019





👤 Boreyroth Srey and 57 others

👍 Like    💬 Comment    ➦ Share

**Srey Bormey** 19 Jan at 11:28 · 🌐

A post about homestay (at Soranosato Yamazato Monogatari), Farewell ceremony

## 7. Action plan presented by Participants at the Reporting Session (excerpt)

	<p><b>Presentation of Action Plan</b></p> <p>◇ When? February 22<sup>nd</sup> , at “Kizuna Festival”</p> <p>◇ Where? CJCC (Cambodian-Japan Cooperation Center)</p> <p>◇ Target Audience 50~100 people (Depend on the capacity of the venue)</p>
	<p>◇ PR activity Poster and Boucher</p> <ul style="list-style-type: none"><li>• Off-Line : Posting on the message board。(CJCC and universities)</li><li>• On-Line : Posting on Social Media (Facebook, Instagram)</li></ul>

Project implementing body: JTB Corporation