

# CORPORATE PROFILE

# 2021



The Japan Asia Promotion Foundation is operating based on the support of foreign diplomatic institutions inside Japan.

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## **CORPORATE PHILOSOPHY**

### OUR PHILOSOPHY

Educate a generation with high international and intercultural skills through performing international exchange and international development activities.

### OUR PRINCIPLES

- Promote a career design that fits the modern international society
  - Promote international exchange and cooperation, and focus on South-East Asia
  - Research on international development, history, politics, education, and other related fields
  - Commitment to solving global and social problems
- 

**INTERNATIONAL  
COOPERATION**

**EDUCATION**

## DEVELOPMENT



## DIRECTOR'S MESSAGE



Japan Asia Promotion Foundation  
Executive Director

松岡 広隆

Hiroataka Matsuoka

(former member of the House of Representatives)

Thank you for your interest in our foundation's profile.

Our Foundation - JAPF - was founded with the support of diplomatic institutions in Japan. In more than ten years, we aimed to be a bridge between Japan and South-East Asia. We have sent more than 1,000 college students to Thailand, Vietnam, Cambodia, or the Philippines. Our goal is to educate a young generation with a high awareness of international relations and cooperation in Japan.

The world is becoming more globalized. The same is true for JAPF. In 2015 we founded our international department. We added translation, interpretation, global human resources, foreign language education, and other new services. Through these services, we want to globalize Japan further and make it easier for foreigners to visit Japan. We see ourselves as a service desk for international education.

Furthermore, to contribute to Japan's cross-border and economic development, we actively employ foreign staff and help other companies to do the same.

We also strive to commit ourselves further to other inbound-related businesses.

I hope you enjoy this presentation and I look forward to hearing from you.



### **“Philippines Challenge Project” Start**

Student Association. Founded based on the “Botejyu International Exchange Fund” with the support of Member of Board Mr. Hideto Kurita and the Department of Tourism of the Philippines, Osaka Office’s (former) Representative Ms. Arcie C. Soriano.

2006

~

2021

### **August: 1<sup>st</sup> Angkor Empire Full & Half Marathon in Cambodia**

(annual event)

### **December: “Japan-Korean International Student Exchange Association” Founded**

with the support of the Consulate General of the Republic of Korea in Osaka

### **January: International Department Founded**

### **September: “JapanHelpDesk®” Launched**

(Service for international tourists in Japan)



**JapanHelpDesk**

2014

2015

## **MEMBERS OF BOARD**

### **DIRECTORS**

Sauburo Maeda (Kyodo Factory Inc., CEO)

Hideto Kurita (BOTEJYU Group Holdings / Tokyo Food Corp., CEO)

Eisuke Nakamura (GS Food Co.Ltd., CEO)

### **COUNCILORS**

Masaya Inoue (Natural Care Inc., CEO)

Kohei Hirano (Patent Attorney / Administrative Scrivener)

### **SUPERVISOR**

Tadafumi Aoki (Certified Public Accountant / Tax Accountant)

### **ADVISORS**

Toyohiko Aoki (Osaka Monodukuri Ambassador / Aoki Inc., Chairman / Wakayama University, Professor)

Yoshimitsu Komemushi (Medical Doctor)

Shunske Ono (Lawyer)

Nao Wakamatsu (Daichi group / Administrative Scrivener)

Beuk Chanthy (JHC, Vice-General Manager / Yamamoto Japanese Language School, 1<sup>st</sup> Generation)

Zhang Shurong (Doctor for Orthopaedic Surgery)



## OUR TEAM

At JAPF, we work in a young and international team. We have members from over five countries, and most of our members speak at least three languages. Our diverse team can provide a wide range of services in the global field. Our international network also helps us to maintain excellent service quality.

Our team consists of about **five members** and more than **50 volunteer students** from all over Japan.



