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Kobe University Newsletter "Kaze"

Vol. 05

October 2018

SPOTLIGHT

Studies in sake

INTERNATIONAL VOICES

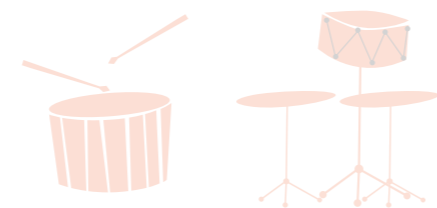
A scholar of "transborderness" living abroad

ALUMNI FEATURE

Social media sensation



The birthplace of Japanese jazz



Thanks to its historic role as a port city, Kobe is well-known in Japan for its international influences. Even casual visitors will notice this from the colorful streets of Chinatown, the elegant architecture of the foreign settlements, and an impressive selection of European-style bakeries. As well as these more obvious trappings, Kobe is also proud to be the birthplace of the first Japanese jazz band, formed 95 years ago in 1923.



Jazz statue in Kitano-cho Square, Kobe

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The band was followed by the opening of several dance halls, and in 1932 a jazz café in central Kobe. During the war the dance halls closed, but after the Second World War an influx of American culture brought with it famous jazz musicians and bands. The jazz boom began in earnest in the 1960s, with Art Blakey's visit to Japan. (Author Haruki Murakami, who grew up in Kobe and ran a jazz cafe in Tokyo before he became a novelist, traces his own love of jazz to seeing Blakey perform in Kobe in 1964.)

Other musicians from overseas who performed in Kobe include giants such as Great Duke Ellington, Louis Armstrong and George Louis. Domestic jazz musicians also grew in number, together with specialized radio and television shows.

This era also saw the appearance of jazz cafes, a uniquely Japanese way of appreciating jazz. At the time records were expensive, so fans would go to cafes to listen. The main beverage on offer was coffee, and talking was often prohibited – this was for serious fans only. These cafes began to disappear in the seventies, to be replaced by jazz spots serving food and alcohol.

Kobe became the first city to form a high school jazz band, and in 1981 an international jazz festival was held on Port Island. The Japan Student Jazz festival has been held in Kobe since 1994 (of course, Kobe University has a student jazz band and orchestra). Although jazz is not as popular as it once was, today in Kobe there are still dozens of venues where fans can go to hear live music. These are focused around the Kitano district, which is also the location of a two-day jazz festival "Kobe Jazz Street" held every year in October since 1982. If you're in the neighborhood, why not drop into a café or bar and experience Kobe's jazz culture for yourself?

Why "Kaze"?

There are two main concepts behind the title "Kaze", meaning "wind". Firstly, Kobe University's goal to innovate, creating a wind of change. Secondly, our location at the foot of Mt Rokkō, an area known for the invigorating wind of Rokkō-oroshi that blows down from the mountain range.

The calligraphy on the cover of "Kaze" was created by Professor Emeritus UOZUMI Kazuaki, a researcher of calligraphy at Kobe University.



Cover photo for "Kaze" Issue 5: Rice fields at the Food Resources Education and Research Center (Kobe University Graduate School of Agricultural Science). See the Spotlight article "Studies in sake" for details.

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(International Affairs Planning Division)

神戸大学

Studies in sake

Collaboration with local brewery to develop a new brand

Last year, a Kobe University local development project took the form of a joint initiative with one of Kobe's long-established companies, Hakutsuru Sake Brewing Co., Ltd., to develop a new sake product. The resulting original sake was released in October 2017. This autumn, the University opens its first course to examine sake from an academic perspective. We introduce the project that aims to draw attention to Nada district's traditional sake industry and promote Kobe in Japan and overseas.

This is a group effort: a collaboration between the R&D section of Hakutsuru Sake Brewing Co., Ltd., the Food Resources Education and Research Center at Kobe University's Graduate School of Agricultural Science, and student participation from the Faculty of Agriculture and Graduate School of Agricultural Science. The team combines the craftsmanship of an established brewery with research and student-led marketing from Kobe University.



Links with a long-established company

"Nada district in Kobe is Japan's number one location for sake. This initiative began when I looked at Nada and decided that I'd like to promote Kobe using sake, one of its traditional industries," says Associate Professor Masanori Yamasaki. His joint project with Hakutsuru Sake Brewing Co., Ltd. began three years ago. "Hyogo Prefecture is the top sake producer in Japan, but it's not that well known. I want to change this by getting the younger generation interested in sake. That's the other reason I'm involved."

Prof. Yamasaki is researching plant genetics and breeding at the Food Resources Education and Research Center. In his experimental rice fields he grows hybridizations of the most popular Japanese rice cultivar *Koshihikari* and diverse cultivars, encompassing 5000 lines in 50,000 individual plants. His group manages this population using ICT. He creates new lines and carries out genetic analysis, accumulating a massive amount of DNA data. He contributes this data to national and local agricultural experimental stations, and shares the seeds. He also provided the raw rice for this project: a cultivar called *Kinumusume* grown at the research center.

