Company Visit & Business Planning, March 4 – 6, 2024 ■ In Katori Region, Chiba

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)	15 Jan, 2024 15:00	
Passcode: 291579	B 大	
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

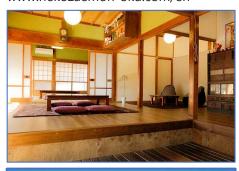
- ✓ Transportation: Outbound provided free of charge
- ✓ Return trip, meals, overnight stay: Paid by participants
- ✓ No cancellation/refund after Jan. 31

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
_	PM: Orientation/Team Building/Interview Planning (at HU East Campus, CGEE 1F Conference Rm)
3/5	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 interviews focused on sake brewing, including visits to sake breweries, order in 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 or 3) following the (2) 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 overseas market, students are to develop a short movie documenting a) Nabedana 's business philosophy, b) challenges and societal contributions (purpose) of the tradition of preserving Japanese sake, and c) insights gained from learning brewery's vision and work values.

AND

(2) Elective A: Promoting and international attracting 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 sake?" match with Using knowledge gained from sake experts and considering your home culinary traditions, what kind of food menu would you recommend paring with sake? For what occasions?



Register Today!

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



Ouestions?

Regarding program contents:

Jin Abe, Center for Global **Education and Exchange** <jin.abe@r.hit-u.ac.jp>

Regarding application and registration:

Educational Affairs Section 4 <edu-gs.g2@ad.hit-u.ac.jp>