

JENESYS2019 ASEAN Inbound Program 9th Batch Program Report

Theme: Sports and Olympics

Country: Malaysia

1. Program Overview

21 Malaysian who are sports-related officials, police and media visited Japan for a period of eight nights from October 29 to November 6, 2019 as part of JENESYS 2019 under the theme of "Sports and Olympics". The delegations attended a theme-related lecture and observed facilities which are related to the Olympic and Paralympic Games Tokyo 2020. Afterwards, they visited Ehime prefecture which is one of the Host Town of Malaysia for the Olympic Games, observed its facilities, and exchanged opinions with stakeholders. During the program, the participants deepened their understanding of Japan's initiatives on Sports and Olympics and strengthen the relationship between Japan and Malaysia, as well as 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.

【Participating Countries and Numbers of Participants】

21 persons from Singapore

【Prefectures Visited】

Tokyo, Ehime Prefecture

2. Program Schedule

October 29th (Tue)

【Arrival】 Arriving in Japan

October 30th (Wed)

【Orientation】

【Lecture】 " The ASEAN and Japan Relationship" ASEAN-JAPAN Center

【Lecture/Observation】 Nippon Sport Science University, International Center

October 31st (Thu)

【Observation】 YONEX Tokyo Showroom / Japan Olympic Museum

November 1st (Fri)

- Travel from Tokyo to Ehime Prefecture
- 【Visit】 Matsuyama Castle, Dogo Onsen
- 【Courtesy Call】 Ehime Prefecture Government Office

November 2nd (Sat)

- 【Observation】 Ehime Budokan (Martial Arts Stadium), Sunrize Itoyama (Imabari City Cycling Terminal)
- 【Visit】 Kirozan Observatory

November 3rd (Sun)

- Travel from Ehime to Tokyo

November 4th (Mon)

- 【Observation】 The Olympic and Paralympic Games Tokyo 2020 Stadium (Athletes Village, Facilities in Ariake area, Olympic Aquatics Centre, New National Stadium)
- 【Volunteer Workshop】 National Olympics Memorial Youth Center
- 【Lecture】 ” Volunteer activities for Olympics and Paralympics”

November 5th (Tue)

- 【Workshop】
- 【Reporting Session】

November 6th (Wed)

- 【Departure】 Departing from Japan

3. Program photos



**“ ASEAN and Japan Relationship”
ASEAN-Japan Center**



**October 31st 【Observation】
YONEX TOKYO SHOWROOM**

**Nippon Sport Science University,
International Center**



**October 31st 【Observation】
Japan Olympic Museum**



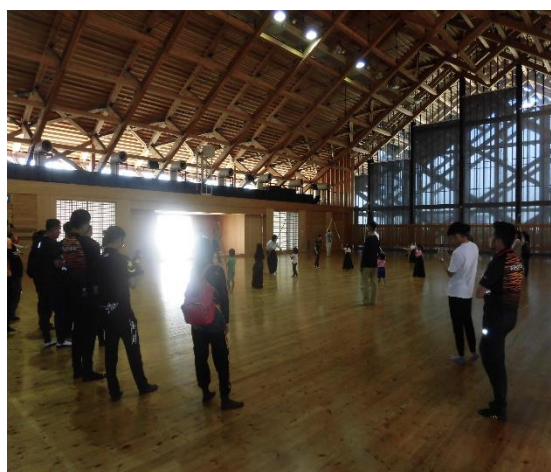
**November 1st 【Observation】
Matsuyama Castle, Dogo Onsen**



**November 1st 【Courtesy Call】
Ehime Prefecture Government Office**



**November 1st 【Exchange】
Ehime Prefecture, with the Chair of Ehime
Badminton Association**



**November 2nd 【Observation】
Ehime Prefectural Budo-kan**



November 2nd **【Experience】**
SHIMANAMI Kaido Cycling Road



November 2nd **【Visit】**
Kirosan Observatory



November 3rd **【Visit】**
Imperial Place, Asakusa



November 4th **【Observation】**
The Olympic and Paralympic Games
Tokyo 2020 Stadium



November 4th **【Lecture】**
Volunteer Activities for the Olympic and
Paralympic Games Tokyo 2020



November 5th **【Workshop】**
TKP Kanda Business Center

4. Feedback from the participants (excerpt as written)

- ◆ As a sports reporter, I learned from a lecture at Nippon Sports Science University that how this country supported athletes to get medals at Major sports games, and impressed by visiting Japan Olympic Museum. I would like to deepen the knowledge of Olympics and Paralympics history. Afterwards, we went to Ehime and fascinated with its beautiful land, and understood why many athletes from all over the world chosen this place preparing for Olympic Games.
Taking this opportunity, I am looking forward to the Malaysia-Japan Relationship is strengthened and further deepened. This experience definitely had values to be shared with colleagues and families in Malaysia.

- ◆ It was an amazing program which brought us unexpected experience different from Malaysia. Furthermore, Modernized Japan has original cultures and now the Olympic and Paralympic Games Tokyo 2020 is being prepared. Those initiatives need to be implemented in Malaysia as well more especially in the field of Sports. Perhaps, Malaysia is 16 years behind than that of Japan in terms of economy and industry, now, it is time for our country to catch up with Japan in all aspects. I thought that I should share my learnings and discoveries from this program after returning to Malaysia to catch up with Japan as early as possible.

