

Study Abroad Programs

一橋大学 海外への留学プログラムマップ2020年度

全学プログラム			
主な対象者	プログラム名	奨学金等	条件等
学部3-4年生 大学院生	一橋大学海外派遣留学制度 (交換留学制度)	大学基金等(給付型)	●本学協定校への交換留学(留学期間1年以内) ●派遣先大学母に異なる語学要件等有り ●募集人数160人程度 ●単位互換認定可
学部3-4年生	グローバルリーダー育成海外留学制度	大学基金(給付型)	●アメリカ:ハーバード大学 ●英国:オックスフォード大学 ●英国:ケンブリッジ大学 ●英国:LSE ●派遣留学期間1年以内 ●派遣先大学母に異なる語学要件等有り ●募集人数4人程度 ●単位互換認定可
学部2-4年生	一橋大学サマースクール等留学制度	大学基金等(給付型)	●アメリカ:ペンシルヴァニア大学, スタンフォード大学, カリフォルニア大学(ロサンゼルス校/アーヴィン校/デーヴィス校/バークレー校/サンタバーバラ校/リバーサイド校/サンディエゴ校) ●カナダ:アリゾナ州立大学, コロンビア大学 ●イタリア:ボッコニー大学 ●英国:LSE, ロンドン大学アジア・アフリカ研究院, グラスゴー大学 ●オーストリア:ウィーン経済大学 ●スペイン:ESADEビジネススクール ●デンマーク:コペンハーゲン経済大学 ●ドイツ:マンハイム大学 ●フランス:パリ政治学院, HEC経営大学院 ●韓国:ソウル大学 ●シンガポール:シンガポール経営大学 ●中国:北京大学, 中国人民大 ●香港:香港大学 ●オーストラリア:クィーンズランド大学 ●留学期間2週間~2ヶ月程度 ●派遣先大学母に異なる語学要件等有り ●単位互換認定可
学部生	異文化交流研修 (夏期・モナシュ大学・グローバル・プロフェッショナル・プログラム)	大学基金等(給付型)	●オーストラリア:モナシュ大学 ●留学期間4週間程度(夏季授業休業期間中) ●6単位認定 ●TOEFL71(iBT), IELTS5.5程度を有すること ●TOEFL530(iTP), TOEIC700も可能
	異文化交流研修(春期・スペイン企業派遣)		●スペイン:Berge社 ●留学期間5週間程度(春季授業休業期間中) ●7単位認定 ●TOEFL79(iBT), 550(PBT), TOEIC730, IELTS6.5程度 (スペイン語能力(DELE中級以上)保持者は優遇)
	異文化交流研修 (春期:シンガポール経営大学・マレーシア工科大学)		●シンガポール:シンガポール経営大学 ●マレーシア:マレーシア工科大学 ●留学期間3週間程度(春季授業休業期間中) ●4単位認定
学部生	海外語学研修(英語)	大学基金等(給付型)	●アメリカ:スタンフォード大学, ペンシルヴァニア大学, ボストン大学, カリフォルニア大学(デーヴィス校/アーヴィン校), オレゴン大学, テキサス大学オースティン校 ●英国:グラスゴー大学, セツクス大学, ロンドン大学アジア・アフリカ研究院 ●オーストラリア:ニューサウスウェールズ大学, シドニー大学, クィーンズランド大学, モナシュ大学 ●留学期間3週間, 4週間, または5週間程度(夏季又は春季授業休業期間中) ●4~7単位認定(派遣先大学により異なる) ●派遣先大学母に異なる語学要件等有り
	ドイツ語短期海外語学研修		●ドイツ:アーヘン語学アカデミー ●留学期間4週間以内(夏季授業休業期間中) ●6単位認定 ●大学院生も参加可能だが、単位認定不可
	フランス語短期海外語学研修		●フランス:サン=テティエンヌ大学附属の語学・文明国際センター またはグルノーブル大学附属の大学フランス語教育センター ●留学期間4週間程度(春季授業休業期間中) ●6単位認定 ●大学院生も参加可能だが、単位認定不可

経済学部・法学部・社会学部グローバル・リーダーズ・プログラム			
主な対象者	プログラム名	奨学金等	条件等
学部生	経済学部短期海外調査(アジア新興国)	大学基金等(給付型)	●今年度は中国を予定 ●留学期間10日間程度(夏季授業休業期間中) ●連動する基礎ゼミナールとセットで履修し8単位認定(春・夏学期基礎ゼミナール2単位、秋・冬学期基礎ゼミナール2単位、短期海外調査4単位)
	経済学部短期海外調査(欧州)		●今年度はフランス, オランダを予定 ●留学期間11日間程度(春季授業休業期間中) ●連動する基礎ゼミナールとセットで履修し8単位認定(春・夏学期基礎ゼミナール2単位、秋・冬学期基礎ゼミナール2単位、短期海外調査4単位)
学部3-4年生 大学院生	法学部GLP国際セミナー(ベルギー) Euro-Asia Summer School	大学基金等(給付型)	●今年度はスペインのInstitut Barcelona d'Estudis Internacionals(BEI)と共同で、スペインにて開催予定 ●留学期間1~2週間程度(夏季授業休業期間中) ●2単位認定 ●全学部、全大学院を対象とする
学部3-4年生	法学部GLP国際セミナー(中国)		●留学先は中国を予定 ●留学期間は4日間~5日間程度(夏季集中講義期間中) ●2単位認定 ●全学部を対象とする
学部3-4年生 大学院生	法学部GLP国際セミナー(英国) International Seminar (UK)		●今年度はケンブリッジ大学にて開催予定 ●留学期間1週間程度(冬季授業休業期間中) ●2単位認定 ●全学部、全大学院を対象とする
学部3-4年生	法学部GLP国際セミナー(韓国)	-	●今年度は一橋大学での開催予定 ●合同セミナーは1日間(冬季授業期間中)ただし、準備期間は1ヶ月程度を予定している ●2単位認定 ●全学部を対象とする
社会学部 2年生	社会学部GLP海外短期調査	大学基金等(給付型)	●留学先はフィリピンを予定 ●留学期間は7日間程度(夏季集中講義期間中) ●4単位認定 ●上書き履修不可、反復履修不可



BERGÉ

INTERNATIONAL TALENT PROGRAMME 2020

STUDENT REFLECTIONS
FEBRUARY 1 TO MARCH 9

一橋大学 異文化交流研修(春期・スペイン企業研修) 学生体験記 2020



BERGÉ INTERNATIONAL
TALENT PROGRAMME 2020
STUDENT REFLECTIONS

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///プログラム///

///プログラム///	///URL///
一橋大学海外派遣・ グローバルリーダー育成海外留学制度	http://international.hit-u.ac.jp/jp/abroad/haken/index.html
一橋大学サマースクール等留学制度	http://international.hit-u.ac.jp/jp/abroad/index.php
海外語学研修(英語)	http://international.hit-u.ac.jp/jp/abroad/FESTA/index.html
ドイツ語短期海外語学研修	https://sites.google.com/site/gogakukenshu/
フランス語短期海外語学研修	http://international.hit-u.ac.jp/jp/abroad/France/index.html
異文化交流研修 (モナシユ、スペイン、シンガポール・マレーシア)	http://international.hit-u.ac.jp/jp/courses/index.html
経済学部 短期海外調査	http://www4.econ.hit-u.ac.jp/glp/?page_id=7
商学部 渋沢スカラーシップ	http://ssp.cm.hit-u.ac.jp/
経済学部 グローバル・リーダーズ・プログラム	http://www4.econ.hit-u.ac.jp/glp/
法学部 グローバル・リーダーズ・プログラム	http://www.law.hit-u.ac.jp/faculty/glp
社会学部 グローバル・リーダーズ・プログラム	http://www.soc.hit-u.ac.jp/glp/ja/index.html
社会学部 グローバル・リーダーズ・プログラム	http://www.soc.hit-u.ac.jp/glp/ja/index.html

///お問い合わせ先///

■国際教育交流センター留学生・海外留学相談室

URL・・・<http://international.hit-u.ac.jp/jp/cgee/advising/index.html>

■学務部教務課

TEL・・・042-580-8764 / E-mail・・・edu-gs.g@dm.hit-u.ac.jp

■教務課グローバルスキルズ室(海外語学研修(英語)および一橋大学サマースクール等留学制度)

TEL・・・042-580-8175 / E-mail・・・g-skills.g@dm.hit-u.ac.jp

Bergé International Talent Programme 2020
Student Reflections
一橋大学異文化交流研修
(春期・スペイン企業派遣)学生体験記

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デザイン YUKANO IDEA

OPENING REMARKS

Jin Abe
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Director
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Hitotsubashi University

International Talent Programme XIII Reflection: All done online

When our students arrived on February 1 in Spain, COVID-19 infections were sweeping through eastern Asian nations, but the problem was still considered a geographically isolated issue. Even during my program visit in the middle of February, life in Madrid was operating like I have always known – bars were filled with laughter, tables were loaded with tapas and wine, and plazas and streets were bustling with families and tourists. And yet, no sooner than the students were graduated from the International Talent Programme and returned home, the world encountered a dramatic shift, from social/physical distancing to lockdown.

Soon, Japan went into a state of emergency, much like the rest of the world. The university's new semester had to be postponed until May. Our Reflection Project team could no longer hold a physical meeting. And yet, they were perhaps one of the most productive teams I have been associated with, having finished most of the contents by mid-May. Never mind that they had more time on their hand than usual. They had their own challenges in that none was able to meet face-to-face since they returned from Madrid. This remarkable display of project management and teamwork is a direct result of how well they have worked together and lived together during the International Talent Programme.

For this, I would like to convey my deepest appreciation to everyone at Bergé who developed and carried out the International Talent Programme – Chairman Mr. Jaime Gorbeña, Mr. Joaquín Eulate, International Talent Programme Coordinator Mr. Javier Arias, wonderful Bergé mentors and staff members, all of whom have taken great care of our students year in and year out. Especially noteworthy to this year's International Talent Programme is the addition of a new internship structure, featured on pages 10-13 of this report. This project-based approach received high praise on students' post-program evaluation, which is a testament to how much effort and thought went into developing this learning module by the Bergé y Compañía International Talent Programme coordinator and mentors.

There is no doubt that the five weeks students spent in Madrid will have left a lifelong positive impact on their lives. We hope this year's booklet contains many more of these little insights and episodes that reflect our discoveries in Spain and about students themselves.

Here is hoping that you and your family members are staying strong, healthy, and in good spirits.

本体験記内には、職場の同僚とワインを飲むといったビジネスシーンの表記や写真があります。スペインでは昼食の一部としてワインを1〜2杯飲み、その中で商談や懇談を行うのが一般的な慣習です。昼食の後もまた働くわけですから深酒はしません。日本における接待や懇談に相当する部分が午後2時から4時の間に行われているといった感覚です。一方で、酔って大声を上げたり、はしゃいだり、迷惑をかける行為は大人らしさを欠く行為としてタブーとされています（お祭りはその限りではありません）。上手にお酒をたしなむことはスペイン文化において人間関係構築の潤滑油として根付いています。これらの文化背景を踏まえた上で飲酒に関する表記をご理解いただければ幸いです。



OPENING REMARKS

John F. Mancuso

Associate Professor
Hitotsubashi University
Mori Arinori Institute for Higher Education
And Global Mobility, Center for General Education

Reflection is Good for the Soul

As I write this article, my beloved Spain has been in lockdown for nearly two months. The scheduled reopening of the country will take place in phases, which hopefully will be completed by June 24.

At first, many of my Spanish friends didn't take the seemingly dire situation seriously. The Spanish have always appeared to me as people who laugh in the face of danger. I have always admired such a gutsy attitude since, as a New Yorker, fear is my life. This grave situation, however, started to be realized after a few weeks. My first jovial friends became stoic and then depressed. I engaged in video chats with them more often and this transformation startled me.

But then something interesting started to happen: my Spanish friends seemed to embody what was observed on Kojima Island, in that, once a trait is learned by a group, it spreads exponentially through the population. My Spanish friends all at once, announced that the mess they were in would become their masterpiece. When asked how they came to that conclusion, their one-word answer was: Reflection.

One friend dusted off old exercise equipment and proclaimed that he would lose weight. His progress has been steady and impressive. His wife has joined him. I have called him several times during one of his many daily workout sessions covered in sweat asking me to call him back after he finished. Another friend has been spending large parts of her day, sheltered-in-place, reading. She's already devoured many classics of both Spanish and English literature, books she never could get to when she was raising her son.

It is true that when we have time, we often reflect on our lives.

Japan, for various reasons, was not locked down, and people, although encouraged to stay home, could go out freely if they chose. My Spanish friends were envious, albeit in a guarded manner for my safety. I was touched by the concern. Still, I certainly have only ventured out to buy groceries. I, too, have spent lots of time in quiet meditation, followed by contemplation, not in the Christian practice of prayer, but the metaphysical quest an alternative meaning.

In this 2020 volume, we have a collection of articles and photo essays that attempt to unravel five weeks of activities so we, the reader, can possibly delve into the minds, and comprehend what this group of six university students experienced during their internship at Bergé y Compañía. As you read and view the photos, put yourself in their place, even though it is not an easy task. Truly, many experiences are joyous, but many are not. However, it is those specific moments of pain when so much gain is realized. Growth is never easy. This Reflection Booklet is an honest explanation of such lessons.

The conclusion that one can draw from these reflections is growth that will, no doubt, last a lifetime. I, too, have no doubt that once Spain's lockdown is concluded "mi querida España" will be stronger, wiser, and have a renewed purpose to move forward—a mess transformed to masterpiece.

Reflection is certainly good for the soul.