### **Dr. Zhang Shurong**

Advisor,  
International Department,  
Medical Affairs

- **Birthplace:**  
China, Shanghai
- **Languages:**  
Chinese, English, Japanese
- **Education & Career :**  
Fudan University School of Medicine, China;  
Department of Plastic Surgery,  
Graduate School of Medicine,  
Kobe University



### **Daniela Lemmermann**

Manager,  
International Affairs

- **Birthplace:**  
Hamburg, Germany
- **Languages:**  
German, English, French,  
Japanese
- **Education & Career :**  
Hamburg University, Germany,  
B.A. East Asian Studies;  
Doshisha University Exchange;  
University of Arizona, USA,  
Environmental Science Major;  
Translator/ Interpreter,  
Language Education



### **Koji Aihara**

18<sup>th</sup> Student Committee  
Representative

- **University:**  
Nagoya City University
- **Greeting:**  
We, the student  
Committee, have  
committed ourselves to  
provide participants of  
our study tour with a  
real experience.

## OUR SERVICES

We believe that communication and international skilled human resources are the keys to globalization. Therefore, all our services focus on at least one of these points.



### HR Dispatch

All of our members have a high understanding of international relations and intercultural communication. We help you to find international staff that fits into your business concept.



### Market Research

No matter if you want to enter the Japanese market or expand to a market outside of Japan. Our team will analyze the local situation and create connections that help you make your business globally successful.



### Interpretation

Our highly service-orientated team helps you to have smooth communication with your foreign guests and partners in all situations, from meetings to sightseeing. Please leave it to us to care for their free time to make their visit to Japan an unforgettable experience.



### Language Education

We provide language seminars for several languages. We can serve you with business classes as well as communication-based courses. We have instructors from various countries with different backgrounds, making it possible to plan a seminar that perfectly fits your needs.



### Youth Education

Since our foundation, we work with Japanese students. Next to overseas study trips, we hold various events to convey global thinking and international skills to Japan's youth.

## OUR HR DISPATCH SERVICES

ADVANTAGES for your company:

We will handle the communication in a foreign language for you—no need for English-speaking staff who can explain contracts and the like.

We employ the staff we send to you. You don't need to care about procedures like getting a working visa or applying for insurance.

In some cases, a temporary staff member will be less expensive than employing a new member of staff yourself.

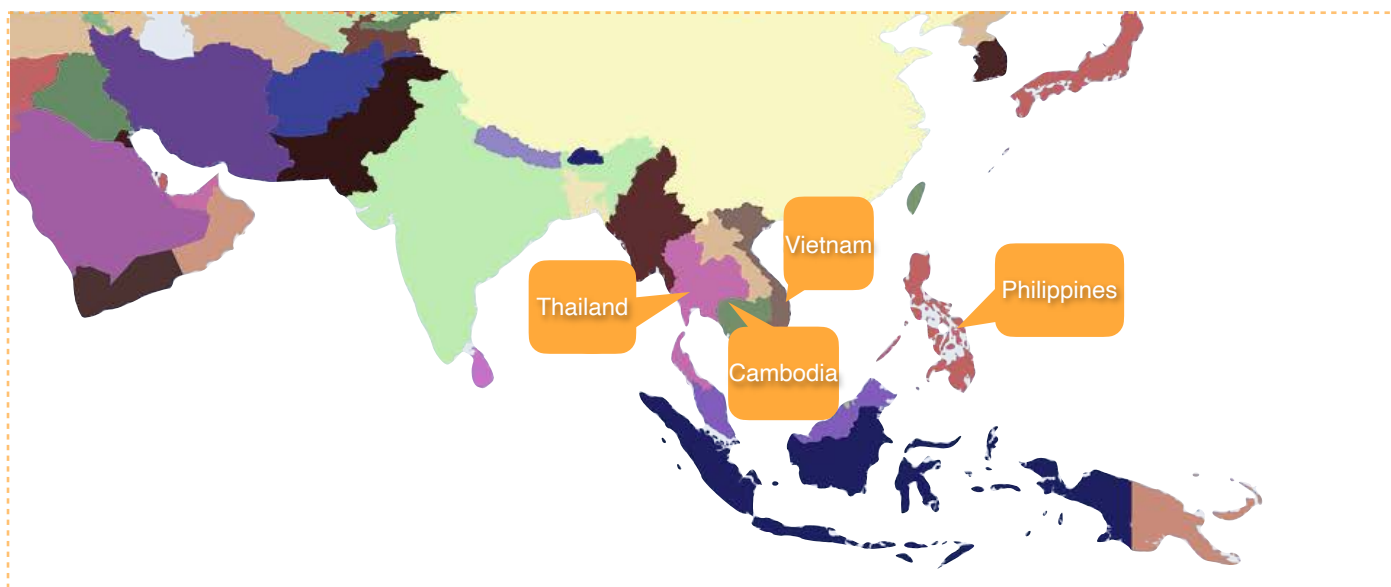
1

EXAMPLES for the introduction of our service:

- A) Foreign languages instructor/teacher for your school, cram school, or language institution
- B) Translator/ Interpreter for language-related business at your company
- C) Private teacher for you and your family's study success

2

# INTERNSHIP DEPARTMENT



## Support

We provide the only overseas internship program in Japan that diplomatic institutions support.

## Contents

At our internship programs, participants can study in various study fields, like education, medicine, economy, tourism, agriculture, history, and more.

## Back-up

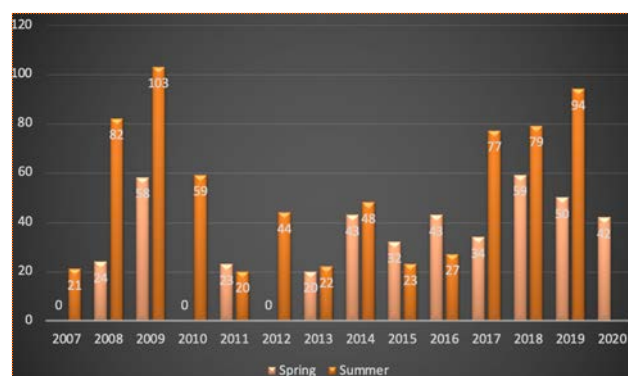
We provide full back-up support, including an orientation and a study meeting before the trip, as well as an evaluation meeting afterward.

## Study

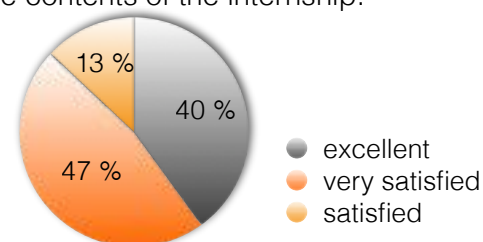
Our program cooperates with high-level training/study institutions like overseas governmental institutions. As a result, our internship provides a study experience like no other.

## Certificate

All participants receive an official certification for their studies from an official diplomatic institution inside Japan.



More than 1000 students from over 50 different Japanese universities have participated in our internship programs in more than a decade. We have received very positive feedback concerning the contents of the internship.



## OUR INTERNSHIP PROGRAMS

1

### VIETNAM-CAMBODIA STUDY-TRIP-INTERNSHIP:

This program allows the participants to compare two different countries in culture, history, peace, economy, medical care, agriculture, and tourism. This trip includes visits to local governmental institutions and NPO/NGOs.

2

### PHILIPPINE CHALLENGE PROJECT INTERNSHIP:

The internship program focuses on international business. Participants also have the chance to study in the fields of culture, international cooperation, and education. This program also includes English lessons.



## CAMBODIA DEPARTMENT

At JAPF, we manage the Japanese office of the Olympic Committee of the Kingdom of Cambodia. This office cares for Cambodian athletes when they visit Japan and promotes an interest in sports in Cambodia.

The level of interest in sports is still low in Cambodia. Therefore, our activities also aim to make the Olympic games better known to the people. We aim to awaken an interest that will make the people of Cambodia enjoy sports through watching and animates them to practice sports actively.

We started organizing the Angkor Empire Full & Half-Marathon - a charity race to support a local hospital for the disabled - in August 2014. This race is now held every year in summer with increasing popularity.



On behalf of the Department of Tourism of the Kingdom of Cambodia, we manage its Japanese homepage. Our work includes providing information about traveling, news, and events relating to tourism in Cambodia.

### News

On our homepage, we provide the latest news or events in and about Cambodia.

### Info

You can find general information about Cambodia on our homepage. We also introduce the best sightseeing spots or activities, local transportation methods, and more to travelers.

### Tours

We introduce Department of Tourism approved guided tours to make traveling even more safe and comfortable on our homepage.



