

Hitotsubashi University: Hidden Opportunity Pursuit

In collaboration with Tokyo Regional Taxation Bureau, Katori City & JETRO



Company Visit and Business Planning in Chiba: Discover the Opportunities and Challenges of Connecting Tourism and Japanese Sake Making

Program Objective

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

Qualifications

- ✓ HU-registered student (both degree-seeking and exchange)
- ✓ Must be 20 years or older
- ✓ Able to physically attend the full program in February and March 2026
- ✓ Willing to learn about the opportunities and challenges that small Japanese companies face
- ✓ Past participants eligible to apply

Host Company

Established in 1689, the company in front of Narita-san Shinshoji Temple, which has thrived since the Edo period. Later, Nabadana Brewery relocated to Kozaki Town, a region renowned for its rice production and abundant spring water supply, an essential ingredient in sake brewing. The company has upheld its traditional brewing process, earning a reputation for producing top-quality sake with a unique flavor profile cherished globally by sake connoisseurs.



Nabadana Kozaki Brewing Facility
1916 Kozaki-honshuku
Kozaki-machi, Katori-gun, Chiba
www.nabadana.co.jp/english.html



Program Overview

Planned Activities	Deadline
HOP Program Info Session CGEE Building 1F Conference Room	12 November 12:40-13:15
Register Online by	28 November
Selected Participants Announced	5 December
Day 1-2: Orientation/Team Building	18-19 February
Day 3-4: Sake Brewery/Sawara Visit	4-5 March
Checkpoint Meeting (ZOOM)	18 March
Day 5: Final Presentation (in Sawara)	25 March

Cost Estimates

◆ Accommodation, etc (Day 2)	6,000 Yen
◆ School Activity Insurance	1,340 Yen
◆ Travel between Kodaira and Sawara (One-way trip)	2,640 Yen
TOTAL	9,980 Yen

- ✓ Expenses covered by HOP: Outbound Transportation for Sake Brewery Visit and Round-Trip fare for Final Presentation in Sawara
- ✓ To be covered by Participants: Personal Spending and Meals, Costs associated with presentation preparation

Accommodation (Day 3)

Japanese Style Hostel

Hostel Co-EDO
474-8 Sawara I, Katori-shi, Chiba 287-0003
www.hostel-sawara.jp/en/



Group Project Topics

Participants will select one project from the topics below and work in teams to conduct fieldwork and interviews. Based on their findings, they will present their output (primarily in English, with some Japanese as deemed appropriate) to officials from Sake Brewery and Katori City officials in late March 2026.

① Project A: Two Towns, One Tale - Identify Synergies & Design Travel Concepts Linking Sawara and Kozaki

How can you create a compelling travel theme that links Kozaki and Sawara for international travelers? Your task is to identify synergies between the two towns (such as "Waterways Linking Two Towns" or "Festivals and Everyday Life") and use those theme to design a travel event, experience, or regional promotional strategy attractive to international student visitors.

② Project B – Lights, Camera, Action!: Creating a Documentary Video on Sake Brewery Visit and Sawara Travel

Create a playful and engaging promo video for international students in Japan that highlights the sake brewery experience and showcases Sawara and Kozaki as hidden gems. Your video should emphasize a unifying theme or story that connects the two towns, and inspire international students to explore the region.

③ Project C - Foodie's Challenge: Propose Food and Sake Pairing Ideas for Overseas Consumers

Develop creative food and sake pairings for overseas audience using Nabedana products. Using knowledge gained from sake experts and considering your home culinary traditions, what kind of food menu would you recommend pairing with sake, and for what occasions? Consider flavor harmony, cultural fusion, and a recipe that is easy to replicate.

Participants' Voices

"HOP helped me connect with both Japanese and international students, build confidence in presenting, and see things from new perspectives through meaningful cultural/academic exchange."

"HOP boosted my confidence and cross-cultural communication skills. I learned about local industries like sake-making and saw firsthand how communities balance tourism with preserving their traditions. It was definitely something that stands out on my CV!"

Register Today

1. Submit form by Nov. 28, 2025



2. HU will confirm selection results by Dec. 5, 2025

Questions?

Regarding program contents:

Jin Abe, Center for Global Education and Exchange
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Regarding application and registration:

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

Past program info:

<https://international.hit-u.ac.jp/en/intl-exp/career/hidden-opportunity-pursuit/>