COURSE INFORMATION

Schedule —曜日時限—

秋冬学期 水曜日 4限(ときに4~5限(15:15~最大18:55))

Instructors —教員—

阿部 仁
ジョン F. マンキューソ

Course Outline —授業概要—

異文化交流研修(春期・スペイン企業派遣)では、春季休業期間(5週間)にスペイン・Bergé社にてグループスタディ形式で異文化に触れ、講義、研修、実習に参加する。

Attainment Target —授業科目の到達目標—

文化の違いを越えて協働する経験を通じ、グローバル社会で実力を発揮できる自信を育て、異文化環境におけるコミュニケーション能力(自分から発信する力、異なる考えを受信する力)を向上することを学習目標とする。

Grading Criteria —成績評価の方法—

オリエンテーションプログラムへの参加とクラス運営(役割)への貢献度(30%)、派遣先によるパフォーマンス評定(30%)、体験記の完成(40%)により総合評価する。

妥当な理由がない限り欠席は2回までとし3回以上欠席したものはFとする。

Date	Activities
2019 September 18	Course Information Session
October 2	Deadline for submitting intent to participate (to Academic Affairs Office)
October 16	Group interview by faculty members
October 23	How to develop a cover letter and resume in English
October 25	Deadline for submitting application (to Academic Affairs Office)
November 4	Announcing selected participants (via Academic Affairs Office bulletin)
November 6	Pre-Departure Orientation No. 1 Kickoff, Overview, Travel Logistics
November 13	Pre-Departure Orientation No. 2 Spanish Culture/Madrid
November 20	Pre-Departure Orientation No. 3 Spanish Lesson
November 27	Pre-Departure Orientation No. 4 Spanish Lesson
December 4	Pre-Departure Orientation No. 5 Spanish Lesson
December 11	Pre-Departure Orientation No. 6 John Mancuso Time!
December 18	Pre-Departure Orientation No. 7 Setting Objectives, Tying Loose Ends, Editors' Meeting
2020 February 1 - March 9	Short-Term Study Abroad (5 weeks)
March 13	Post-Program Reflection Meeting
February to July	Developing Student Reflections

PROGRAM CALENDER 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					February	
					1	2
					Arrival at Madrid Airport pick up Transfer to the apartments 20:30 Welcome Dinner	10:00 Madrid Tour 14:00-16:00 'Tapeo' Lunch
3	4	5		6	7	8
8:45 Pick up at Apartments Reception to Bergé offices 9:15 Bergé y Compañía Corporate Presentation 12:30 Welcome Reception 14:00-15:30 Lunch 16:00 Business Case Presentation	8:30-9:30 Spanish Class 14:00-15:30 Lunch	8:30-9:30 Spanish Class 14:00-15:30 Lunch		8:30-9:30 Spanish Class 14:00-15:30 Lunch 15:30 Colección Bergé Visit	8:30-9:30 Spanish Class 13:30 Transfer to Salamanca and Visit	Visit Salamanca day 2 Transfer to Ávila and Segovia Return to Madrid
10	11	12		13	14	15
8:30-9:30 Spanish Class 14:00-15:30 Lunch	8:30-9:30 Spanish Class 9:30 Visit Toyota Spain 14:00-15:30 Lunch 17:00 Shipping Presentation	8:30-9:30 Spanish Class 14:00-15:30 Lunch 18:00 Bentley/Almendro Social		8:30-9:30 Spanish Class 14:00 Transfer to Cuzcurrita del Río Tirón 18:00 Visit to Cuzcurrita Wineries	10:30 Transfer to Bilbao 12:00 Visit to Bilbao Port	10:00 Transfer to Madrid Visit and lunch in Burgos
17	18	19		20	21	22
8:30-9:30 Spanish Class 14:00-15:30 Lunch 18:00 Bergé Logistics Presentation	8:30-9:30 Spanish Class 14:00-15:30 Lunch	8:30-9:30 Spanish Class 14:00-15:00 Lunch		8:30-9:30 Spanish Class 9:30 Visit Hyundai Spain 14:00-15:30 Lunch	8:30-9:30 Spanish Class	
24	25	26		27	28	29
8:30-9:30 Spanish Class 14:00-15:30 Lunch 17:00 Mitsubishi Spain Presentation	8:30-9:30 Spanish Class 14:00-15:30 Lunch	8:30-9:30 Spanish Class 14:00-15:30 Lunch 16:00 Ciempozuelos Logistics Center Visit		8:30-9:30 Spanish Class 14:00-15:30 Lunch 17:00 Santiago Bernabeu Tour	8:30-9:30 Spanish Class 14:00-15:30 Lunch	
2	3	4		5	6	7
8:30-9:30 Spanish Class 14:00-15:30 Lunch 15:30 SsangYong Spain Presentation	8:30-9:30 Spanish Class 14:00-15:30 Lunch 19:00 Flamenco Show	8:30-9:30 Spanish Class 13:00 Japanese Embassy Reception 14:00-15:30 Lunch		8:30-9:30 Spanish Class 14:00-15:30 Lunch	9:00 Business Cases Presentations 13:00 Farewell Reception	
						8
						Departure Transfer to airport
						March
						1



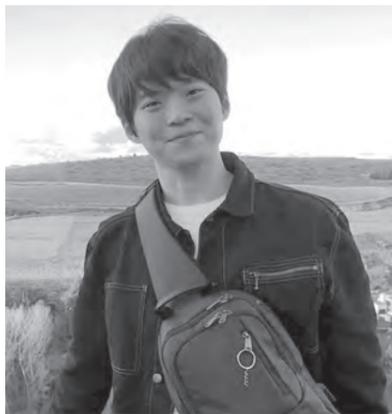
Going to Spain and joining an internship have been two of my biggest objectives as a university student. That explains how ideal this programme is to me. Hearing about the International Talent Programme soon after I entered Hitotsubashi University, I at once felt that this internship was for me, and I have been eager to be a part of it since then. I am truly grateful for being provided with this precious opportunity. The first time I got seriously interested in Spain was when I acted in a play in Spanish during my first year of high school. Looking back, that was one of the most exciting challenges I ever made in 15 years of acting because I usually performed only in English and Japanese. The passion I felt from the Spanish language stirred my desire to directly learn and experience the culture of that country. Now that I am learning Spanish as my third language at university, I also hope to improve my Spanish speaking skills throughout the five weeks in Spain. At the same time, I intend to broaden my knowledge and to gain deeper understanding of various professions throughout this internship. Despite my interest in working internationally, I have had few experiences in a work setting, much less at an international company. I am determined to make the most of this programme and to think of and make decisions about my future.

Mizuki Kimura | Faculty : Social Science
Year : Freshman



Having lived abroad for eight years, and next summer participating in a one-year exchange student program in the US, I think it's fair to say that I am more of an "international" person than a typical Japanese university student. However, my overseas experience is purely academic, and when it comes to overseas work experience, I have none. As a second-year student, I felt that this was the perfect timing and opportunity to find out what it is like working abroad, to clarify what I wanted to do in the future. Hopefully the Bergé International Talent Programme will further stimulate my will to work and succeed on a global scale. For about ten years, I have been a big fan of the football club, Real Madrid, and coincidentally, this wonderful program takes place in Madrid, a city I've always desired to visit. So, here I am taking advantage of this perfect opportunity!

Yotaro Miyagawa | Faculty : Law
Year : Sophomore



I am always very excited and become fulfilled whenever I meet new people and create good memories. When I entered Hitotsubashi University, I have had a great desire to be a part of this International Talent Programme. My reason to join this program was not only because of the excitement of going abroad, but also because I firmly believe all the experiences and challenges, I will have working and living in an unfamiliar environment will become a driving force behind my personal and professional development. I have always felt that it is not enough to study only in one country and for that reason I have always endeavored to gain more knowledge and practical experiences in other countries. Thus, I have a faith that having an internship at a Spanish company, Bergé y Compañía, which has 150 years of successful history, and a broad network in South America and Europe, would be an unforgettable and precious experience to me. I think this real-world working experience will academically and culturally upgrade myself to be more suitable as a globally talented individual. I am confident that these five weeks will be a great memory and treasure for not only myself and but also for my colleagues, fulfilling myself even more.

Hyunseok Cho | Faculty : Commerce
Year : Sophomore



As a student who hopes to work overseas in the future. I have always sought for an opportunity to have global experiences. Having a dream to work for people in need who are suffering from social issues in the world, the International Talent Program at Bergé y Compañía provided the best opportunity for me to actually have an experience of working in an intercultural environment. I hope to build self-confidence and gain communication skills through this five-week professional business program. Since I major in international relations at university, this is my first time to work in an actual business environment. The experience of completing something new and challenging always gives me the courage to step outside of my world by helping me to be a little more confident of myself. Also improving communication skills is one of the crucial goals that I want to achieve, as it is very much needed in this globalised world to understand and work with people who have various cultural backgrounds.

Shino Kato | Faculty : Law
Year : Sophomore



I believe the characteristics of passion and curiosity differentiate myself from others. When I was in the second year of high school, I made up my mind to leave Japan for a one-year adventure to the United States of America. By overcoming many hardships during the exchange, I found the experience of getting out of comfort zone enriched my life because I could learn something new. The experience of living abroad got me interested in working in an international work environment for my future career. I see this internship experience at Bergé y Compañía very attractive, because I believe it will provide a wonderful opportunity for me to cultivate a sense of working in a global community. Since this is going to be my first experience of working abroad, I am excited to make a very first step toward realizing my dream of working in an international environment.

Misa Kamiyama | Faculty : Social Science
Year : Sophomore



My motivation to major in International Relations was based on my family history which has roots both in Korea and Japan. It is for that main reason why I believe that this internship offered by Bergé y Compañía S.A. is the perfect training opportunity to assist me to become a global citizen who would like to contribute to world peace. Living in Spain has been one of my biggest dreams since I was an international middle school student, studying Spanish for three years, and I became fascinated by the language and culture of the country. In this regard, I wanted Spain to be the next stage in my international journey, and I am very glad that one of my dreams has come to a realization. Currently, I am working at a Japanese domestic company as a Research Assistant. At work, I am playing a role of communication nexus for interns and the company, by utilizing my diverse language ability and cultural understanding in order to create a synergy effect between both Koreans and Japanese interns by minimizing any miscommunication. Thanks to my academic and life experience in Japan, I have learned how to forge successful relationships with diverse sets of people. Under such circumstances, I trained myself to learn to grasp invisible norms in order to integrate and build relationships across cultures. It is my honor to have an opportunity to utilize my experience as a bridge between Japanese and Korean colleagues participating in this program. I am excited by the chance to experience this short-term global training, which will fulfill my academic interest in both Spanish culture and Korea-Japan relations and provide international work experience.

Seungmin Lee | Faculty : Law
Year : Sophomore

B E R G É Y

C O M P A Ñ Í A

I N T R O D U C T I O N

About

Bergé y Compañía was established in Bilbao in 1870 as a ship broker and stevedoring company. Between 1940 and 1960 the corporation established a nationwide network, opening offices at principal ports in Spain. In 1979, Bergé y Compañía began to diversify with the importation of automotive distribution companies. Since then, the group has expanded into new areas such as finance, logistics, insurance brokerage, environment, and new technologies. With a team of more than 4,500 people and presence in ten countries, the group has two main sub-holdings: Bergé, whose main activities are intermodal logistic services; and Bergé Auto, dedicated to the distribution of automobiles and the development of mobility projects within the new digital economy. This year, in 2020, the company sees the 150th anniversary of its foundation.

Bergé y Compañía intends to strengthen the bond with Japan and South Korea by offering Hitotsubashi University and Chung-Ang University students a chance to participate in the International Talent Programme. Since 2008, more than a hundred outstanding students have participated in the programme, gained priceless experiences, and making wonderful memories that will last a lifetime.



Divisions

Bergé (Infrastructure and Logistic Services)



Developed to port operations, vehicle logistics, energy logistics, general logistics, and shipping. Leading company in handling goods via ports, ship brokerage, comprehensive car logistics, outsourcing of industrial logistics and transportation of wind-powered generators and their components from the manufacturing source to their destinations.

Bergé Auto (Automotive)



Currently, the largest private car distributor on the Iberian Peninsula and in Latin America. Represents 27 brands in 9 markets worldwide. In Europe: Spain, the Canary Islands, Portugal, Finland, and Switzerland. In Latin America: Chile, Peru, Argentina, and Colombia. B4Motion was established in 2015, as a "Venture-Lab", in order to enhance the present-day traditional vehicle distribution business and to participate in future mobility services.

Bodega Castillo de Cuzcurrita (Cuzcurrita Castle Winery)



Built from the late 14th to the early 15th Century, had been subject of various purchases and sales, until 1999 when it was acquired by Bergé y Compañía; producing approximately 72,000 bottles of outstanding Rioja wine annually.

Colección Bergé (Contemporary Art Collection)



Works from emerging artists that reflect our reality and projection to the future with references from the past and the beginnings of art. The collection is representative of the company and its 150 years of history, with a desire to always look to the future.

TEAM PROJECTS

Since this year marked the 150th anniversary of Bergé y Compañía, there were a few changes made to the ITP. We were divided into three teams of four members, and each team was composed of two interns from Hitotsubashi University (Japan) and two from Chung-Ang University (South Korea) to work together through the whole program with mentors in each department.



Bergé Logistics Service

The Logistics Service department of Bergé y Compañía aims to provide value to the entire supply chain from beginning to end, for all types of cargo and destinations.

Mentors

Mr. Iñaki Fraile de Moya
Mr. Carlos Hernández Galán

Members

Yotaro Miyagawa
Chaeun Kong (Hannah)
Hyunseok Cho
Sanghyun Oh (Roy)



Bergé Auto Digital Hub

Digital Hub deals with digital strategies for Bergé Auto. We identified the opportunity in marketing activities of automotive brands by analyzing data in the digital environment and pulling together social KPI (Key Performance Indicator), customer journey, and trends.

Mentors

Mr. Alberto Díaz Domínguez
Mr. César Valverde Bourgon

Members

Jiwon Park
Misa Kamiyama
Mizuki Kimura
Jongchan Yim (Jimmy)



B4Motion

B4Motion, established by Berge Auto in 2015, aims to develop possible solutions for future mobility service by launching innovative startups as well as being a leading investor for others in the same sector.

Mentor

Mr. Jaime Loring

Members

Yeseul Jung (Lucia)
Siwon Moon
Shino Kato
Seungmin Lee



Bergé - Logistics Service

INTRODUCTION

Within the four members that were assigned to Bergé, we were further split into two teams, each having their own mentor. Our five-week project was for each team to come up with a startup business which would provide innovative solutions for the port logistics sector and compete to see which team could come up with a better idea. We made multiple presentations and deepened our idea through many tools such as a business model canvas and business process model. During the last week of the program, both teams made an elevator pitch where we received evaluation from the actual workers in Bergé.



TEAM 1

Yotaro Miyagawa
Chaeun Kong (Hannah)

Led by mentor Mr. Iñaki Fraile de Moya, Chaeun (Hannah) and I came up with an app called "InPort Tracker" to try to tackle the problem of port congestion. This is an app that manages carrier traffic inside ports. We decided that artificial intelligence would be the key feature of this app, where AI would create the most efficient schedules for management of cargo carriers. Alongside AI, we also chose to apply big data so that all major stakeholders involved in port operations could form a large ecosystem where they can share information to optimize logistics flow. After the elevator pitch, we were very happy to hear from professionals that this app had the potential to be applicable in the real maritime industry.

INPORT TRACKER



TEAM 2

Hyunseok Cho
Sanghyun Oh (Roy)

The team detected some problems with conventional ports and shipping companies. For example, conventional ports and container terminals had various problems such as delays in container transportation, congestion of transport vehicles, risk of mis-delivery, and unpaid transaction payments. Also, while troubleshooting is important, smart ports ultimately aim for 100 percent automation. In other words, we needed to find a means to effectively control IoT devices. Thus, we focused on certain technologies: IoT, Blockchain, and 5G. Therefore, we suggested developing a new app "DAPPORT", which stands for decentralized app and port, in order to consolidate all these technologies in the Smart Port. Our vision was to create a powerful platform that would be able to control not only all IoT devices in a port, but all the transactions at once.

DAPPORT



Bergé Auto - Digital Hub

Our work

Each member was in charge of a specific car brand from his or her home country and conducted market research (Project 1) and Digital Competitiveness Index (DCI) analysis (Project 2). We basically worked individually, but we were always free to talk to each other in order to cooperate and share our findings.

Brands we worked on

- Jiwon Park : Ssangyong Motors
- Jongchan Yim (Jimmy) : KIA
- Misa Kamiyama : Mitsubishi Motors
- Mizuki Kimura : Subaru

Market Research & Benchmark

We figured out how each brand was performing in our home country. We collected data from official websites and public databases and analyzed how the brands were performing in the automotive market.

To narrow down the content, the automotive market research included clarifying global ranking of vehicle sales and manufactures, market share of each brand in the domestic market, distribution of assembly plants, sales trends by car types, and growth in popularity of alternative energy vehicles. As for the brand analysis, we identified competitive advantages, created buyers persona, and put together customer journey and user experience.



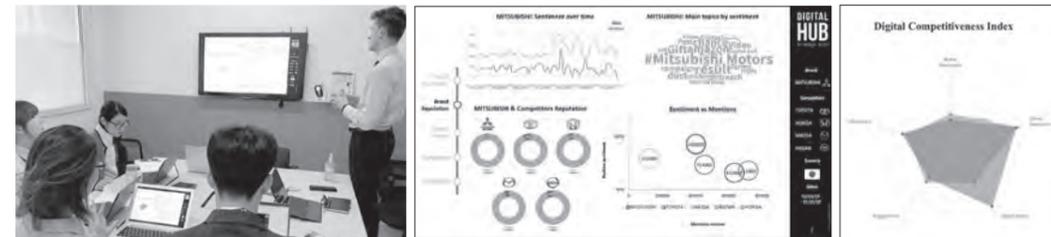
1st
Project

Digital Competitiveness Index Analysis

With specific IT tools called Talkwalker, SimilarWeb, and Google Trends, we analyzed the competitiveness of each brand in the digital environment. We assessed our own brand versus its four chosen competitors in the domestic market.

We focused on five categories: brand awareness, brand reputation, digital asset, engagement, and influencers.