## **INTERNATIONAL DEPARTMENT**

At the international department, we serve our customers mainly in the following six fields:

1) Translation/Interpretation/ Guides for foreign visitors, 2) In-house seminars and language courses, 3) Global human resources, 4) Consulting, 5) Expat support, and 6) Cross-border market research.

In the last ten years, we could collect experience in supporting students and foreigners in Japan. Various international institutions, such as the ministry of foreign affairs, embassies, or consulates from all over Japan, supported our projects.

### **FOR IMPROVED COMMUNICATION**

The team of our international department is using their experience and works hard to create an environment in that global and Japanese partners can interact smoothly.



#### **Translation / Interpretation / Translator Guides**

Our multilingual staff provides a variety of language-related services. We provide translations such as in business, gastronomy, medicine, chemical fibers, culture, religion, and more. Our experienced staff also interprets at events or meetings. We care for your customers during their stay in Japan - guiding them safely through the country.



#### **Foreign Language Education**

We have experienced and certified staff for teaching foreign languages. We provide courses and seminars for companies, private persons, children, and more. Next to English we can also offer classes for other languages.



#### **International Human Ressources**

We have experience in recruiting international human resources that fit the profile of your company. Our team can also handle the necessary legal procedures for the employment of non-Japanese staff.



#### **Consulting on International Affairs**

No matter if you plan on expanding to a foreign country or plan on making new business connections overseas, our team will make sure that your project will be successful.



#### **Support of Foreign Residents**

Our international team knows what problems foreign residents have to face. Based on this experience, we help foreigners who are living in Japan in every matter.



#### **Market Research**

We have the tools and knowledge to conduct researches about many business fields inside and outside of Japan.



## PROJECTS

Together with the students' committee of JAPF and the support and cooperation of various institutions like consulates, we hold international-orientated events, seminars, and the like to spread an international spirit. We also participate in international events to keep ourselves connected and informed.



### PHOTO EXHIBITIONS

At the student committee's photo exhibition, we displayed photos from Cambodia that conveyed our students' feelings about their studies, including topics such as HIV and poverty.

Students met the dazzling smiles of the local children. However, more than ten years after the civil war, various problems are still affecting Cambodia today. Students visited an orphanage, landmine museum, a garbage disposal area, and an HIV ward and talked to the local people during the internship. One student commented:

*"Through this exhibition, we raised the issue of whether the absence of war can be called peace and conveyed the bright smiles of the Cambodian children living in the area."*

- **First Exhibition**

December 8 - 12, 2008 at Doshisha University

- **Second Exhibition**

March 9 - 31, 2010 at Ritsumeikan University International Peace Museum



### OKINAWA "HABATAKU UCHINANCHU SUPPORT PROJECT" INTERNSHIP

For six days from September 6 to 10, 2016, JAPF accepted internship students from Okinawa's Out-of-Prefecture Employment Challenge Program for University Students (Habataku Uchinanchu Support Project).

- **Purpose of the Program**

The program is for students at universities, junior colleges, vocational schools, technical colleges, and students that remain unemployed within three years of graduation in Okinawa. It provides students with information and experience about employment options outside of Okinawa. The internships support those student's job hunting activities outside the prefecture. The project also aims to cultivate a spirit of challenge, increase the job offer rate, reduce the number of unemployed school graduates, and improve the unemployment rate for young people.

- **Project Outline**

Dispatch of internships students to companies outside of Okinawa, mainly for 2nd and 3rd-year university students, 1st-year students of junior colleges and technical colleges, and 4th-year students of technical colleges.



### PARTICIPATION IN THE "ONE WORLD FESTIVAL" & OTHER EVENTS

Since 2011 our foundation is participating each year in the One World Festival held by Osaka city. Together with our student committee, we inform visitors about our activities and actively exchange ourselves with other participants. We also participate in additional events like the Kansai-Cambodian Network, the International Human Resources Network, the World Expo Osaka, and more.

## COLLABORATION PROJECTS

JAPF actively engages in collaboration projects and activities with businesses or organizations. In partnering with others, we hope to contribute to further international cooperation.