Making sake with edible rice? A new species of dry sake is born

The Food Resources Education and Research Center is a large-scale experimental farm covering 40 hectares. The Center handles rice, vegetables, fruit and livestock, and the Tajima beef cattle reared here are sold to department stores as "Kobe University Beef" (see Kaze Issue 2 page 2).

The *Kinumusume* rice grown at the Center is a high-yield cultivar, resilient to heat and strong against the effects of global warming, but it is meant for eating, not making sake. "Still, I was sure that we could use it in sake making, so I gave it to Hakutsuru," says Prof. Yamasaki.

Making sake requires rice to produce the rice malt, and a different batch of rice to "feed" the yeast. In their first collaboration, the team used a sake-rice developed by Hakutsuru called "*Hakutsuru nishiki*" for the rice malt, and

Kinumusume for the yeast.

However, *Kinumusume* was stickier than they had predicted. "I heard from Takahiro Akashi (Head of Research at Hakutsuru Sake Brewing Co., Ltd.) that it was tough – the rice was so sticky it was a burden on the brewery facilities" says Prof. Yamasaki. But with over 270 years of brewing experience, Hakutsuru made it work.

The new *junmai-shu* (sake without added alcohol) produced from these two rice varieties has a dry and crispy palate with a deep, strong flavor. Prof. Yamasaki comments: "It goes well with sweet dishes, like cheesecake".

A name and label inspired by students

The new sake is called "Kami no manimani", named by students at the Faculty of Agriculture and Graduate School of Agricultural Science. They came up with names and label designs based on the concepts of "Nada sake", "promoting Kobe", and "sake that appeals to young people".

Of course, they all wanted to include the character *kami* (神) for its links with Kobe University (神戸大学). The latter part of the name comes from an ancient poem by Japanese "god of learning" Sugawara no Michizane, and it expresses their wish that everyone who drinks this sake will also receive the students' enthusiasm. The label design features the historic main building, a symbol of Kobe University.

Same collaboration, different rice

The sake "Kami no manimani" was released on October 1, 2017, in a limited run of 3000 bottles, available at Kobe University co-op stores, Hakutsuru Sake Brewery Museum, Hakutsuru Mikage MUSE and the Hakutsuru online shop. The release was preceded by a tasting session and an open brewery event at Hakutsuru Sake Brewery Museum, where it



Masanori Yamasaki

Associate Professor,
Food Resources Education and Research Center,
Graduate School of Agricultural Science

received positive reviews such as, "Crisp and easy to drink", and "Goes well with food". The students involved in product development joined as event staff, and promoted the events on social media. They are reaching out to bars near Kobe University to add the new sake to their menus.

Prof. Yamasaki has provided the rice cultivar *Nikomaru* for year two. This cultivar is also for eating, and will be used with the yeast. "This year we did a viscosity check before deciding on this breed. *Nikomaru* has *Kinumusume* as one of its parents, so the flavor and components won't be very different from year one."

In year two, the focus is on promoting sales. In year one "Kami no manimani" sold well, but there was a dip around the New Year period. "We plan to work with the Kobe University Co-op and encourage students to buy it as a souvenir when they go home at New Years. It sells well among alumni, so we'll promote it at Homecoming Day too," says Prof. Yamasaki.

Hakutsuru is planning to continue with the collaboration, but sales have to stay high. They are hoping that the new "Introduction to Sake" course will increase students' interest.





Passing it on: sake classes for the younger generation



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Discovering sake, discovering Kobe

This course has been in the works since summer 2017. It began with a suggestion from Hakutsuru's Executive Director Mr. Norihiro Tanaka to Kobe University Executive Vice President Seiichi Fujita. Akashi comments, "I told University representatives that we were based in the renowned sake district of Nada, we had strong ties with Kobe University and would very much like the University to offer a course on sake. They agreed, and said that learning about the local sake industry is a good chance for students to learn more about Kobe."



The course may include optional study tours of the breweries

"Many young people think that the sake world is hard to enter. Through this course, I want to tell them that it's an alcohol very familiar to Japanese people, made with our staple food of rice. I think if they know more, their impression of sake will change a lot. I want them to know about sake by the time they reach 20 [Japan's legal drinking age]." Akashi predicts growing demand for sake among young people, and adds, "I also want to tell exchange students about its appeal as part of Japanese culture". The course begins this October, and expectations couldn't be higher.

From 2018, Kobe University is collaborating with the Nada Gogo Brewers Association to offer a new course called "Introduction to Sake". It is offered as part of a program about the Kobe region and culture, and open to students from any department. "They can study sake from multiple perspectives: sake brewing, the history of sake, the geography of Nada as a sake-producing location, alcohol tax and business, and overseas sales," explains Takahiro Akashi, Manager of Research at Hakutsuru Sake Brewing Co., Ltd.

"To reach as many students as possible, we opened the course to all departments. We want students to learn about sake from different angles, and become interested in sake via their specialist field," Akashi talks about his hopes for the classes. The course has an omnibus format, and they plan to invite members of the Nada Brewers Association and the Japan Sake and Shochu Makers Association as guest lecturers.



Takahiro Akashi
Manager of Research,
Hakutsuru Sake Brewery Co., Ltd.