Our teacher César introduced us the tools that visualize the DCIs (Digital Competitiveness Index) of automotive brands. He was very nice and always helped us with any problems.



Final Presentation

On the final day of our internship, we had a presentation in front of the executives of the company. After 45 minutes of our presentation, our mentor told us that we were the best team! We are very lucky that we could have an opportunity to experience an advanced professional task with wonderful people.



All four of us in Digital Hub became such good friends! We talked a lot in and out of the office and we went out to have dinner together.

B4Motion

MEMBERS

- Shino Kato
- Yeseul Jung (Lucia)
- Seungmin Lee
- Siwon Moon



At B4Motion, our task was to develop a startup company which provides a mobility service for the young, elderly, or disabled. Four of us together went through the main process of starting a business by following the five steps set by our mentor, which were research, market strategy, product and technology, business modelling, and startup presentation. Also master classes were prepared at each stage by an executive from that sector, so that we could improve our idea based on the comments from professionals.

For research and market strategy, we had to come up with the idea of our service and draft a market requirement document for it. The idea must be based on customer needs, market opportunity, and worldwide trends in the mobility industry. After deciding on the idea, we moved to product and technology. Research was done on technology needed to make our idea possible. We developed a business model based on the calculation of monthly cost and revenue for the first two years of our business. Finally, we delivered our presentation several times in front of the executives and got feedback from them not only on the idea, but also on our presentation skills.

The service that our startup company would provide was called "Wheely." It is an application that combines map and taxi services for wheelchair-bound people. The map feature will show accessibility of places and obstacles on pedestrian roads as well as give the most efficient destination routes. You can order a wheelchair accessible taxi which travels door to door by using the same app. Currently there is no map which contains sufficient information for wheelchair-bound people, nor a service which allows the disabled to use a map and call a taxi in one app. Starting from Madrid, which has the third largest number of disabled in Spain, Wheely can be a mobility solution which enables the disabled to move around more freely by utilizing new technologies such as Open Street Map or Google mapping and routing platforms.

Morning 7:00 AM

My roommate's alarm clock wakes us both up at 7 AM. We are not morning people at all. But, if we could actually get up, ready, and out of the apartment quickly, we had enough time to have breakfast at a café close to the Bergé y Compañía offices.



Spanish class 8:30 AM to 9:30 AM

Every morning on weekdays, we had Spanish class. The teacher, Sonia, was really a sweet lady and we enjoyed learning Spanish with her.



Work 9:30 AM to 6:30 PM

After the Spanish class, I went up to the 3rd floor of the Bergé y Compañía building and started working. In my department, we were usually conducting research on the KPIs of the automotive company. About twice a week, we had a group meeting in order to catch up with everything and share our progress. The team members and the mentors were really nice and I had a good time working with them.



Short break around 11:30 AM

People in the company were free to go out for a short break. Some people went out to a café close to the office, but I usually spent my time in the office cafeteria, where we could purchase snacks and coffee.

Lunch 2:00 PM to 3:30 PM

I usually went back to the apartment and cooked for myself, but sometimes I went out to restaurants with other team members. We had different plans each day, but on certain days we went to Retiro Park with some sandwiches to relax.



Relax 7:00 PM to 10:00 PM

I usually had a good time with other team members. Since we lived close to a shopping area, we often went out to enjoy shopping. Also, we went to a supermarket nearby our apartment almost every day to get groceries for our dinner.



Dinner 10:00 PM to...

Sometimes we went out to a restaurant to enjoy a fancy dinner, or we shared dinner with other team members in the apartment. On certain days, I went out with my colleagues of the Digital Hub to a Spanish restaurant, which was really good. Thanks to our apartment's perfect location, we were able to find good restaurants nearby. After dinner, I went straight back home to get ready to sleep, in order to be able to get up at a proper time the next day.

Wake up/Breakfast at apartment 8:00 AM

I usually ate fruit, yogurt, and bread or cereal bought at a nearby supermarket. The supermarket was just a 5-minute walk from the apartment, so we went there almost every day to buy food.



Walk around Gran Vía 10:00 AM

Gran Vía is one of Madrid's biggest shopping areas where you can buy clothes, food, souvenirs, just about anything. Gran Vía is always crowded with people looking for clothes at famous Spanish brands such as Zara, Mango, and Pull & Bear.



We had lunch at a restaurant close to our apartment building, where we had churros with hot chocolate, sandwiches, and tinto de verano (red wine with soda).

Lunch 2:00 PM

Enjoy Retiro Park 3:00 PM

Retiro Park is one of the biggest parks in Madrid located very close to our apartment building and office, with a lake which resembles the one in Inokashira Park in Tokyo. After we walked around the park, we went for a boat ride and enjoyed the nice weather, just like a typical Madrileño would do.



Atlético Madrid vs Granada 10:00 PM

I went alone to Wanda Metropolitano (Atlético Madrid's stadium) to watch a soccer game. With a bocadillo (a sandwich with cheese and pork) and beer in my hands, I learned how to support the players by singing and jumping, from a supporter sitting beside me. On my way back to the apartment, on the metro, I was already missing the incredible atmosphere of the stadium.



A DAY IN

MADRID

OFFICIAL VISITS AND ACTIVITIES

Welcome Dinner



Soon after having arrived at our apartment from the airport, we were invited by Mr. Javier Arias and Mr. Pablo Gómez to a welcome dinner along with our Korean colleagues at a nearby restaurant. Though tired from our long flight, we had the opportunity to get to know each other and enjoy real Spanish cuisine for the first time. We had a very typical Spanish dinner such as gazpacho (cold soup made from tomatoes, peppers and other types of vegetables), jamón (ham), and arroz con leche (rice pudding).

Madrid Tour



On our second day in Spain, we had the chance to look around the central part of Madrid. We went on a wonderful walking tour with a local guide. We visited some of Madrid's most iconic sites where we were given interesting explanations of Spanish history. This helped us to get familiar with the city of Madrid. After the tour, we had cocido, a typical Spanish lunch with beans and meat. We were so full after the lunch that even though Pablo suggested going back to our apartment by metro, we chose to walk back.

Welcome Reception



On our first day in the office, after a brief explanation of Bergé y Compañía, we had a welcome reception where we met the mentors we would be working together with for the next five weeks. Never did we know at that moment that this would be the start of such a life-changing experience!

Colección Bergé

Bergé y Compañía has a wonderful modern art collection at their Madrid headquarters. This is because the company believes that they share the same philosophy with contemporary art, which is "always looking to the future". Therefore, some of the collection sits in the very offices we work: to remind the workers of the Bergé y Compañía spirit. We were explained that all the artworks have significant meanings or messages they want to tell, so it was fun expanding our imagination to think of what each of the artworks could possibly mean.

The art installation, pictured on the right, is an example of a piece that attempts to make us think. The TV screen is showing what looks like a bad traffic jam. However, in reality, it is just a group of toy cars rolling on a treadmill, captured by a video camera at the front. This exhibit represents "fake news", which has been a significant problem in modern society.



Salamanca

During our first weekend in Spain we went on a trip to Salamanca. In this beautiful city, with one of the oldest universities in the world, we loved the cityscape both day and night. We could not believe that we were inside a university that has been in existence for more than 800 years! At night, we had a great dinner at a fancy restaurant where they served delicious meat with wine. Again with a full stomach, the walk back to our hotel in the beautiful city was amazing.



Ávila

On our way to Segovia, we stopped by Ávila to have lunch. As always, the lunch was huge, but everything from starters to desert was tasty. Everyone looked very satisfied, not to mention the flushed faces on some of us because of all the wine!



Segovia



After the big lunch at Ávila, we went to Segovia, a city which preserves a rich historical heritage from ancient Rome and medieval times. Segovia certainly had a huge impact on all of us, since after this visit, whenever we were asked what we have liked so far in Spain, everyone would answer, "Segovia!" It is especially famous for the Roman Aqueduct, one of the biggest in Spain which was constructed more than two thousand years ago. Also, the landscapes were so amazing that we ended up taking so many photos!

Cuzcurrita

Cuzcurrita is a village in the province of La Rioja, a region very famous for its wine. Surrounded by vineyards, we had a winery tour which was a great opportunity to learn about how wines were made. Of course, the best part was drinking Cuzcurrita wine at dinner with amazing Spanish food! The dinner was truly special since Juan, Marcos, Inés, and many others joined us, and we enjoyed spectacular food and delicious bottles of wine. At night, we stayed at a castle majestically lit up by the setting sun. With a delightful mood from the amazing dinner and the atmosphere of the castle, falling asleep was the last thing we wanted to do.



Toyota España



During the visit to Toyota España, a very important business partner for Bergé y Compañía, we learned how they apply the Toyota Way to their daily business. The Toyota Way is an important philosophy with several principles that has led Toyota to success, and people at Toyota España helped us to have a better understanding of such principles by giving us a presentation and showing us some short videos. Furthermore, they even provided us an activity where we could understand what was so innovative and unique about Toyota's production system! Getting to know how a Japanese company works in a foreign country was a valuable experience. A very big thank you to the staff of Toyota who very kindly answered our questions and warmly welcomed us with fulfilling activities, lectures, and food.

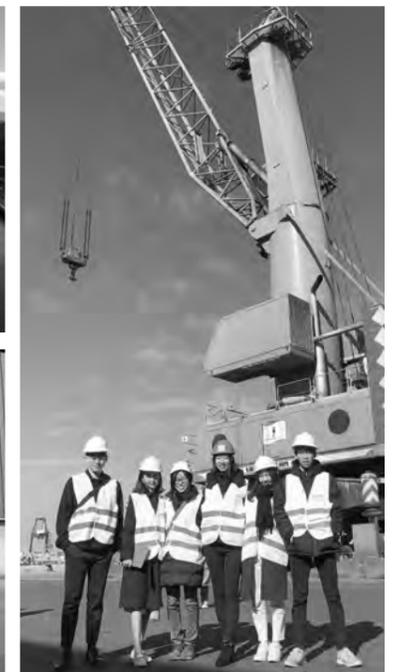
Bentley/Almendro Social



Thanks to Javier, we had an exclusive experience at a private Bentley members club with a wonderful terrace where the whole of Madrid could be viewed. Here, we were also accompanied by Professor Jin Abe. After enjoying a few drinks and jamón, we had a great dinner hosted by Javier and Jin. Two Japanese participants from the past International Talent Program also joined us, and it was interesting to hear how the experience in this program has shaped, impacted, improved, and advanced their lives.

Bilbao

Working in Bergé y Compañía, we knew port operations were very important to the company, but most of us did not know how the ports actually operated. Luckily, we had the chance to visit the Port of Bilbao, one of the most important ports for Bergé y Compañía, where we were explained in detail the way operations were done. At night in the beautiful city of Bilbao, we went bar hopping, eating delicious pinchos, and sampling various drinks. Since this was our last dinner together, prepared as part of the program, we all felt sad that we wouldn't be traveling with Pablo and Javier anymore.



Santiago Bernabéu Tour

On a different day, we went to Santiago Bernabéu for a stadium tour. In one of the most prestigious stadiums in the world, we were amazed by the honorable history of the club, with all the trophies and achievements up until now. Standing at pitch level and sitting on the benches where players actually sit was a fantastic experience.



Real Madrid Match

Alongside the richest food and wine in the world, Spain also has one of the best soccer clubs Real Madrid. We watched a league match between Real Madrid and Celta de Vigo and everyone was amazed by the atmosphere in the huge stadium, Santiago Bernabéu. Although unfortunate for the Real Madrid supporters, the match was very thrilling ending in a 2-2 tie.

Match Report by Yotaro >>>

Real Madrid once again proved that they have world-class players on their side, with Thibaut Courtois making unbelievable saves and Toni Kroos scoring beautifully. However, Celta, against the odds, played solidly and took away two precious points from the league leaders in a race for the title. With questionable decisions from coach Zinedine Zidane and lack of a bold defense line, Real Madrid has a lot to improve to become champions in Spain.



Ciempozuelos Visit

Bergé has several logistic hubs all around Spain, and we visited one of them, the one located in Ciempozuelos. The hub is operated by Bergé GEFCO, which is a joint venture established in 2019, combining the skills and experiences of two leading logistics companies in Europe to expand its capacity of transportation and warehousing for customers. We were first given an explanation on this new enterprise and we then went to look at the warehouse and the huge space which stored finished vehicles. Seeing the actual workshops surely helped us, especially those who work in Bergé Auto, to get a clearer image of their work.



Flamenco Show



We can never be grateful enough for all the care and support that Javier gave us. He organized various activities to make sure that we had wonderful cultural experiences. He took us to a casual restaurant for lunch where we were able to enjoy local food such as bocadillo de calamares (sandwiches with fried squid). Also he gave us the opportunity to see an authentic flamenco show. The one word to describe the show would be "passion." Sitting in the front row, we were flooded with the passionate singing and dancing, which was a mesmerizing experience.

Japanese Embassy Visit



This day we had the chance to go to the Japanese embassy in Spain together with Javier, Joaquín, and Ms. Kimiko from Mitsubishi, and talk with the ambassador. We explained what we have learned so far both about work and Spanish culture, and expressed what we have especially loved about them. The ambassador also shared his experience of his career and gave us warm encouragement for our future. The visit was very short and we wished we could spend more time with the ambassador, but it was definitely a very good opportunity for us to look back at our achievements in the past four weeks and put them into our own words. After, we enjoyed a very nice lunch with other people from the embassy and had conversations with them. It was a valuable opportunity which will definitely help us to develop our future career.

Farewell Reception



On the last day, each team made a presentation in front of all the mentors and Javier to show what we have worked on and achieved during the five weeks. After, we had our farewell reception which was our last chance to express our gratitude towards our mentors who have looked after us throughout the program. After receiving our diplomas, we talked as much as we could with our mentors, Javier and other people of Bergé within the limited time we had. Everyone took pictures so as to record the moment we were enjoying, because we were all sad that this fantastic journey was coming to an end.

STUDENT REFLECTIONS



Mizuki Kimura

The team I was assigned to was Digital Hub which is a part of Bergé Auto. There, my main task was to analyze the status and digital competitiveness of Subaru in the Japanese automotive market. Since I was not familiar with the field of marketing and automobiles, I had to start from confirming the meaning of technical words and clarifying the differences of several car types. For the first project, which was market research and benchmark, I initially put together the general information of the Japanese economy and automotive industry, then I focused on Subaru by analyzing its position, competitive advantages, and strategies. We had a meeting almost halfway through the program to show our progress and to receive some advice from our mentor Mr. Alberto Díaz. The following and the main project was computing the Digital Competitiveness Index (DCI). We used technical IT tools to gather data that represents the frequency of people's website visits or the level of their engagement to SNS in order to create the index, and we analyzed strengths and weaknesses of our brand in the digital market through comparison with its competitors. As we moved onto the second project, we had some sessions with Mr. César Valverde, who introduced to us the useful tools to complete the DCI. The main tool we were given access to was called Talkwalker. César taught us how to fill out queries in Talkwalker and he operated the system to provide us with the results.

For me, working in Digital Hub was a new and inspiring experience. I especially enjoyed the highly professional tasks in the second project. Dealing with something I was not used to was challenging at the beginning, but I was able to take advantage of this opportunity to learn, with the warm support of my team. Our mentor Alberto and our teacher César were always supportive and caring. I cannot thank them enough for helping us and welcoming us as a part of their team.