### Consulate General of the Republic of Korea in Osaka X JAPF

#### FOUNDATION OF THE JAPAN-KOREA INTERNATIONAL STUDENTS EXCHANGE ASSOCIATION (JKISEA)

Before the background of arising hate-speeches, we founded the JKISEA to set a sign for international relations based on friendship. On December 6, 2014, we held the first event, a symposium that was visited by approx. One hundred students from Japan and Korea. After the main program, the event finished in good-spirits with Korean food sponsored by the Consulate General of the Republic of Korea, Osaka.



### CHARION X JAPF

#### "TOOTH-BRUSHING LECTURE" IN CAMBODIAN ORPHANAGE

Cambodia is said to be a country where tooth decay is widespread. The leading cause of this is the lack of brushing habits. Since there is no habit of brushing teeth, children who grow up in this environment do not brush their teeth either. Therefore, the Student Committee of the Japan Asia Promotion Foundation, with the cooperation of CHARION Corporation, conducted a project to teach local children about the importance of teeth and "decay prevention" while brushing their teeth.

- **Session 1**

Date: February 2, 2020 (Sat.)

Place: "The Center for Children's Happiness" Children's Orphanage (approx. 50 children, average age: 8)

- **Session 2**

Date: March 4, 2020 (Wed.)

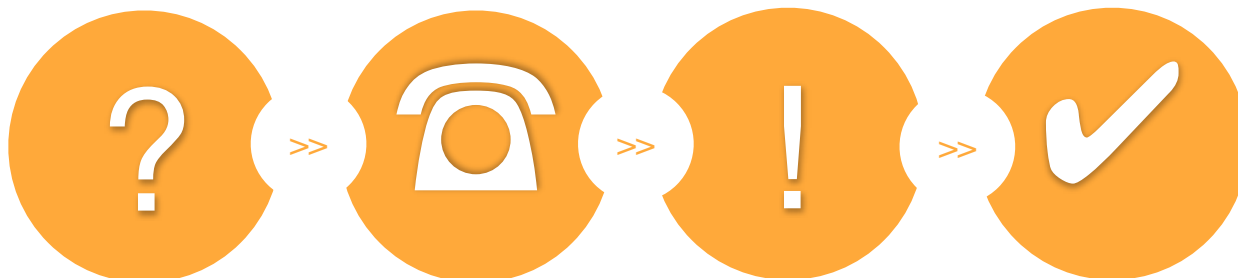
Place: "Relief Center Orphanage" (approx. 30 children, average age: 10)





## JapanHelpDesk®

JapanHelpDesk® is a new phone-based information service to support foreigners in Japan. JAPF launched it in October 2015. Free phone service is available for tourists in six languages. Charged business plans for businesses are available too.



In case of a **problem or question**, contact a JapanHelpDesk® operator through phone, phone application, or e-mail in your language.

JapanHelpDesk® operator **confirms** the contents of the request. And researches the best solution.

Depending on the request, the JapanHelpDesk® operator conveys the necessary **information** to the customer. Or does on-phone interpretation.

**Safe and stress-free** journey for visitors of Japan.

## MEDIA COVERAGE

Many of our activities have been covered by the media. Below you can find examples for newspaper articles.

- ① Osaka Nichi-Nichi Shimbun : “New wave”
- ② Osaka Nichi-Nichi Shimbun :  
“For international human resources”
- ③ Keizai Shimbun :  
“To become a bridge between Japan and AEAN”
- ④ Osaka Nichi-Nichi Shimbun :  
“Foundation of Japan-Korea Exchange Association”
- ⑤ Asahi Shimbun : “Comments”
- ⑥ Business Success Journal : “One-step support”



## **ACHIEVEMENTS**

**We are working hard each day to reach our aims. We also take each opportunity to broaden our field of expertise and deepen our experience. We are very proud of what we have achieved so far.**

### **INTERNSHIP DEPARTMENT**

In more than ten years, we had more than 1100 participants. Participants consisted of various university students (undergraduate and graduate), vocational college students from Hokkaido to Okinawa.