- ◆ I learned about cultures of sports from stakeholders of Olympic Games Tokyo 2020. Most impressive thing is that the youth are ambitious and hopeful for the future world. I have strong hope and expects the youth to build a great future. We visited Nippon Sport Science University which had number of great athlete graduates in the field of international sports. Also, I found it amazing to know that YONEX Company, which was one of the representing sports-related company, had been supporting economic development of the country and sponsoring athletes to meet their needs. During the stay in Japan, I posted a lot of “Good things in Japan” by SNS.

5. Feedback from the hosts (excerpt)



- ◆ YONEX Tokyo Showroom, a person in charge
I explained about Badminton Rackets, the history from the Wood to Carbon materials, development of productions in details. Because the participants are engaged in sports and Olympics industry, it was impressive that I received a lot of technical questions from them, such as what is the key to “Innovation” of the Badminton rackets, the future of Carbon materials.

- ◆ Nippon Sport Science University, International Center
We have been received various guests, but this was the first time we were asked

so many questions to our explanation than ever. As a host of the program, it was a pleasure and challenging to see people were actively observing and raised so many questions.

- ◆ Ehime Prefecture, Sports and Culture department, a person in charge of Sports
We appreciate for their visit to Ehime which is the host town of Malaysia for the Olympics and Paralympics Games Tokyo 2020. I am feeling that it was a meaningful program to see our sports facilities and exchanged with stakeholders. Through this program, I expect the relationship between Japan and Malaysia be strengthened and the participants actively share the appeal of Ehime.

6. External communication by the participants

 <p>Johnathan Chanさんが投稿をシェアしました。 11月2日 16:58 · 🌐</p> <p>https://www.facebook.com/548257800/posts/10157617243472801/</p> <p>Johnathan Chan 10月31日 9:36</p> <p>Day 2, visited the ASEAN-Japan Centre learn a lot regarding the trade, the relate with the 10 ASEAN Country and also the tourism part of it. Really interesting. Have you heard of ASEAN? If no, I think you better start googling.</p>	 <p>Shaliza Samsudinさんが投稿をシェアしました。 11月2日 17:24 · 🌐</p> <p>https://www.facebook.com/100000427997455/posts/2796800177010888?d=n&sfn=mo</p> <p>Shaliza SamsudinさんはFerzalfie Fauziさんと一緒にいます。 11月2日 16:22</p>
<p>A post about ASEAN-Japan Center and Nippon Sport Science University</p> <p>Learned a lot regarding the trade, relates with the 10 ASEAN country and tourism part of it. Really interesting.</p> <p>Nippon Sport Science University has many graduates who won Gold Medals of Olympics. It is amazing to study together with internationally top level athletes.</p>	<p>A post about Ehime Budokan and Sunrise Itoyama</p> <p>We observed huge facilities for martial art in Ehime Budokan, which is overwhelmed to see huge stone wall, wooden poles, gray tiles, as castle.</p> <p>In Shimanami Kaido Cycling, We enjoyed beautiful sceneries from Kirozan observatory which is based on Japanese technologies.</p>

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

	
<p>Group A</p> <ul style="list-style-type: none"> ▪ Promoting Japanese Culture and Sports by posting articles, reports, photos and movies by SNS of Ministry of Youth and Sports and other organizations. And corroborated with local media to PR the importance and benefit of doing physical activities more in the daily life. ▪ Promoting trainings of future athletes by systematically controlling the sports event from long-term perspective. ▪ Towards Tokyo2020, planning friendly matches between Malaysia and Japan. ▪ Planning recycle system, by separating he trash box by materials, and share the knowledge of garbage separation to cleaners. 	<p>Group B</p> <ul style="list-style-type: none"> ▪ Promoting all staffs can engage in sports activities for 30 min in the working time as routine, and participating the sports event with families. Also, discuss with Youth and Sports Associations and having workshops, seminars, etc. ▪ Proposing utilizing the existing multipurpose facilities at most for sustainable sport games or events exclusive for the sports. And announce for the users to use and keep the facilities in good conditions. ▪ Cooperating with Management, implement Non-smoking policy, proposing the special area for “ Urban agriculture” (small garden for plants), which will be running by staffs.

	
<p>Group C</p> <ul style="list-style-type: none"> ▪ Share with friends and families of uniqueness of Japanese Culture, Sports, Economy, and Society. ▪ Post by SNS that Japan has exchange program not only for spots, also for education and languages. ▪ About the Tokyo2020 which Malaysia is also participating, keep posting by Facebook, Instagram, and twitter, as well as by communication. 	<p>Group D (Media Team)</p> <ul style="list-style-type: none"> ▪ Sharing this experience in Japan which is different from us by presenting articles and videos through 5 media. ▪ Especially for Olympics Tokyo2020, featuring on various fields such as games, preparations, volunteers from the economical point of view. In addition, writing special articles for Ehime Prefecture which we visited in this program.

Project implementing body: JTB Corp.