WORK

私は Bergé Auto の中の Digital Hub という部署に配属されました。4人の仕事は主に、各々自国の自動車ブランドを受け持っていて調査・分析をする個人作業で、私が担当したのはスバルでした。自分はマーケティングの分野や自動車業界にあまり馴染がなかったため、初めは新しく出会った言葉の意味を調べるところからのスタートです。このおかげで以前より自動車の種類や構造に関する知識も増えました。プロジェクトは前半と後半に分かれており、前半では、日本の自動車市場の概要を調べ、その中でスバルの位置やブランドとしての強み、ターゲット、カスタマージャーニー（購入前から後までの顧客の行動の各場面でのどのような接点や働きかけがあるか）などをウェブサイトの情報をもとに考察しました。日本市場に着目していたため調査はほとんど日本語で進めながら、プレゼンに向けて英語の資料を作成することになります。前半のまとめとしてのミーティングで中間発表を行い、メンターの Alberto から助言をもらいました。後半のプロジェクトは、DCI（WebやSNS上での競争性を示す指標）を作成し分析するというものです。専門的なツールを使い、担当ブランドとその競争相手のブランドに関する検索・書き込み件数やサイト内での平均滞在時間など様々なデータを入手して、それらをもとに指標が作成されました。後半で主に使用したのは Talkwalker というツールで、部署の中でこの分野に詳しい César からクエリーの入力方法（プログラミングに近い）を教えて頂いた後、アクセスをもらって実践していきました。最終的に、反映された結果に対する分析を発表しました。

Digital Hub での仕事は私にとって新しいことの連続でした。両プロジェクトとも興味深く、刺激になりましたが、特に後半の専門性の高い部分には熱が入りました。チームのサポートのおかげもあり、多くの新たな学びを手に入れることができました。細かいことも丁寧に教えてくださり、いつも私たちを部署の一員として温かく受け入れてくださった Alberto と César にとっても感謝しています。

Attending this program surely broadened my horizon. Throughout the whole program I improved my ability to observe my surroundings and learn from others. In my Japanese school life so far, I have tended to speak up a lot and have been confident in myself. However, spending five weeks in Spain in a group of 12, me being the youngest, I recognized that there are still countless places to see, information to learn, and skills to gain. Being introduced to a new realm of study and meeting new people with various talents became an incentive for me to step forward. As for my job and language skills in particular, it is true that I am proud of what I have acquired in this short period of time. At the same time, I honestly respect my teammates' remarkable performances, which let me realize the room for improvement in my work and my further capacity.

I also have to mention that one of my best treasures from the program is the firm friendship with our Korean team members. I always tried to interact with them as much as possible and we gradually made wonderful friends with each other. I am thankful for our valuable time together and hope we can keep in touch for the future.

ACHIEVEMENTS

このプログラムへの参加を通じて感じた一番の成長は、視野が広がって受容力が向上したことです。周りの環境や人々から多くを吸収してきた5週間でした。これまでの日本での学校生活では、自分が人の前に立つことが多く、自信を大切にしてきたように思います。しかし、新しい環境で暮らしたこの期間中、思い通りに自分を発揮できないと感じる場面もあり、自分にはまだまだ見るべきものや学ぶべきことが沢山あるということに改めて実感しました。具体的なきっかけを挙げると、得意だと思っていたスペイン語が、使いこなすのは予想以上に難しかったことや、実際12人のうち最年少ということもあってか、周りのみんなの知識や経験の多さに驚いたことです。今まで知らなかった分野の仕事を経験し、様々な才能あるチームメイトたちと出会って、他の人から学びたいという謙虚な姿勢を持つとともに、更に上を目指そうという意志を高めることができました。

もう一つ、このプログラムで得た大切なことと言っておかなければなりません。それは、韓国チームのメンバーたちとの友情です。機会を見つけたり話しかけるうちに仲良くなり、予定が合う時は一緒に出掛けたり部屋に集まったりもしていました。この貴重な出会いに感謝していますし、大好きな仲間たちとこれからも繋がっていききたいと思っています。

In my view, Spain is an artistic country with vigor and a unique history rooted in its culture. My stay was full of art, history, dance, music, joyful communication, and delicious food. I was impressed by how the globally renowned masterpieces of art are widely open to the public. In Madrid, museums were available at affordable prices, especially for students, and many of them even offered free entry during specific times. I always felt art close to our daily life not only because of the accessibility to museums but also by looking at beautiful buildings, sculptures and plazas in the cities, and collections at the Bergé office. Through traveling around the country, I enjoyed observing the history of interactions between Spain and other regions, for example the Roman Aqueduct in Segovia, defensive structures in Toledo, and mixture of Catholic and Islamic textures in Granada. Also, visiting several cathedrals, for instance in Salamanca and Burgos, reminded me of the significance of religious history as a part of Spanish culture. Dance and music seemed to contribute to creating the sense of brightness in people's lives. The flamenco show we watched deeply fascinated me with its powerful and harmonic music. The salsa class I joined one night in Madrid was another exciting experience. Dance and music as well as great food connects people with pleasures even if they don't exchange any language. I think these are parts of the elements that explain cheerful and friendly impressions of Spain. It is admirable for a country to have such culture that welcomes anyone to share joy with.

MY
IMPRESSIONS
OF
SPAIN

私が見たスペインは、独特な歴史を感じさせる、明るい、芸術の国でした。美術、史跡、踊り、音楽、生き生きとした会話や、絶品料理といった多様な魅力にあふれていました。私の中でまず印象的だったのが、芸術という側面です。スペインは日本に比べて美術がより広く一般に共有されていると感じました。マドリッドでは大きな美術館でも手頃にアクセスでき、学割も充実しているほか無料公開の時間帯さえあります。私は、かの有名なゲルニカをはじめ、沢山の世界的な名作を無料で見学することができました。美術館に限らず、都市の暮らしの中でも美しい建造物や彫刻や広場に囲まれ、更には Bergé のオフィス内にも展示があったので、常にアートを身近に感じていました。歴史についてですが、スペインの主要な史跡に、他の地域との関わりを見られるのが興味深かったです。セゴビアではローマ時代の名残、トレドの防衛・軍事施設やグラナダの町にはイスラム文化との交流が見受けられました。また、サラマンカ、ブルゴスなど各地に立派な教会や大聖堂があり、キリスト教が生活に根付いてきたことも分かります。踊りと音楽は、スペインに対する陽気なイメージを作り出している要素でもあるでしょう。フラメンコを見に行った時は、力強く且つ美しく調和した音楽に魅せられました。マドリッドで参加したサルサダンス教室では、初めて会った人達と一緒に愉快なひと時を過ごしました。スペインの踊りも音楽もそして食事も、人をつなげる力があるのだと思います。言葉がなくても誰もが喜びを共有できる文化を持っている、そんなスペインの素晴らしさを体験して頂くことができました。



For the rest of my university life, I am definitely going to improve my Spanish skills and will try to get a deeper insight into the field of marketing by attending classes. When it comes to language, during this program I was able to put my learning to practical use for the first time since I started studying Spanish. There I found it difficult to be as fluent as I had expected, even though I have finished learning so much grammar. This experience inspired me more than before to practice speaking and increase my vocabulary after getting back to Japan.

I have yet to decide my future job, but participating in this program made me want, as one option, to work somewhere directly or indirectly related to Bergé and Spain. The workplace environment at Bergé was attractive with flexibility, lively conversations, and people keeping a balance between work and private life.

Just as I have achieved through the program, I will continue to see the world around me and am eager to accept the new, so I can find my way to go in the future. It would be my pleasure if I could somehow contribute to keeping a good relationship between Spain and Japan as a token of my gratitude for this precious five-week experience.

MOTIVATION
FOR
THE FUTURE

まずは残りの大学生活の間に、スペイン語の力を伸ばします。私はスペイン語を学び始めてから、このプログラムで初めて知識を実践的に使うことになりました。勿論簡単な会話は楽しめたのですが、文法を一通り終えていたからといって期待したほど流暢に話せるようにはなれず悔しさが残りました。今後も学習を続け、語彙を増やして応用力を身につけていこうと思います。今回プロジェクトを通して関心を高めたマーケティングの分野についても、大学の授業等で、もう少し踏み込んでみようと考えています。

将来の方向性はまだ全く決めていませんが、このプログラムに参加したことで、Bergé やスペイン、またはそこに関連する業界で働くことも選択肢の一つにしたいと思うようになりました。Bergé の職場の、柔軟で活気ある雰囲気や、私生活とのバランスを大切にすることを魅力的だと思います。

この5週間で体得した受容力を生かし、これからも周りを見て新しいことを受け入れながら自分の可能性を探っていきます。将来私が、何かの形でスペインと日本との友好関係に貢献し、恩返しのできたら幸いです。

STUDENT REFLECTIONS



Hyunseok Cho

I performed as an intern for five weeks in Bergé y Compañía, assigned to a logistics department I've never experienced before. My mission was to make a smart port with my mentor, Mr. Carlos Hernández Galán. However, honestly, logistics was out of my field. Thus, when I got assigned to a logistics team and a mission to build a smart port, I felt very overwhelmed. So, I immediately checked Google and to find out exactly what logistics is and I continued to study even when after I left the office and was back to the apartment Bergé provided us. I thought about how the knowledge of finance, which I had originally been studying with interest at Hitotsubashi University, could be applied to my project. Conventional ports and container terminals have various problems such as delays in container transportation, congestion of transport vehicles, risk of mis-delivery, and unpaid transaction payments. Because I was interested in finance, I had experience and knowledge of cryptocurrency trading in the past, and I thought that knowledge could solve many of the problems that existing conventional ports are grappling with. Accordingly, I've studied how to apply not only blockchain, but also 5G and IoT, the new technologies of today, to a smart port with my colleagues. In the end, we came up with the idea of developing a decentralized application called DApp, a platform to control IoT devices used in logistics, and at the same time to allow real-time inquiry of transaction information of all participants of the process. I never learned about logistics at university, but I learned how to solve current problems by mobilizing all my knowledge in a bottom-up way.

WORK

私は Bergé 社で、5 週間、今まで一度も経験したことのないロジスティクスの部署に配属され、インターンを経験しました。メンターであるカルロスの下で、「スマートポート（港）」の建設という任務を担当しました。しかし、私は、以前まで全くロジスティクスという領域に触れたこともなく、この部署に配属され、スマートポートプロジェクトに就いた当時は、かなり手強い仕事を任せられたと感じました。そのため、私は、直ちに Google でロジスティクスとは正確に何であるかを調べ、仕事が終わってアパートに帰った後も絶え間なく、勉強を続けました。私は一先ず、以前から一橋大学で興味を持って勉強していたファイナンスの知識がこのプロジェクトに如何に応用できるかを深く考えました。港やコンテナターミナルは、コンテナ輸送の遅延、輸送車両の渋滞、配送ミス、取引代金の未払いなど、様々な問題を抱えています。私は金融に興味があり、過去に何度か仮想通貨の取引をした経験と知識があったため、これを上手く活用すれば既存の港が抱えている多くの問題を解決できると考えました。そこで私は、仮想通貨の中核技術であるブロックチェーンだけでなく、今日の新技术であると呼ばれている「5G」や「IoT」をスマートポートに適用する方法をチーム員と一緒に工夫しました。その結果、物流に使われる IoT デバイスを制御するためのプラットフォームとして、全てのプロセスの参加者が取引の情報をリアルタイムで追跡することを可能にした分散型アプリケーション、いわゆる「DApp」のスマートポートへの適用を提案しました。大学でロジスティクスについて学んだことは一度もありませんが、ボトムアップ方式で全ての知識を動員し、現在の問題を解決する方法を学ぶことができました。

I have been very interested in other cultures since before, especially since I have never travelled to Europe, and so, this internship program has given me more achievements than I thought. There have been many achievements, but especially the achievements I would like to emphasize is that I could learn how to cooperate with colleagues and understand other cultures. Of course, I am Korean and the other college students who participated in the program, just like me, were Korean, so the new feeling might be small. But I could see once again what synergies occur when two seemingly similar cultures, Japanese and Korean, collide. Even under the same circumstances, we used to come up with different ideas, and sometimes we disagreed with each other. And I tried to be a communication nexus between them. Looking backward, this process has given me a very important opportunity to analyze and objectify myself, thinking about what I can really contribute to my organization and colleagues. In other words, this became a study for me to go out into society and grow up to be a great member of that. Learning Spanish and acquiring practical skills at a real worksite were good achievements. But most of all, I want to confidently say that the biggest achievement is how I have expanded who I am.

ACHIEVEMENTS

私は以前から異文化に大変大きな興味を持っており、特にヨーロッパは一度も経験したことがないため、このインターンシップのプログラムから、思った以上の成果を得ることができました。その中でも私が特に強調したいのは、周りの仲間との協力や異文化理解の仕方を学べたということです。もちろん、韓国中央大学から来た参加者は私と同じ韓国人であったため、新しい感覚は多少少なかったかもしれませんが、日本と韓国という二つの文化がぶつかり合うと、どのようなシナジー効果が現れるのか改めて分かるきっかけとなりました。同じ状況においても異なるアイデアを思い浮かべ、お互い意見が合わないこともありました。その中で、私は彼らの間の架け橋として「コミュニケーション・ネクサス」になろうと努力しました。今振り返ると、これは自分自身を最大限に活用する最も良い方法でした。この過程を経て、私が属している団体や同僚たちに真に貢献できることは何があるか悩みながら、私自身を分析し客観化するまたとない重要なきっかけを得ることができました。少し大げさな言い方もかもしれませんが、私が社会人になるための勉強であったとも言えるでしょう。スペイン語を学び、職場での実務を身に付けたことも良い成果です。しかし、何よりも自信を持って言いたい成果は、馴染みのない環境の下で新しい人々と絡み合いながら、自分がどのような人間であったのかを改めて知り、そこからいかに自分を成長させることができたか、ということです。

Until I participated in this program, I vaguely thought of Spain as a big tourist country. But traveling around the country and seeing the amazing sites changed my understanding: Spain is just incredible in terms of places of historic significance to visit. I will return soon since I just scratched the surface of all of the tourist spots to go to. I felt that the Spanish are very positive and optimistic people. Personally, I am not, and I was filled with hope by seeing how the Spanish live their lives and how they think about their problems. The Spanish believe that, "A good hope is better than a bad possession." The Spaniards I've seen have always been consistent in their smiles, no matter how much pressure they are under or worries they have. During my entire five weeks in Spain, this is the biggest point I've felt: Even if it is hard right now, the attitude and belief to wait for tomorrow and have positive power to move forward is what you need to create a better tomorrow. Although Spain is now in the midst of a recession, it didn't really look like that at all. Thus, I dared to think, as the Spanish think, that there is a bright future for this country all because of the Spanish spirit. I thought that this attitude is what we should learn consciously.

MY
IMPRESSIONS
OF
SPAIN

このプログラムに参加するまで、私はただ単にスペインを観光大国としてしか考えていませんでした。しかし、スペイン全国をめぐって驚くべき遺跡を見ながら、この国に対する私の理解は完全に覆されました。私の最も大きな発見の一つは、スペインの人々は非常に前向きで楽観的な考え方の持ち主であることです。私は個人的に、現地の人々がどのような生活をしているか、そして彼らが自分たちの抱えている逆境についてどう感じているかを見ることで、期待に満ちた気持ちになりました。スペイン人は "A good hope is better than a bad possession" (不幸な財産を持つのではない。幸せな希望を持つのだ) と信じています。私が見たスペイン人は、彼らの置かれている状況がいくら圧迫感を与えても、そしてその心配が山ほどあっても、一様に明るい笑顔を見せてくれました。この5週間、私が見習った最も大事な信念と態度は、今がどれほど辛くてもひたすら前へ進む肯定的な力を持つことこそ、より良い明日を作る秘訣であるということです。不思議なことに、スペインは現在経済沈滞期に入っていますが、私が見たスペインの実際の雰囲気はそう見えませんでした。したがって、あえて言いますと、多くのスペイン人がそう考えているように、今のスペインにはまだ輝く未来が待っていると思います。意識的にでも私たちがこのような姿勢を見習わなければならないと、この場を借りて言いたいです。



During this period, I've learned how to communicate with people from other cultures other than Japanese or Korean, and how to collaborate with my colleagues to achieve good results. As I mentioned above, I had no knowledge of logistics. I didn't know exactly what was going on in the container terminal, nor did I even know what the problem was. But, if I think of this experience as a bottom-up method, my experience at Bergé will eventually come back to be a great experience for me. Even if I become a researcher in a financial institute that seems to have nothing to do with this experience, it may be of great help in investigating logistics companies in the future. And most of all, I've been given a great opportunity to verify my knowledge here. For example, I was able to get good reviews by actually applying blockchain technology that others had doubts about to projects, and I was able to further develop my confidence in this knowledge. Steve Jobs, in part, said: "You can't connect the dots looking forward; you can only connect them looking backward. So, you have to trust that the dots will somehow connect in your future." My experience in this internship may not immediately provide me with any breakthrough help. But as Steve Jobs said, I'm sure this experience could be used in valuable ways in the future.

