



Hitotsubashi University: Hidden Opportunity Pursuit

In collaboration with Tokyo Regional Taxation Bureau & JETRO



Company visit and business planning in Chiba: Discover the opportunities and challenges a traditional Japanese sake brewery faces

Program Objective

- ✓ Providing an easily accessible short-term fieldwork program conducted in English for HU exchange students in collaboration with Japanese companies
- ✓ Helping students to discover the charm of working in regional areas in Japan
- ✓ Helping regional areas to appeal its charm globally
- ✓ Helping to promote revitalization efforts of local industries,
- ✓ Facilitating intercultural understanding of both exchange students and Japanese locals

✓



Qualifications

- ✓ HU-registered exchange student
- ✓ Must be 20 years or older
- ✓ Able to physically attend full program on March 4-6
- ✓ Willing to learn about the opportunities and challenges that small Japanese companies face

Host company


Nabedana Kozaki Brewing Facility
1916 Kozaki-honshuku,
Kozaki-machi, Katori-gun,
Chiba 289-0021
www.nabedana.co.jp/english.html

Established in 1689, the company initially commenced brewing sake in front of Narita-san Shinshoji

Temple, which has thrived since the Edo period. Later, the sake brewery relocated to Kozaki Town, a region renowned for its rice production and abundant water supply, an essential ingredient in sake brewing. The company has upheld its traditional brewing process and earned a reputation for producing top-quality sake with a unique flavor profile that is cherished by sake connoisseurs globally.



Program Overview

Planned Activities	Deadline
Program Info Session (Zoom) Passcode: 291579	15 Jan, 2024 15:00 
Register Online by	19 Jan (Friday)
4 Selected Participants Announced	30 Jan (Tuesday)
Day 1: Orientation/Team Building	4 March (Monday)
Day 2: Company Visit/Fieldwork	5 March (Tuesday)
Day 3: Kozaki Guided Tour/Integration	6 March (Wednesday)
Business Presentation	26 March (Tuesday)

Program Costs

◆ Accommodation (Day 2)	5,000 Yen
◆ Return trip (Sawara>Kodaira)	2,040 Yen
◆ School activity insurance	1,340 Yen
TOTAL	8,380 Yen
◆ Meals/personal items	Not included

- ✓Transportation: Outbound provided free of charge
- ✓Return trip, meals, overnight stay: Paid by participants
- ✓No cancellation/refund after Jan. 31

Accommodation (Day 2)

Classic Japanese Farmhouse

Nekozaemon Okuyashiki
1027 Yanaka, Katori-gun,
Chiba 287-0061

www.nekozaemon-oku.com/en



Fieldwork Schedule

Site: Nabedana Sake Brewing
Date: 4 – 6 March, 2024

	Activities
Day 1 3/4 (M)	PM: Orientation/Team Building/Interview Planning (at HU East Campus, CGEE 1F Conference Rm)
Day 2 3/5 (T)	AM: Bus from Kodaira to Sake Brewery PM: Brewery Visit, Interview with CEO, Sake Tasting (Overnight Stay at Farmhouse)
Day 3 3/6 (W)	AM: Katori Region Guided Tour PM: Group Integration for Proposal Preparation Return Home

Group Project Topics

Participants will form a pair and conduct fieldwork and interviews focused on sake brewing, including visits to sake breweries, in order to disseminate "Japanese sake and sake culture" to the world in multiple languages. Based on their fieldwork, participants will make an online presentation on a Foundation Project ① and one of the two Elective Projects (② or ③) following the fieldwork.

① Foundation: Creating a reflection media (movie) on Sake Brewery Visit

"Despite the challenges, what are the societal contributions and significance of sustaining traditional sake brewing?" As part of promoting Japanese sake to overseas market, students are to develop a short movie documenting a) Nabedana's business philosophy, b) challenges and societal contributions (purpose) of preserving the tradition of Japanese sake, and c) insights gained from learning the brewery's vision and work values.

AND

② Elective A: Promoting and attracting international travelers to Katori Region

"How can sake brewery visit act as a hub/vehicle for triggering inbound tourism among international travelers?" Analyze and present ways of promoting local inbound tourism business and internationalization of the Katori Region using sake brewery visit as a focal point.

OR

③ Elective B: Propose food and sake pairing ideas for more overseas outreach

"Which foods from your country match with sake?" Using knowledge gained from sake experts and considering your home culinary traditions, what kind of food menu would you recommend pairing with sake? For what occasions?



Register Today!

1. 4 participants will be selected
2. Submit entry form by Jan. 19
3. HU will notify selection results by Jan. 30, 2024



Questions?

Regarding program contents:

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Regarding application and registration:

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