### **INTERNATIONAL DEPARTMENT**

Our International Department is active in many fields. Examples as follows:

- 1) Translations: BOTEJYU Group ( Manuals, Receipts, E-Mail communication, Homepage), Okuda Pearl Trading Co. Ltd (Pamphlets), Waqoo Project (Pamphlets, Homepage), etc.
- 2) Interpretations: US Consulate General in Osaka-Kobe, Kyoto Historica Film Festival, Welcome Party for the Expedition Tara in Kobe, etc.
- 3) Translator Guide: Honorary Consulate General of the Kingdom of Cambodia Osaka (Cambodian politician and Thailand's president's daughter) , etc.
- 4) Foreign Language Education: MK West Group (Driver English Education), ACE Books Corp. (Business English), Private teachers for Elementary and Junior-High-School students, etc.
- 5) Temporary staff: Despatching of (Junior-)High-School teachers, translation staff, office workers, etc.
- 6) Research: Markert Group (Market Research in Japan, chemical fibres), Tokyo Food Corp. (International strategies), etc.

### **CAMBODIA DEPARTMENT**

Since 2014, we organize two marathon events in Cambodia. Now, both races have become popular among racers from all over the world. The course for the half marathon of "Angkor Empire Full & Half Marathon" has won an award for the most beautiful marathon course.

The number of runners is also rising, and we can count around 5000 runners or more each year.

### **OTHER ACHIEVEMENTS**

Our JapanHelpDesk® team has been planning and conducting various internationally oriented events and educational activities, such as internships for students who want to work in tourism.

We also take-in interns from Okinawa to support the job-hunting conditions of Okinawa students.

For many years, our student committee is active in explaining international cooperation and overseas volunteer work to High-School Students within Osaka prefecture.



Our highest aim is to deliver a quality that satisfies our customers. Please let us know if you have any wishes or comments.

## CONTACT



Incorporated Foundation Japan Asia Promotion Foundation  
一般財団法人日本アジア振興財団



### **[Osaka Office]**

2-5-25 Tenjimbashi, Kita-ku, Osaka, 530-0041  
Wakasugi Grand Building Honkan 3 F

### **[Tokyo Office]**

8-14-24 Nishi-Shinjuku, Shinjyuku-ku, Tokyo, 160-0023  
Nishi-Shinjuku KF Building 5 F  
(within the Department of Tourism of the Kingdom of Cambodia)



TEL: 06-6351-6855  
FAX 06-6484-9422



info@japf.or.jp

## OVERSEAS OFFICES

### **[Thailand / Bangkok Office]**

94/20(Room302) Floor 3  
Ratchada City Condo Pracharachbumpen Road(Soi 7)  
Huay-Kwang, Huay-Kwang Distric, Bangkok 10310 Thailand

### **[Vietnam / Ho Chi Minh Office]**

67 Quan Su Street, District 11, Ho Chi Minh city, Vietnam

### **[Cambodia / Siem Reap Office]**

Phoum Krous Village, Svay Dang Kum Commune,  
Siem Reap District & Province, Kingdom of Cambodia.

### **[Cambodia/ Phnom Penh Office]**

73EO, 126Rd., Shagkat Phsar Thmey, Khan Doun Penh,  
Phnom Penh, Kingdom of Cambodia.

## WEB & SOCIAL MEDIA



- Official Website: <http://japf.or.jp>
- International Department : <http://japfkokusai.jp>



JapanAsiaPromotionFoundation  
@japfjapf



@japfjapf



一般財団法人 日本アジア振興財団  
Japan Asia Promotion Foundation

Incorporated Foundation  
Japan Asia Promotion Foundation

# CORPORATE PROFILE



**ASEAN-JAPAN CENTRE**

国際機関日本アセンセンター(東南アジア諸国連合貿易投資観光促進センター)  
ASEANと日本との架け橋

ASEAN-JAPAN CENTRE



Consulate General of Vietnam in Osaka - Japan



駐大阪大韓民国総領事館

Consulate General of the Republic of  
Korea in Osaka



Department of Tourism of  
the Philippines



Department of International Trade Promotion  
Ministry of Commerce, Thailand



Department of Tourism of the Kingdom  
of Cambodia



在大阪カンボジア王国名誉領事館  
HONORARY CONSULATE OF THE KINGDOM OF CAMBODIA IN OSAKA JAPAN

Honorary Consulate of the Kingdom of Cambodia in Osaka Japan

The Japan Asia Promotion Foundation is operating with the support of the above mentioned institutions.