MOTIVATION
FOR
THE FUTURE

このプログラムの期間の間に、私は日本と韓国以外の他の国からきた人々とコミュニケーションをとる方法、仲間たちと協力し合って良い成果を出せる方法を学びました。上記のように、私はロジスティクスに対する知識は、ほぼ何もありませんでした。コンテナターミナルでは正確に何が行われているか、そして従来の港は如何なる問題を抱えているかも分かりませんでした。しかし、Bergéでの経験を、長期的な視点でとらえると、結局将来の自分自身に有意義な経験として返ってくるだろうと思えました。一見、ここで経験と全く関係のない金融機関のリサーチャーになったとしても、いつかロジスティクス会社のリサーチをすることになったら大きく役に立つかもしれません。そして時間的な広がりだけでなく、空間的なつながりを感じ取ることもできました。ロジスティクスという未知の分野においても、私の持っていた知識を活用する良い機会が与えられました。例えば、ある人たちは疑問を抱くかもしれない、かつ不確実性を持っている「ブロックチェーン」の技術をプロジェクトに実際に適用することにより、良い評価を受けることができ、この知識に対する自信も持つことができました。スティーブ・ジョブズはかつて、「将来をあらかじめ見据えて、点と点をつなぎあわせることなどできません。できるのは、後からつなぎ合わせるだけです。あなた方は、何にせよこれらの点があた自身の未来に繋がると信じなければやっていけないのです。」と話したことがあります。今回のインターンシップでの私の経験は、今の段階では画期的かつ直接的な助けにならないと感じられるかもしれません。ですがスティーブ・ジョブズが語ったように、私はこの経験が、将来に道を開く価値のあるカギとなることを確信します。

STUDENT REFLECTIONS



Misa Kamiyama

I was assigned to the Digital Hub department in Bergé Auto. Everyone in the team did a benchmark of different vehicle brands focusing on digital competitiveness, and I was in charge of the brand Mitsubishi Motors.

Since this was the very first time for me to do research on automobiles and I did not have any knowledge about the field, it was hard for me to even read some articles with a lot of technical terms. However, I became more interested in this field as time passed. At the end of the third week, I found this area perfectly matched with my interest. When analyzing digital competitiveness of the brands, we used a special tool with coding techniques, which enabled us to visualize the characteristics of the brands in the digital environment. I was surprised to see that simple coding can work amazingly well to solve complex problems. Seeing that, I started to learn coding after coming back to Tokyo.

As I was working in Bergé Auto, one of my colleagues got me very interested in the future automotive industry, which forecasts that the industry will not simply continue to sell vehicles to customers but will gradually start to provide new types of mobility services. Even now, I can see how many people would not need a car if they live in a city, because transportation infrastructure is designed in such a way that people can live without one. Recently, there are new types of venture companies such as Uber, which gives me the idea that soon the time might come when a new type of service, such as car sharing, will be the most effective and ecological way of transportation. I am very anxious to see how the next trend in the automotive industry will evolve and change the way people move. With the warm support of our mentors and teachers, I really enjoyed the project with such wonderful team members. I am thankful to everyone, because without such incredible people, this experience would not have been as great as it was.

WORK

私は Bergé 社の自動車部門のデジタルマーケティングの部署に配属され、ベンチマーキング手法を用いて三菱自動車のブランド分析を行いました。市場調査から商品評価、顧客分析や業界の将来予測まで業界を奥深く幅広く捉える必要があったため、もともとこの分野に馴染みのなかった私は、基本的な用語を調べるだけで大変苦労しましたが、次第に熟中していき、仕事が楽しくなってきました。特に面白く感じたのは、プログラミングの技術が搭載されたツールを使用してオンラインメディア上での各自動車企業に対する評価を分析したことです。今までプログラミングに触れたことはあったものの、仕事で実際に活用したことはなかったので、今回ビジネスの現場で直接ツールを使用するという実践的な体験ができて良い経験になりました。最先端のツールを活用してデータ分析を行うことに面白みを見出した私は、プログラミングによる分析を通してメディアコミュニケーション研究をするゼミで学ぶことを決めました。現在では、ビジネスとは違った社会的視点からデータを読んで社会現象を分析する作業を通して、日々学びを深めています。またこの業務は、私が自動車業界に関心を持つきっかけを与えてくれました。業界の未来のトレンドを調べる中で、電気自動車と自動運転技術が次世代の業界を表す鍵として注目されていること、また企業が自動車を個人に販売する時代から自動車を使ってモビリティサービスを提供する時代が変わっていくというアイデアがあることを知ることができました。デジタル化の進む現在、その波が自動車業界にも来ていることを肌で感じ、今では未来の自動車業界がどのように人々の移動の形を変えていくのかということに大きな関心を持っています。

I have been feeling a gap in myself since when I was an exchange student in United States in my high school. It was the gap between myself in Japan and in other countries. Whenever I am abroad, I am not fully feeling like I am being myself, because I suddenly become someone who remains silent and just follows someone else's idea. I think it comes from the lack of confidence in my language ability. I have been concerned about it for so long because I did not like myself when I feel like I am losing who I truly am. So, this time I set a goal beforehand that I would try hard to remain myself even in an unfamiliar environment.

In spite of my worries, I now truly know that the most important point in communication is not spoken language. I finally found what is the most important and significant in communication: the attitude of trying to understand others and caring about others. I actually knew it conceptually, but this time I understood it from my real experience. Looking back, I am quite confident that I was able to communicate comfortably with those around me throughout the program. It might be because of a lot of support from other people around me, but it is true that I lived as myself during this program. I felt very comfortable with the environment. I will not forget this feeling and try to create a comfortable environment like I had in this program in the opportunities ahead in my life as well.

ACHIEVEMENTS

高校2年次に1年間アメリカに留学した時から、私は自国にいる時の自分と海外にいる時の自分との間のギャップに悩んでいました。日本にいる時の私は積極的に自己表現をする傾向にありますが、海外に行くといつも周りの環境に圧倒されて自身が萎縮し、周りに流されるようになってしまいました。そのことに気づいたときからずっと、私は海外にいる時の自分を好きになれませんでした。そのため、今回の海外研修ではそのような思いをしたくないと思い、なるべく自分を発信していこうと意識して過ごしました。その結果、このプログラムが終わった今、自身を振り返ってみると、いつもの海外にいた時の自分とは違って生き生きとした自分がそこにはいたと感ずることができました。周りにたくさん助けられた結果こうなったかもしれませんが、このことは自分にとって大きな進歩でした。これからの人生でも海外に出て活動することは多くあると思いますが、次も同じような感覚を味わうことができるように、この感覚を大切にしていきたいです。

また、韓国の学生と楽しく交流できたことも私にとってとても良い経験です。もともと韓国の文化に興味があり韓国語を少し勉強していたので、このプログラム中に韓国チームの学生と積極的にコミュニケーションをとることも一つの目標にしていました。彼らと仲良くなって、お互いに言語を教えあったり料理を作りあったりしていく中で、楽しいだけではなく、自分自身も成長できるような文化交流ができたと感じ、とても満足しています。周りの環境や人々に恵まれ、この5週間が終わっても続いていくな関係を築くことができていることに本当に幸運でした。

Through traveling around Spain, I found how different characteristics each city has in the same country. I was in Barcelona for a month last summer, and I found the atmosphere in Madrid was so much different with the one I knew in Barcelona, even though they are in the same country. To me, everything looked organized and functional in Madrid, while Barcelona seemed touristic and diverse. Combined with the experience that I had when I visited Andalucía and some other parts of Spain in the past, I can clearly see that each province of the country has different characteristics. This is what I found interesting, and also what I liked about Spain.

Seeing from a historical point of view, "Spain" was created at the cost of the small countries being forced to surrender, which means that it has not been an integrated country for a long time. I knew it from high school history class, but this was the time when I could learn and feel it from my own experience by traveling around the country. I think this is the part that is very different from Japan. Since Japan has been an island and every Japanese people have a sense of shared culture and community, I feel that the cities in the country have certain numbers of points in common. Traveling around the cities in Spain was a very exciting experience for me, because each part is so different, I felt as if I had seen a lot of different countries in just one country. Many years ago, there was an advertisement with the slogan, "All of Europe in one country." This slogan is really true. Spain is truly a beautiful and unique country.

MY
IMPRESSIONS
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SPAIN

これは Bergé 社で感じ取った印象に基づく話ですが、社内での人々の働き方がとても自由でありつつ統制がとれているように思えました。社員の方々は、お昼休みの他にいつでも好きな時に休憩が取れるようになっていて、いつも 11 時過ぎにはカフェテリアが人で溢れ、社員の方々が談笑しながら息抜きする姿が多く見られました。休憩をとる時は隣のビルに行かなければならなかったのが、仕事をすると休憩をとる場所がきちんと分かれていて、はじめがついているという印象を受けました。といっても、仕事をするスペースでもたまに大爆笑が起きるくらい賑やかで和やかな雰囲気広がっているのが素敵だと感じました。また、この会社には残業する人はいず、19 時にもなればオフィスに残っている人は誰一人としていません。このような環境であれば、トータル終業時間は短くとも効率よく仕事をする事ができるように思いました。日本ではお昼休みの時間が決まっています、それ以外の時間は集中し、残業する人も珍しくはないという一般的認識があり、それとずれた行動をすると非難されるように思いますが、必ずしもそうでなくてもいいと感じました。ベルヘ社内には、誰かに決められた時間を生きている人は一人もいず、一人一人が自分に合ったタイムマネジメントを行い、全員が生き生きと仕事をしているように見えたので、私も将来はこのようなタイムマネジメントを実践できる環境が整った環境で働きたいと思いました。



MOTIVATION
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THE FUTURE

Since I am thinking of working in an international environment in the future, this internship experience gave me a good opportunity to think further about my future career.

Before participating in this program, I was not so confident in my being able to do my best in an unfamiliar situation. Although I would not say that it was my best performance because I believe I will do better, this internship experience has been very nice, and it gave me the confidence in working with people from different cultural backgrounds.

This experience also taught me what I need to do before I start to work as a professional. When I am in Japan, I do not have many chances to work with other people because I usually act on my own, and I feel like I am only going my own way. But this time, since we were always together with each other, my colleagues inspired me a lot throughout the time we spent together. From this experience, I realized that there are many possibilities in my life other than the goal I set for myself. I am very thankful for the opportunity that we met together because I could broaden my horizon. I will make the most of what I've learned throughout the program, and try from now on to work hard to get skilled and develop myself. I am very thankful for everyone and everything that made my internship experience beautiful, because it gave me courage and tips for my future career.

私は 2 年生になってから、将来どのような職業に就いてどのような環境で働いていきたいのかをずっと考えていましたが、答えを出すことができないままでした。しかし今回インターンシップに参加したことで、少しだけその答えに近づくことができたように思います。また、このプログラムに参加する前は、海外で英語を使って働くことに対して漠然とした不安を持っていましたが、その不安が大きく薄れたと同時に、実際にインターンシップに参加する中で「海外で働くこと」とはどういうことかについてのイメージが自分の中で作られ、それについて深く考えさせてくれる良い機会になりました。

また、このインターンシップの体験はこれから自分も成長するために必要なことをたくさん教えてくれました。日本で過ごしている時は一人で行動することが多く、周りを見渡すことはほとんどないことから、自分の決めた一本道を歩んでいるような感覚でしたが、このプログラム中に他の学生と共に 5 週間を過ごすことで、彼らを持っている様々な魅力に魅せられ、自分の歩んでいる道以外にも様々な道が広がっていることを直に感じる事ができました。優秀な仲間から多くの刺激を受け、自分もこのプログラムで出会った仲間のようになりたいと思えたことは、この 5 週間が生んだ私の財産です。これからどんな自分になっていきたいのかについて、インターンシップを通してたくさん気づくことができたので、これからも大学生活を通して自分を鍛えていき、社会人になるまで最善の自分へと近づいていけるよう、日々努力していきたいと思っています。

STUDENT REFLECTIONS



Yotaro Miyagawa

I was assigned to the Logistics Service department of Bergé y Compañía. Working in this office was really interesting because I was always surrounded by people talking on the phone in either Spanish or English about cargo trade with their customers, and this made the office environment really lively. I worked in a group with my fellow colleagues Chaeun Kong (Hannah) and Sanghyun Oh (Roy) from Chung-Ang University, and Hyunseok Cho from Hitotsubashi University. Here we were further split into two teams, and our five-week project was for each team to come up with a startup business which would provide innovative solutions for the ports logistics sector. My teammate was Hannah, who was majoring in logistics in her university. On the contrary, I am majoring in international relations, so I had no idea what "logistics" meant or anything about how the maritime industry worked. Our tasks were given week by week, so as long as we had our assignments finished by the end of the week, how we spent each working day was up to us. Therefore, I always spent the first few days of each week researching and learning as much as I could about this sector. The tasks we were assigned were to create a logo, a name for the business, a marketing flyer, a business model canvas, a business process model, and lastly to make an elevator pitch in front of the workers in Bergé. Here again, I had to learn some of the basics of business since I had never studied business before. However, our mentors Mr. Iñaki Fraile de Moya and Mr. Carlos Hernández Galán were always lending us a hand when we needed their help. Every week we had a meeting with the six of us, and our mentors would give us helpful advice on our presentations. At the end of the fifth week, I had a very good understanding of the maritime sector, and our startup business we had developed throughout the weeks looked like something really applicable in the real maritime industry.

WORK

私は Bergé y Compañía のロジスティクスサービスを統括する Bergé というサブディビジョンに配属されました。ここではスペイン語や英語など様々な言語で取引が活発に行われており、このような環境で働くことはとても貴重な体験になりました。Bergé には韓国の中央大学から2人と一橋大学から私を含め2人配属されました。この4人はさらに2つのチームに分けられ、この5週間のプロジェクトはそれぞれのチームが港のロジスティクスにおいて最新の技術を用いて革新的な変化を起こすスタートアップを提案するというものでした。私のパートナーは中央大学のハナで、なんと大学ではロジスティクスを専攻しているとのことでした。一方の私は国際関係を専攻しているため、そもそもロジスティクスが何かもわからず、港湾業を取り巻く業界の実体を全く知りませんでした。私たちの課題は週ごとに課され、週の終わりに課題が完成されていけばよかったため、毎日なにをやるかは私たち次第でした。よって、週の初めはいつも自分にとって未知であるロジスティクスや港についてリサーチをしていました。具体的に課された課題は、考えたスタートアップの名前やロゴを作り、マーケティングチラシ、ビジネスモデルキャンバス、ビジネスプロセスモデルなどを作成し、最後に Bergé の上層部の前でエレベーターピッチ（注：エレベーターに乗っている短時間に、知らない人と話をしてビジネスチャンスにつなげるビジネストーク）を行うことでした。法学部に所属している私は、ビジネスやマーケティングについても何も知らなかったため、ここでもたくさん勉強する必要がありました。しかし、私たちのメンターであった Iñaki Fraile de Moya さんと Carlos Hernández Galán さんはわからないことがあれば忙しい中いつでも相談に乗ってくれました。毎週メンターと私たちでミーティングを行い、そこで発表した内容にアドバイスをくれました。5週間の終わりには、私はロジスティクスや港の業界について十分に理解することができ、時間をかけて発展させてきた私たちのスタートアップのアイデアは実際の港のオペレーションに適用できるくらい素晴らしいものとなりました。

In terms of practical skills, working on the business project is where I learned the most. Firstly and most importantly, I had the opportunity to learn and study about a field completely new to me. Without this program, I would probably have lived my entire life not knowing what logistics had meant. Secondly, I gained skills related to business, such as presentation skills or how to make a business model canvas. Although it was challenging since I knew nothing about business, it was a great opportunity to work with professionals and learn from them. Lastly, I was able to improve a skill I really lacked, which was creativity. Since our whole project was to come up with something new and innovative, I was in a situation where I had to be creative, and this environment really helped me to grow. However, the biggest achievement regarding work was that I was able to know how it was like working inside a real company. This having been one of my primary goals for participating in this program, I am confident that this experience will be useful for my future when I go job hunting.

Outside of work, there was a lot to learn too. Experiencing a completely different lifestyle where lunch started at 2 in the afternoon and drinking alcohol at lunchtime was usual, I was able to have a clearer vision of the cultural differences between Japan and Spain. Spending five weeks with the same 12 members was also a new experience that broadened my views on international interaction.

ACHIEVEMENTS

ビジネスプロジェクトに取り組むことで多くのものを得ることができました。まず、自分にとって未知の分野であったロジスティクスについて知り、学ぶことができました。ここでの経験がなければ私は一生ロジスティクスという分野に触れることはなかったと思います。また様々な作業を行う中でプレゼンテーションのスキルやビジネス的な思考力を身に付けることもできました。ビジネスモデルキャンバスをつくることなどはビジネスについて全く知らない私にとっては大変でしたが、これらを日常的に行っている Bergé の方々と作業することはとてもいい経験になりました。最後に、私たちのプロジェクトは常に未来を見据え新しく革新的なアイデアを考えることだったので、自分にはずっと欠けていると思っていた創造性を磨くことができました。しかし、個人的に最も大きい成果は海外の会社で働くということを実際に体験できたことです。これは実際私がこのプログラムに求めていたものであり、この経験は今後の就職活動や将来のキャリアに必ず生きてくると 생각합니다。仕事以外にも学ぶことは多かったです。昼食が午後2時から始まり、昼にお酒を飲むのはいたって普通であるライフスタイルを過ごすことは、スペインと日本の文化的違いを肌で感じるとてもいい機会になりました。また、同じ韓国中央大学と一橋大学の学生12人で5週間を過ごすことは国際交流という面で、多くの新しいことに気づかせてくれました。

From the amazing food to the beautiful cities all over Spain, I have to say I enjoyed every bit of Spain. This is thanks to all the trips the International Talent Program has provided us. However, as a big fan of football and a "Madridista", I have to say the best part about Spain was going to the stadiums to watch football. Apart from the Real Madrid match that all of us were taken to by the program management team, I went to watch another game on my own and one more with a friend from the Korean group. I was very lucky because I was able to get a ticket for a Champions League game between Atlético Madrid and Liverpool, which are two of the strongest teams in the world with world class players. From the size of the stadiums to the atmosphere the fans created and how everyone supported their club; everything was breathtaking. The football culture is very different from the one in Japan, and I especially loved how everyone was so enthusiastic when it came to football. When I was rushing to the stadium just minutes before the kick-off, the taxi driver told me he would try his best to get to the stadium as fast as possible, and while he drove, he explained to me the quickest way to get to my seat so that I would not miss any minutes of the game. Also, on a different day, it was absolutely incredible how the local fans were singing on the metro on the way to the stadium before the game. I will definitely miss the passionate football culture in Spain. ¡Hala Madrid! (Go Madrid!)

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スペインのおいしい料理や美しい街など、スペインで体験したすべてを満喫することができました。しかし、大のサッカーファン、そしてマドリスタとして、やはりスペインのサッカーを生で見るのが一番の体験でした。プログラムを通して12人が連れて行ってもらったレアルマドリードの試合以外にも、私は違う試合を一人で見に行き、またもう一試合韓国グループのサッカー好きと二人で見に行きました。特に、ともに世界トップレベルの選手を擁するアトレティコマドリードとリヴァプールのチャンピオンズリーグ決勝トーナメントの試合を観戦できたのは幸せでした。スタジアムの規模やファンが作り上げる雰囲気、応援の仕方など、すべてに鳥肌が立ちました。スペインのサッカー文化は日本のサッカー文化とは全く異なり、特に地元の人々がサッカーのことに熱くなるのが印象的でした。私が試合開始時間に間に合うか微妙な状況でタクシーに乗ってスタジアムに向かっていた時は、運転手の方はとにかく急いで運転しながらスタジアムに着いた後どのルートをとれば自分の席に早くつけるかを説明してくれました。また、違う日には地元のサッカーファンがスタジアムに向かう途中の地下鉄で大声で応援歌を歌っていて、地下鉄の中で一体感が生まれとても楽しかったです。この熱狂的なサッカー文化を何度も体験できたことは一生の思い出です。¡Hala Madrid!



Throughout my life, I have lived in several different countries. However, this was just me following my parents and going to school. This time, with this program, I had the chance to go to a foreign country by myself, take actions independently, and work in a company. Although I had always wanted to work overseas in the future, this experience finally gave me a clearer vision of what it is like working abroad and stimulated my desire in wanting to truly do so. This program helped me in finding what I should do in the remaining time at my university. Firstly, although I can speak Spanish at an intermediate level, I felt that I should aim for a higher level so that I can utilize it as one of my strengths. Secondly, even though I am majoring in international relations, I sensed the need to study the basics of other academic fields such as business and marketing, since these skills are all indispensable in various careers. With my experience throughout this program, I hope to always keep in mind what I have gained and improve myself to become someone the Bergé family would be proud of in the future.

MOTIVATION
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私は今までいくつかの国に住んできました。しかし、これは親の仕事の都合によるもので、親の保護の下生活し、学校に通うというものでした。今回このプログラムでは自立して、自分の考えのもと行動し、会社で働く機会が与えられました。この経験により、私は海外で働くことがどのようなものであるかをより明確に知り、将来海外で働きたいと今までも持っていた気持ちがより強くなりました。また、このプログラムは私が残りの大学生活で何に取り組みべきかを発見するきっかけにもなりました。一つは、スペイン語の勉強です。もともと中級レベルのスペイン語は勉強していましたが、自分の武器として海外でも言語能力を活かすにはより高いレベルで使えるようにならなければいけないと感じました。また、大学で国際関係を専攻していても、経済やマーケティングなど関連分野の知識もしっかり身に付ける必要があると思いました。このプログラムを経て得たものを今後常に意識し、これから成長していくことで Bergé、そして世話をしてくれた素晴らしいメンターたちが誇れるような人になりたいと思います。

STUDENT REFLECTIONS



Shino Kato

I was assigned to a venture mobility company, B4Motion, built and founded by Bergé Auto in 2015. The company aims to improve and develop future mobility in order to cope with the worldwide trend and the changing needs of customers. What they mainly do is to launch their own startups as well as to be a leading investor for other mobility startups. Four International Talent Program participants, including me, were given the opportunity to work in this fresh and innovative environment. Our task at this subsidiary was to build a startup company which provides a mobility service for the elderly, the young, or disabled. Our mentor, Mr. Jaime Loring, set a monthly agenda which allowed us to experience the main process of starting a business. There were essentially five steps. Following this schedule and with the help from master classes, which was organised for each stage by an executive from that sector, four of us were required to develop an idea into a proper form of a business presentation by the last day of our internship. The most interesting point to me in my work was building a business model and business plan. This was my first time trying to develop such a business idea. It was tough but worth doing. I first needed to know what the company would spend money on and how much it would be, then calculate the costs. After that, I considered how our company could earn money in order to make a profit. This process helped me to have an idea of how a company works and can be beneficial not only for society, but also for those who create it.

WORK

私は Bergé Auto によって 2015 年に出資・設立された B4Motion というベンチャー企業に配属されました。B4Motion は、EU での二酸化炭素排出規制強化や深刻化する高齢化などの社会問題を背景とした消費者ニーズの変化に対応するため、将来のモビリティサービスの発展を目指し設立された企業です。主な業務として、モビリティに関連するスタートアップ事業の開発・投資が挙げられます。今回は、私を含めた 4 人が 1 チームとして B4Motion での業務を体験する機会を与えていただきました。

私たちのタスクは、普段 B4Motion で行われている業務、即ちスタートアップ企業の設立を 1 か月で行うことでした。サービスのターゲットとして高齢者、12 歳以下の幼年層、または障害者という選択肢が与えられ、マーケットリサーチや世界のトレンドなどを鑑みつつ、誰に向けてどこでどんなサービスを行うのかを一から考えることが仕事でした。私たちのメンターであった Jaime は開発過程を 5 つに分けスケジュールを設定してくれました。そしてステップごとにその分野の専門家から講義やアドバイスを貰うことができるマスタークラスを用意してくれ、会社の本当はたくさんの方々から私たちのプロジェクトに協力してくださいました。

スタートアップ設立の過程で一番印象に残っているのは、ビジネスモデル・ビジネスプランを立てたことです。今まで全くビジネスという世界に関わってこなかったため本当に大変でしたが、今では頑張った良かったと思っています。具体的には、起業のために何に、いくらお金がかかるのかというコスト計算と、その後どのように私たちがお金を稼ぎ収益を上げるのかを 2 年単位で計算をしました。初めての経験だったのですが、メンターの Jaime からのアドバイスに助けられなんと形にすることができました。

To be honest, as a student from the faculty of law, everything was challenging for me. I did not have enough knowledge about business, the market, nor mobility. However, in other words, I had so much to learn and absorb throughout this five-week program. My achievements related to work is that I gained a better understanding of what a business is by going through the process of developing a company. I learnt how to build, how to develop, and how to earn, which I could never have done in the lectures at university. This practical experience will be beneficial for my career development in the future. Not only for that, this internship helped to me to grow self-confidence since I tried and completed something really new and challenging for me. My achievements which are not related to work is the relationship with people who I met through this program. Before going to Spain, I set a goal that I would try to be outgoing because I wanted to change myself from being shy, and not active nor sociable. People in Spain and my colleagues were so gentle and sweet, and allowed me to be someone who I want to be. After spending five weeks with them, I can certainly say I have improved myself. I have become more positive and happier because of the relationship that I built with amazing people involved in this program. The open atmosphere helped me to be open-minded too, and also gave me a push to improve my communication skill.

ACHIEVEMENTS

法学部生として、ビジネスの環境に身を置くこと自体初めてだったため、全てが挑戦でした。しかしそれは、学ぶこと、吸収することがとても多かった充実した 5 週間を過ごすことができたとはい換えることができます。

仕事に関して言うと、「働く」という経験をする事ができたことが一番大きな成果であると感じています。プログラムを通し、ビジネスとは何なのか、どのように作られて、どのように成長していくのかという過程を体験させていただきました。大学の講義にはない、実践的な学びを得ることができました。それは、これから先、自分が職に就いたときに必ず糧になる経験であったと自信を持って言うことができます。

また、仕事以外に関しては、自身の変化を大きく感じています。自分自身はもとより比較のおとなしく引っ込み思案な方でした。しかし就活を控えた時期にこのままではいけないとの危機感から、スペインでの 5 週間だけでも積極的な人間になってみようという目的を、出発前に設定していました。そのため普段より積極的に人と関わることを意識して生活しました。その結果、人と話したりコミュニケーションをとったりすることの楽しさや幸せを日々感じながら、5 週間を過ごすことができました。またスペインの人々や韓国人の同僚の優しくオープンな雰囲気が、もっと彼らと話したい、関係を深めたいと思わせてくれ、コミュニケーションスキルの向上に繋がったと感じます。

I have two points that I especially want to mention, which are the Spanish people and their culture. I loved the people I met in Spain. In comparison with my experience in Japan, Spanish people were more open and friendly. I saw a lot of people sitting on the ground and enjoying the sun in the plaza when I visited Granada. I sometimes enjoyed having a conversation with strangers. Both, sometimes, are not usually preferred in Japan, but I loved how the Spanish live and how they enjoy their life because that makes people in Spain open and cheerful.

The other point is culture. Not only food, architecture, and art, I was moved so much when I saw Flamenco for the first time. Mr. Javier Arias, the manager of the International Talent Program at Bergé y Compañía, organised an opportunity for us to see an authentic Flamenco show. It was beyond my words. What impressed me the most was that they were successfully expressing a certain emotion by their movements, music, and sounds they made. I could feel their passion, sadness, love, and happiness in the show even though I did not understand their language. I was moved because they clearly showed how beautifully humans can express their emotions in so many profound ways.

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スペインで特に印象的だったのは、出会う人たちのあたたかさ、その豊かな文化です。

スペインで出会ったのは本当にあたたかい、優しい人ばかりでした。職場の人たちは面倒見がよく、いつもオープンで好意的でした。特にメンターの Jaime は私たちのことを普段から気にかけてくれ、少しでも悩んでいる様子があると仕事に関係が無くても話を聞いてくれました。職場の雰囲気もとても良く、みんなが真剣に、でも楽しみつつやりがいをもって仕事に取り組んでいました。また、家族との時間や休みの時間をとても大切にしている印象を受けました。自分の周りにいる人や自分の時間を大事にして、楽しんでいるからこそスペインの人はこんなにも優しく陽気なのかな、と感じました。また、文化については、食べ物や建築、美術はもちろんですが、私が一番感銘を受けたのはフラメンコです。本プログラムコーディネーターの Javier が機会を設けてくれ、初めてフラメンコを見に行きました。情熱、というものの表現を初めて心で感じました。伝わってくる熱と動き一つひとつの力強さは今まで経験したものとは全く違い、忘れられない夜になりました。



My initial motivation to join this program is that I wanted to change and improve myself so that I could be ready for job hunting before it actually starts. I believe that, during these five weeks, I have changed in many ways through work and interaction with people. The experience in Spain helped me to grow self-confidence since I completed the continuous challenge at my projects, and also improve my communication skills through living with people who have different cultural backgrounds. What I achieved in the five weeks will encourage me to be more active and to be brave enough to challenge myself to new goals in the future.

Moreover, the International Talent Program gave me the opportunity to think about not only job hunting, but my life. Before going to Spain, I lived every day without so much passion and laughter. However, people in Spain and colleagues changed the way I see the world. When I love something and someone around me, then suddenly the world gets brighter and I become happier. It was truly and literally a life-changing experience. I want to keep this mindset even though I am not in Spain anymore because I think it is a kind of legacy from the best spring holiday in my lifetime.

In closing, I would like to thank everyone who supported us throughout the program. Also, I am truly grateful to all the participants both from Korea and Japan. All those precious and special memories that we made together will stay with me for the rest of my life.

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私がこのプログラムへの参加を決意した理由の一つは、自分自身をアップデートしたかったからです。3年生も目前の就活を控えたこの時期に、私は自分に自信がありませんでした。だからこそ、何か頑張ったと言える経験をする事で少しでも良い自分になり自分に自信をつけたいと考え、それを目的に5週間を過ごしました。5週間を終えた今、少しだけ自分に自信が付き、前よりも笑顔が増え少しだけハッピーになったと感じます。

職場での経験を終え、今まで全く分からなかったビジネスを立ち上げる事について理解を深めることができました。またこれは自分の専攻分野とは違うものであったためチャレンジも多くありましたが、それを乗り越えプロジェクトを終えることができたことが、自分の自信に繋がりました。

さらに、私は周りの人に恵まれ、本当に優しく素敵な人たちと5週間を過ごすことができました。彼らとのコミュニケーションを通じ、周りの人や物事を好きになることで、自分自身ももっと笑顔に、幸せになることに改めて気づくことができました。就職活動だけではなく、これから先の将来に生きる大切なことを教えていただきました。

終わりに、みなさんへの感謝を述べたいと思います。私にこのプログラムに参加する機会を与えてくださった方々、またプログラムを通じて私たち12人をサポートしてくださったみなさん、そしてプログラム期間中私に関わってくださった全ての人に本当に感謝しています。ありがとうございました。特に、5週間を共に過ごした11人の同僚たちには感謝の念が絶えません。素敵な出会い、経験そして思い出をありがとうございました。

STUDENT REFLECTIONS



Seungmin Lee

During my five-week internship, I took part in designing a new mobility service company with three other participants called, B4motion, which targets disabled people in Madrid. B4Motion is a venture lab run by experienced professionals as a startup and venture ecosystem, which focuses on improving and developing mobility, creating new opportunities, and participating in the future of mobility business. I was granted the opportunity to experience the entire process of building a business within a month, which takes about 12 months to complete under normal conditions. To give a brief explanation of the project flow, we took five steps of an established method that B4motion actually adopts in their real business cases. The five steps were: Glocal Research (mapping global mobility and understanding local opportunities), Ideas Inventory (creating project definition and defining goals and verticals by listing more than 50 ideas), Project MRD (narrow the concept down into short lists of three ideas and develop into market requirement documents with clear market and customer definitions, competitive economic and technological landscapes), Project PRD (choose two projects evolved with workshops and specialist support that contain full company definitions in business goals, team, funding, and MVP development and launch), and finally Startup (select one final project with MVP focus in funding to validate market and product assumptions). In accordance with the steps, each member proposed their idea of the new mobility service, based on the research on global and the local market that is progressed individually. Through numerous discussions and feedback on the individual works within a group and people at B4motion, we realized our vision toward market opportunities on the new mobility service was largely the same, that although Madrid has the largest population of disabled people with limited mobility in Europe, the current facilities leave much to be improved. Under the common awareness of the problem, we were able to find market opportunities and value in mobility services for people who are wheelchair-bound.

WORK

私は、Bergé が5年前に設立した子会社である B4Motion という会社に配属されました。主にこなした課題は、「障害者・高齢者・子供」の中からターゲットを選んでモビリティサービス会社のビジネスモデルを作ることでした。私たちのグループがターゲットとしたのは、障害者の中でも車椅子を使っている方で、彼らの移動をより自由にできるサービスを作るために一緒に5週間考えました。すべてのプロセスに全メンバーがそれぞれのタスクを持って参加しましたが、私が主に担当していたのは、過去のリサーチアシスタントとしての経験を生かせる市場調査の部分です。最近のビジネスのトレンドや顧客のニーズを正確に把握し、ビジネスの土台を築きました。プロジェクト全体としても、最初の段階であった市場リサーチに一番力と時間をかけました。市場の分け方はいろいろありますが、どんな市場をどう狙うべきかについて、次の二つの視点で分けて考えました。一つは大きな市場の一部をとること。もう一つは小さな市場、ニッチな市場を狙うこと。その結果、モビリティ産業という大きなフレームの下で障害者の中でも車椅子を使っている人に必要なサービスを企画することになったのです。利益とアイデアの両立を考えながら細羅的に情報を収集した上でたくさんアイデアの中から優れた案を選び出す作業を行いました。ビジネスの観点から物事を分析、理解して、さらに自分が考えたことを他の人に説明、納得させることを繰り返す中でマーケティング、セールス、コミュニケーションスキルといった様々な能力が一層高まったと考えています。

As a group, we successfully carried out the business that could improve mobility of people who are wheelchair-bound, by integrating two different services and allowing them to operate in one application. The two services are: a special map that contains accessibility information, and tailored routes for wheelchairs and wheelchair-adapted taxi reservation services. The initial idea of the project came from our understanding of what measures could be taken to ensure universal accessibility, particularly for private buildings, which have been insufficient or ineffective. It was our inclination that humans have a basic need for socialization and interaction with others, nobody should ever be trapped in their own home, and should be able to have mobility whenever they want. Through research regarding potential competitors and existing services, we discovered that the current services have two major problems, which are lacking information maps and poor service of taxi companies. There was great necessity to add routing function specialized for wheelchairs and specific accessibility information about the exterior of buildings to access and connect to other amenities into the current existing map for wheelchairs. Not only that, wheelchair-adapted taxi companies still need to improve the quality of their taxi drivers and arranging the time schedule. Taking these points into account, we discovered a market value for improving two current problems and combining them into one, so that the inconvenience of operating various services at a time could be reduced. As the final outcome, the new service we developed made it possible to draw the future closer where people with limited mobility have access, on an equal basis with others, to the physical environment, transportation, information and communications technologies and systems (ICT), and other facilities and services.

ACHIEVEMENTS

プロジェクトの面で成し遂げた成果は、やはりスタートアップの全過程に関わった経験かと思っています。大学生の身分ではなかなか得られない経験だとインターン中も感謝の気持ちをもってプロジェクトに参加させていただきました。もちろんシミュレーションに過ぎないので、実際起業するまでの経験は得られませんでした。スタートアップの過程を一通りみて、さらにそれを自分でやってみるといふところにすごく意義があったと思います。私たちが作ったビジネスモデルについて簡単に説明すると、車椅子の利用者をターゲットとしたアプリを開発し、このアプリの売上・利用料と連携サービスのコミッションから収益を得る仕組みです。具体的には、車椅子のアクセスに関する情報や車椅子での最短ルートがわかる「マップ」を開発し、それに加えて、タクシー「予約」の機能をつけたアプリの開発を考え出しました。アプリの売上でタクシー会社からのコミッションが主な収入源となり、設立1年半で月おおよそ600万円の収益が見込まれるビジネスプランを立案しました。

その背景には、私たちがマドリッドで生活しながら得た生の経験があります。石畳で舗装されているマドリッドの道路を毎日ヒールで出退勤するのはとても大変でした。「車椅子の利用者は私よりも移動が大変なんだろうな」と気づいたのがビジネスアイデアのきっかけとなりました。実際、市場調査を行ったところ、スペインはEU加盟国の中でも肢体不自由者の数が最も多いにも関わらず、「車椅子のアクセスに関する情報が不足している」、「車椅子での最短ルートが調べられない」、「福祉タクシーのサービスの質が悪い」といった三つの問題が彼らの移動をより制限していたということに気づきました。それらのニーズを解消するために、利用者が自由に修正・追加できる「オープンストリートマップ」を使って車椅子のアクセス情報とルートを提供するアプリを開発する計画を思い至りました。さらに、このアプリがタクシーの利用を推める場合に、地図と連動して福祉タクシーの予約ができるよう、タクシー会社とつなげる機能を追加することでさらに便利なサービスに発展させました。

After five weeks in Madrid, my many pre-conceived, seemingly romanticized notions of Spain, have evolved. It is true that my first and second weeks visiting Salamanca, Segovia, Bilbao, Cuzcurrita, Bilbao, and Burgos, as organized trips by Bergé y Compañía, had been sheltered in many ways; I hadn't had to choose my own accommodations, gotten lost on the cobblestone streets of an old town, desperately seeking directions in my poor Spanish, or hadn't had to fret over menus to pick out the best restaurants using Google España. Yet, those trips have allowed me to focus on Spain entirely from my own lens, without using hours of online searching. A few weeks is maybe too short to form these impressions, but I had another three weeks (this time completely on my own) to think otherwise. Above all, I was lucky with the wonderful Spanish February weather during the entire five weeks. There was simply no need to use an umbrella. Every morning, I started my day with brilliant sunshine and picturesque sky, and every evening, a breathtaking sunset allowed me to end my day successfully on a park bench on my way home. Five weeks in Spain will long remain brightly in my heart thanks to every single day blessed by perfect weather.

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私は友達から「雨女」と呼ばれるほど天気に関しては運がない人でしたが、今回のマドリッドではずっとずっと晴れだったので5週間で満喫することができました。気温もすごく過ごしやすかったので歩いて出社・通勤することが全然苦ではありませんでした。5週間もいると毎日歩いている道路が飽きてくるのではないかとされるかもしれませんが、むしろますます好きになっていきました。マドリッドは空が本当に綺麗で雲の形もなぜか（気のせいかもしれませんが）アジアとは違う雰囲気を出していたので、雲が大好きな私にとっては昼間特別に何かをしなくても空を眺めながら時間を楽しく過ごすことができました。会社の周りにはとても評価の高いレストランがたくさんあったためチームメンバーと毎週2回はグルメ巡りをしたことも今ではとてもいい思い出として残っています。美味しい店を探す自分なりのコツとしては、まず Google マップから距離の近い店を絞って、時間のある時に Google の評価をみてジャンルごとに自分なりのランクづけを行いました。時には SNS からも店の雰囲気を調べてその日の気分に合わせて店を選んでいました。あまりにも行ってみたい店が多かったので、5週間では回り切れませんでした。いつかまたマドリッドに戻ってきて全店制覇をするつもりです。



My perception and awareness toward entrepreneurship and Startups have changed considerably. My previous conception of startup companies was simple to conceive of a unique business plan that no one else could think of. While researching market opportunities and possible competitors for our project, I noticed that newly built startup companies are, in many cases, established to closely existing loopholes and improving preexisting services. Considering that very few companies in this world are perfect, services of companies that exist, have left much to be desired in that regard. So, the opportunities are great in building a new company. During my time in Spain, I merely experimented by starting a business as a group project. However, now I am positively thinking of a startup business as a career path and I can see my future working in such a field.

MOTIVATION
FOR
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今回のインターンでプロジェクトを進めながら、「ニーズをどれだけよく把握しているかがサービスの質を決める」、「スタートアップの機会は転がっている」と思いました。私たちが考えたビジネスモデルに類似しているサービスはすでによく存在していましたが、それらにもまだまだ課題はあったので既存のサービスの問題点を改善することをゴールとして考えていました。実際世の中には、アメリカの「Uber」と似たような配車アプリ「Grab」がサービスを少し変えただけで東南アジアのシェアを掌握できたように、既存のサービスを国の法律や国民性、文化に合わせて変形したサービスがとても多いということに気づきました。起業に対する漠然とした恐れがあったのですが、今回の経験を通していつか起業したいという夢ができました。

MUSEUMS

Museo Nacional del Prado

Based on the former Spanish Royal Collection, this museum holds one of the world's finest collections of European art. It displays many famous works by leading Spanish artists: Goya, Velázquez, El Greco, Murillo, and by other great masters such as Rubens and Brueghel. It will take you at least four hours to look around the main building, Villanueva, and more time to also enjoy the exhibitions in the annex, Jerónimos Cloister. You can enter free with your student ID card.



Museo Guggenheim

Alongside a beautiful river stands a peculiar building and the eye-catching object of a spider. This is a branch museum of the New York Guggenheim. This Basque museum hosts exhibitions of modern art, which we can enjoy not only by looking but also, for instance, by walking through big pieces of art, or being a part of the works that use light effects.



Museo Nacional Centro de Arte Reina Sofía

This museum houses the best known collection of Spanish artworks like, Guernica by Picasso. Many people stood absorbed in front of this enormous masterpiece. Works by Dali and Miró are also displayed. The museum is located near Retiro Park and surrounded by good restaurants; this area is an ideal place to spend your weekend.



Museo de Biblioteca Nacional

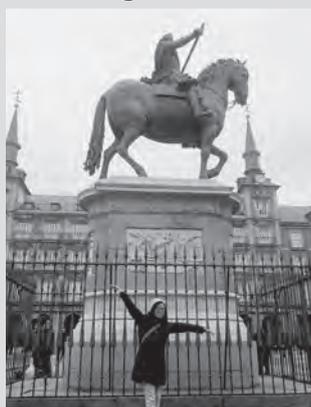
This is a small museum, but has important documents and pictures of the country, mainly related to city planning. Also, there were pictures that seemed to indicate the history of development of the New World.



ART IN LIFE

ART IN LIFE

Kings & Queens



Felipe III

Developed the center of Madrid as the new capital. (Plaza Mayor, Madrid)



Isabel II

Crowned when she was a little girl. (in front of Teatro Real, Madrid)



Felipe IV

A poet and patron of the arts. He was the frequent subject of Velázquez. (Plaza de Oriente, Madrid)



Carlos III

Undertaking commercial and territorial reforms, he led Spain to a cultural and economic revival. (Puerta del Sol, Madrid)

Significant Figures



Isabel & Columbus

It captures the scene of Isabel accepting the proposal by Christopher Columbus explaining his expedition. (Plaza de Isabel la Católica, Granada)



Miguel de Cervantes

The author of Don Quixote, the well-known novel appreciated as a satirical account of Chivalric beliefs and conduct. (in front of Arco de la Sangre, Toledo)



Alberto Churriguera

Architecture from the Churriguera family contributed to the establishment of the unique Spanish baroque style. The youngest brother, Alberto, designed Plaza Mayor of Salamanca. (near Plaza Mayor, Salamannca)

Landmarks



The Bear and the Strawberry Tree

This famous landmark is crafted in the shape of the crest of Madrid, and is a perfect meeting place for many people. (Puerta del Sol, Madrid)

CITY ART: STATUES

WORKWEAR SUGGESTIONS

Packing workwear was not easy for us, since most of us had no idea what kind of attire we should wear at an office located in Spain. We thought that we don't have to dress like someone working at an office located in Japan, such as black suits and white shirts. We discovered that Spanish companies are less strict regarding the outfits employees are allowed to wear. But here are some tips for workwear ideas and some useful items that can help you look both professional and fashionable.

We discovered that basically, the choice of workwear is completely up to the individual. Employees are allowed to wear all types of clothing: casual, formal, and creative. However, employees are discouraged from wearing very casual clothing, especially for formal occasions.

B4Motion, however, is an exception, since the department had more liberty regarding workwear and so, the office atmosphere was quite casual.

For women



- **Jackets:** We recommend choosing jackets that go with any kind of tops and bottoms. You can make full use by mixing and matching other items depending on the occasion.
- **Cardigans:** Simple but we recommend you do not bring items that look too casual.
- **Shirts:** Colored and patterned are acceptable for Spain.
- **Simple pants (not denim):** black, gray, white pants usually go well with any top. Those who worked in B4Motion sometimes wore jeans, but not in the other departments.
- **Shoes:** We didn't always have to wear black pumps but going to the office in sneakers would not be acceptable. Therefore, leather type shoes, such as boots, with a simple design and color were useful in many cases. B4motion members preferred wearing sneakers, since the department was farther from the main office and simply walking 20 minutes on heels would be painful. In short, for the ladies, set-up suits are very acceptable, but also some dark colored dresses are fine.



For men

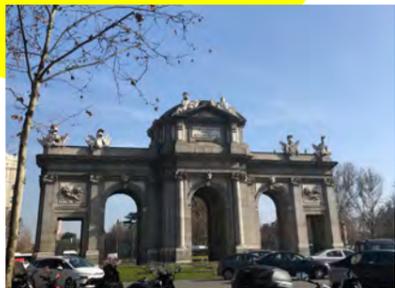


Male participants basically wore suits. For men, we recommend preparing: two sets of suits, three shirts that match, and three to four ties. For men, the tie was the item that really spiced up the outfit. So, have fun and bring ties that you may not normally wear to a Japanese or Korean office.

On days when interns were giving presentations, attending official ceremonies, and important meetings, we tried to look as formal as possible.

EXPLORING MADRID

PLACES TO VISIT



3



6

1 Plaza Mayor: The main square and one of the most popular tourist destinations in Madrid, originally created by order of Felipe the 3rd. It's usually full of life with many street stalls and cafés. The surrounding buildings are now used as hotels and apartments. **2 Palacio Real (Royal Palace):** Felipe the 5th, the first Spanish king of the Bourbon Dynasty commanded to construct a palace which resembled that of Versailles in France. **3 Puerta de Alcalá:** This magnificent landmark is a short distance from the Bergé y Compañía office building. **4 Parque del Retiro (Retiro Park):** This park provided us with a wide and relaxing green space and a beautiful lake. In the daytime many people hold picnics or stroll around, enjoying street music performances. **5 Plaza de Cibeles:** The Cybele Palace, now serves as the City Council, and the fountain in front of it together have been symbolic monuments of Madrid. This place is famous as where the local soccer team, Real Madrid C.F., celebrate their victories. **6 Botín:** The oldest restaurant in the entire world! The famous American novelist, Ernest Hemingway, often visited this place. **7 Gran Vía:** Major modern street flourishing with a busy atmosphere. The area is known as a popular shopping destination. **8 Puerta del Sol:** One of the most iconic spots and the busiest public square in the city. On the sidewalk, directly in front of the Clock Tower (Reloj de la Puerta del Sol) building, is a slab of stone indicating "0 km", which is the geographical center of Spain and the starting point of the all national roads. A number of nearby tapas bars and restaurants also attract people.



1



4



7



2



5



8

Movie Night:

We watched Little Women at Cines Princesa near Plaza de España (currently under repairs). It's hard to find a theater that offers original language versions, but we could!! Seeing it with Spanish subtitles was interesting and beneficial as well!

Salsa Dance Class:

There was a free class to learn how to dance salsa, which is a Latin American style of dance. It gives people a great opportunity to fully enjoy themselves!



ENTERTAINMENT

A tiny village called "La Villa Madrid" became the capital in 1561, replacing Toledo as the center of the country.

RESTAURANTS AND BARS



1 La Bola: It's a classic restaurant famous for cocido madrileño, which is a traditional Spanish dish of stewed chickpeas, meat, and vegetables.

Where Bergé took us

2 Ramses Life: Located right next to Puerta de Alcalá, it serves various tapas (typical Spanish small dishes) such as jamón (sliced raw ham), toast with tomato paste, and gazpacho (cold vegetable soup). Arroz con leche (rice with milk) for dessert was also great! We had a wonderful dinner here on our first night



3 El Brillante de Atocha: Javier took us to this bar for lunch. Gambas al ajillo (shrimp cooked in oil with garlic), pulpo a la gallega (boiled octopus), bocadillo de calamari (fried squid sandwich) are all delicious.



4 Viva Madrid: This is where Javier took us after the flamenco show.

Where we went by ourselves

6 Restaurante Tagomago Madrid: Menu of the day (El menú del día) is composed of a three-course meal on the weekdays, which costs €14.90 for lunch and €15.90 for dinner. Very delicious food, and the desserts are also excellent.



5 La Paella de la Reina: This restaurant has many kinds of paella and tasty sangria.



8 Inclan Brutal Bar: Good food goes perfect with the great service and the cool atmosphere! Enjoy delicious seafood, and enjoy talks with waiters and listening to interesting music.



7 The Spanish Farm: The food here is wonderful and the ingredients are local and fresh, with seasonal fare offered on a frequently changing menu. Waiters are very friendly. We suggest you ask the staff for recommendations for both wine and food.



1 Chocolat: One of the best churros cafés in Madrid.



2 Harina: A brunch café and bakery located on the way from the Bergé office to the B4Motion office. Good quality bakery and brunch menu (like açai bowl and scrambled eggs).



9 Platea Madrid: A fancy tapas bar near our accommodations (Serrano Recoletos). The tapas are quite expensive, but absolutely worth the cost. This restaurant offers free, but excellent concerts and shows during the nighttime.



4 Amorino: This is a chain of Italian gelato stores based in Europe.



3 AcidCafé: 10 minutes walking distance from B4Motion office. A nice and cozy, relaxed and modern atmosphere. Good coffee and fabulous bites to go with it.

CAFÉS

MEMORIES OF OUR TRIPS

TRAVEL MAP



Ávila

On the way to our lunch, we were suddenly asked to get off the bus to take a quick stop and to see the whole city from a distance. It looked marvelous with its defensive wall around the old city, and we took tons of pictures there. We also took a short walk inside the city, which is a World Heritage Site.



Seeing the Roman Aqueduct in this ancient city was my dream come true. The Segovia Aqueduct is not the only attraction: the mixture of Latin, Arabic, and Hebrew cultures was also fascinating. In front of Plaza Mayor stands a gorgeous cathedral. La Vera Cruz Church built in the meadow, is said to take after a mosque in Jerusalem. The Alcázar is a Moorish castle. Actually, this Alcázar, where 22 generations of royal families lived, inspired Disney to design Snow White's castle.



Salamanca



Stepping onto the historic campus of the University of Salamanca made me want to study at this school. The buildings are majestic and brimming with the memories of the successive students who were graduated from this famous university. Plaza Mayor in Salamanca is said to be the most beautiful plaza in Spain. When we visited the Old and the New Cathedral, and climbed up to the bell tower, we were able to look around the whole city. The serene scenery of that morning in Salamanca remains imprinted on my mind. It would surely be ideal to live as a student here!

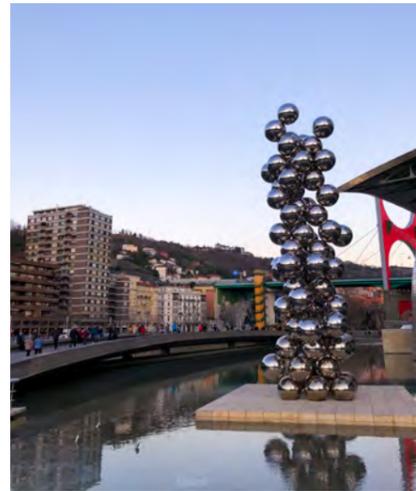
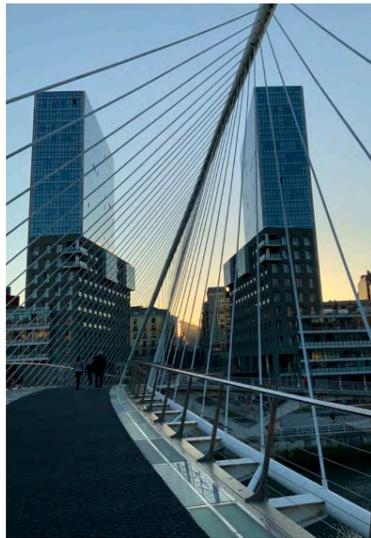


What was unforgettable about this place was the garden at the time of sunset. Compared to other parts of Spain we visited, the sky looked so open and the entirety was occupied with beauty when the sun went down. There were various kinds of trees in the garden, big and small, and we couldn't help discussing which one was the best. At night, the stars were spread all over and we all gazed up the sparkling lights together. We had a nice time at dinner with lots of good food and drinks. The time there passed in an instant. Spending time in a beautiful castle was also an amazing adventure. I believe that everyone who has ever visited this place would say they want to come back.

Cuzcurrita

I would say Bilbao was the best city I visited in Spain. I especially liked walking along the Nervion, the river that runs through the city. Alongside the Nervion, the atmosphere was quite different from other parts of Spain and I wondered if it was the atmosphere of the Basque Country. I felt like I was lost in a different part of the world. Many people were relaxing along the riverside promenade with their dogs, which were much larger than we have in Japan.

I usually do not go to museums by myself, but the Guggenheim is worth visiting even for people who are not familiar with art. I liked the inside of the museum for sure, but I liked the outside as well. Every monument around the museum was quite unique and interesting, and everything together added color to the area around the museum, making it an artistic place.

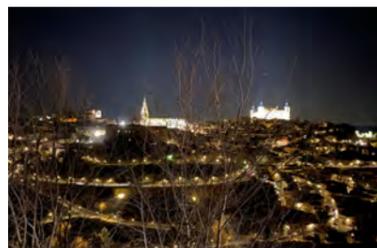


Bilbao



We had an hour of free time and then had lunch together at Landa restaurant. The Cathedral of Burgos is one of the three biggest cathedrals in Spain. The Castillo de Burgos (the castle) commands an impressive vista of the city including the entire view of the cathedral. For lunch we enjoyed morcilla (blood sausage), another special dish of Spain. Landa's various desserts were delicious, too.

Burgos



On a Friday evening after work, we visited Toledo, a World Heritage Site just an hour away from Madrid. Although we arrived late and most of the major historical buildings were closed, we were still able to arrange a bus tour around the city; the breathtaking night views, were simply amazing.

Tips: The bus tour is a very satisfying tour to see just about everything in Toledo. Tickets are 20 euros per person and come with an audio guide with multiple languages. You can hop-on and hop-off anywhere you want, and as many times as you want. Don't forget to take a warm jacket with you because it is very cold on the deck of the bus, especially at night!

Toledo

Granada

Granada is one of the most popular destinations for tourists in Spain. The Alhambra, Albaicin, and the city itself, allow you to feel the combined atmosphere of Spanish and Arabian cultures. Four of us decided to visit this traditional city, but the trip was full of difficulties.

The first problem: Hotel. When we got to the hotel, we were told that there was no room available for us. We mistakenly had booked for the wrong date! We spent an hour in the lobby trying to find a place to stay. **The second problem: Alhambra tickets.** We wasted 30 euros for two extra tickets because we did not know the cancellation was acceptable only until five days before the visit. BUT... regardless of the difficulties, overall, the trip was amazing! Bright sunshine, beautiful city, historical atmosphere, and with amazing friends, everything turned out to be wonderful, especially when you can go bar hopping. A glass of beer and tapa were served for only two euros! We could not be happier.



Transportation: From Madrid you can take a bus or train. A bus ticket costs less than 40 euros for a round trip but takes 5 hours to get there. A train ticket costs 70 euros for a round trip and takes three hours. It is better checking the tickets earlier because otherwise you will not be able to find an available seat on your planned date like us. **Place to stay:** Check your dates carefully. It is okay if you could not find a hotel close to the Alhambra since it is interesting to walk around the city. Especially in Granada, there are so many narrow streets that you might never recognise as a street. So, enjoy exploring and getting lost. **Alhambra visit:** Check your dates, time, and number of tickets needed, cancellations are accepted until five days before your visit.



Since we only had limited free time to visit Barcelona, we had to check out all the important elements of the city in just about 30 hours. I heard that people often stay in Barcelona for about four days to see everything in the city, but this time we had no time. It was a challenge. Luckily, I knew a little bit of the city because I stayed in Barcelona for a month last summer, which made the trip easier, and so I was the one who basically chose where we would go. So this trip was a good chance for me to review my favorite places and to visit the places that I could not visit the last time. (Sorry everyone, I might have looked like I was the one who was enthusiastically trying hard to provide the best Barcelona experience to everyone in the group, but I actually was having fun by myself going everywhere with full of memories of the last visit.)

My favorite place in Barcelona is El Carmel, because we can see the whole city and the Mediterranean Sea. I like staying there from early night, waiting for the sunset and spending time until it gets dark. Since Madrid has neither mountains nor ocean, there is no place like this. For me, these two places make the city special. Talking about the trip itself, we had a good time. I was happy to see my travel companions having fun in Barcelona. Even though it was hard trying to see all of the important sights in Barcelona in just one day, I think it was quite a successful trip.

Barcelona

Lisbon, a historical city full of stories to tell, where the sun shines 290 days a year and the temperature rarely drops below 15°C. Our main theme of this trip was "Cafe Tour". We did research on "cafes to visit in Lisbon" in advance and planned our itinerary based on that. Among them, Café da Garagem is a must-visit cafe, the place is relaxed, well-decorated and offers comfy chairs perfectly positioned in front of huge windows overlooking the city below. There's a great balcony with tables, too. I personally think the view from this cafe is one of the best views of the city by far. If I must choose between Castelo de S. Jorge and this cafe, I would choose the cafe, because the view it owns is none other to compare with and you can enjoy wine contemplating a beautiful sunset.



Lisbon

Marrakesh

We stayed at Hotel Atlas for 1 night and 2 days. The accommodation fee was about 10 euros per person a day. However, we sacrificed amenities for cheap accommodations. Talking about the food, everything was perfect, from taste, smell, to presentation. But just remember one point: You can't drink alcohol with delicious food in Morocco. If you want to drink, buy it at the duty-free shop!

Palais El Badii...1

On the second day, we were completely overwhelmed by the beauty of this palace. This palace, which was built in the 16th century, is now left in ruins due to intrusion and plundering. The admission fee was 6.3 euros.

Cafe Jardin Majorelle Marrakech...2

Le Jardin Secret...3

After lunch, we started sightseeing in earnest. The exotic garden is filled with plants coming from all over the world, recalling the experimental aspect of the great gardens of Marrakech. We strongly recommend this place. This spot provides a particularly good background for taking pictures.

Marrakesh Market Street...4

The cityscape and dinner...5

Yves Saint Laurent Museum Majorelle Garden...6

It was a very good place for us to get a glimpse of Yves Saint Laurent's artistic soul. And look at this! When you go to the garden right next to the museum, you can feel the beautiful harmony of blue, green, and red. You can buy museum tickets and garden tickets cheaply at the ticket office at the same time. This is our recommendation.



1



2



3



4



5



6

M E S S A G E S

F R O M

K O R E A N

C O L L E A G U E S

The five weeks spent working at Bergé y Compañía were truly amazing experiences. I got a big impression from every person I met. They were totally passionate, kind, and lovely. The company staff never hesitated to help us to adapt to the new culture, answer questions, and encourage us to overcome challenges. I will never forget every morning when strangers said, "Buenos días". Such moments truly welcomed us.



Chaeun Kong
(Hannah)



Various programs other than the company work were also really the best, and there were many opportunities to learn from my new Korean and Japanese friends from the same program. I really appreciate Bergé y Compañía for helping me become a better person through various cultural exchanges and new experiences.

Sanghyun Oh
(Roy)

The best point about this ITP Program is that you can have the best of both worlds: Work Experience and Cultural Understanding. I developed social skills whilst interacting with interns of diverse backgrounds, giving speeches, and supporting the team that I was in. Not only did I gain working experience, but I could also expand my cultural boundaries as well.



Siwon Moon



I was truly grateful to take part in the program since working abroad in a foreign company has been my long-long cherished dream. With a congenial working environment of Bergé Auto, I was able to make a lot of progress by asking questions and receiving constructive feedback from passionate mentors.

Jongchan Yim
(Jimmy)

Overall, the five weeks I spent as a member of 2020 ITP were a very pleasant experience that I will never forget. I could not only gain practical work experience, but I could also learn new working tools. Not only in the workplace, but Bergé y Compañía also provided us lots of chances to have great experiences in Spain. We could fully enjoy Spanish culture by visiting various places outside Madrid, eating delicious Spanish foods, and seeing beautiful scenery.



Jiwon Park



Every moment in the International Talent Programme 2020 was very special and heartwarming. My mentor Jaime always treated us in a very kind manner so we could freely speak out about our opinion and raise questions. Also, Javier and Pablo, the people in charge of ITP 2020, carefully took care of us during the trips on the weekends and allowed us experience and enjoy Spanish culture and food. They were not only the managers of this program, but also our friends who we could openly communicate our feelings.

Yeseul Jung
(Lucia)

CONCLUDING WORDS

I am writing this in the middle of April, when our personal situations are so different from two months ago. Currently, the whole world is struggling with the recent crisis of the pandemic, and no one knows when this situation is going to end. Presently, our normal life is suspended, and I have been stuck in my house for almost two weeks, which means that I have more than enough time to think about the events that happened in the International Talent Program.

Looking back, I remember so many moments and have so many thoughts that I cannot find any single word that can exactly describe the entire five weeks. Our time in Spain was not just fun and exciting, but also challenging. The five weeks were fast and slow. At the end of the program, I felt like the time went by too fast, but every day was so intense and we had so much to do and to think about. Life in Madrid was special, but also, interestingly ordinary: even though we knew this unique opportunity was special, we naturally adapted to the special environment and we got into a routine and lived an everyday life. Looking back now, however, I feel as if my time in Spain was like a five-week-long dream. I will not be able to forget the feeling when I had to leave Madrid on the last day. The constantly changing scenery from the taxi window reminded me of every other single moment with all the different people who I met in this program. In just five weeks, we were blessed with so many wonderful people. As we were heading to the airport, I was overwhelmed by all the beautiful moments that I had spent in this fascinating country.

We are thankful to all the people from Bergé y Compañía, B4Motion, our six colleagues from Chung-Ang University, and every other person whom we shared this wonderful experience with throughout the program. Even though we all are currently experiencing a hard situation, we believe and sincerely hope that we will soon get out of these difficulties and get together again with everyone who made our experience special. We will cherish our precious memories and encounters forever.

Editor-in-Chief

Misa Kamiyama