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Research at Kobe

Filming the flow

Video analysis to prevent river disasters

Disasters caused by heavy rainfall are increasing throughout Japan. To prevent this, we need to ensure that rivers can be safe channels, even when water levels rise. The key is knowing how much water is channeled by rivers during peak rainfall, but measuring flow rate in the middle of a flood is difficult and dangerous.

Professor Ichiro Fujita of the Graduate School of Engineering has established a technique to measure flow rate from video footage. The video analysis software he developed is used in the River Offices of Japan's Ministry of Land, Infrastructure, Transport and Tourism. It has also received international recognition, and been adopted by the

Queensland State Government in Australia. We spoke to Professor Fujita about how he uses image analysis to create accurate river plans and ensure citizens' safety.

How do you measure flow rate in a swollen river?

The number of disasters caused by heavy rain is increasing.

Prof. Fujita: Yes – as a river engineer, I've felt that large-scale disasters are increasing. The legal landscape is changing in response: flood prevention laws are revised practically every year, and last June, evacuation plans were made mandatory for medium-sized and small regional rivers, as well as rivers overseen by the central government.

When making an action plan, it is important to measure the amount of water channeled through rivers when it rains. We can get hold

of detailed data on rainfall, but it is harder to accurately grasp flow rate in the rivers – the amount of water that flows through a certain area every second.

How do you measure flow rate?

In Japan the float method has been used for many years. This involves dropping floats from a bridge into the river, and stationing people along the banks to mark when the floats pass them by. The method measures surface flow speed, and calculates flow rate by combining this data with riverbed conditions and water levels. It is generally reliable, but the floats can become trapped in vortices and diverge from the current, preventing accurate calculations. To calculate the peak flow rate of a river, you have to use floats in the middle of heavy rainfall. This is difficult, dangerous work and sometimes you cannot get the data. But without peak flow rate data you cannot create valid river plans – this is the problem.

A flow rate observation workshop in Australia. Calculations used KU-STIV and drones.



“This is difficult, dangerous work and sometimes you cannot get the data.”

Footage from river observation cameras

So you had the idea to use video.

There are river observation cameras throughout Japan. I have been proposing a method based on this footage for over 20 years. The basic idea is simple: capture the ripple patterns on the river surface, track their movement to measure distance traveled and time taken, and use this to find the flow speed. It’s the same as the float method.

I developed two image analysis techniques: LSPIV and STIV. We created and marketed the software based on STIV. It first drew attention in the 2012 rainstorms in northern Kyushu. I was contacted by the Kyushu Regional Development Bureau, who said “We can’t get peak flow data - can you calculate it from the camera footage?”

During talks with the Ministry of Land, Infrastructure, Transport and Tourism and the International Center for Water Hazard and Risk Management (ICHARM), they suggested that I make a software based on STIV that anyone can use. This was released in 2014 under the name of KU-STIV, and the English edition was offered from 2015.

It’s a big plus for local governments if they can use data from existing cameras

Yes, but when I tested this with Hyogo Prefecture representatives, there was a problem. The night footage was totally black, and the river surface didn’t show up on camera. Floods often reach their peak at night, so we really want night footage. We looked for cameras, and found that far infrared ray cameras can capture night footage to the same quality as day footage. These cameras are rather expensive, but the national government is asking companies to create night observation cameras at a competitive rate.

Has Japan’s government recognized the effectiveness of image analysis?

Yes, finally. At first they only recognized the float method, but now use of video footage is authorized, and momentum is building for its



Ichiro Fujita
Professor, Department of Civil Engineering,
Graduate School of Engineering

official use. KU-STIV is already used by river consultants and River Offices in the Ministry of Land, Infrastructure, Transport and Tourism. The next step is to refine our method to be more accurate than traditional techniques.

Visualizing danger on the spot

You use drones as well.

Observation cameras can only capture part of the river, but with drones you can set up various observation points, so you can film at dangerous areas and in times of crisis. As well as flow rate, it is also important to locate where the river flow is faster, or where the waters collide at bends, so drone-based filming is effective. We create simulation models as part of river planning, but these models cannot be fully verified without comparing them to actual observation data. Survey data from drones can be used to improve these models.

Can you measure in real time?

We’re already doing it. We place cameras and micro-servers on the riverbanks, installed with the STIV system. The software activates at set times to take footage, automatically analyses it and sends the

STIV training at the state capital of Brisbane in Queensland, Australia



data to the lab. 10-15 seconds of footage is needed for analysis. It takes about 1-2 minutes to analyze the footage. This is repeated every 10 minutes, so I think we can call it real time. There was a very positive response when I presented it at the International Association for Hydraulic Research in Malaysia last year.

Going global

Have you supplied software to overseas users?

I am employed by the World Meteorological Organization to teach a lecture series about water flow observation, which takes me to various countries. When I held seminars in New Zealand and Australia in 2016, I met with Mark Randall, an engineer at the Queensland State Government, and introduced my software. He was impressed, and the following year Queensland introduced KU-STIV.

Queensland was hit by huge floods at the end of 2010, wasn’t it?

That was one factor, yes. They are trying to carry out very accurate flow rate observation. They use acoustic current meters (ADCPs) that can measure velocity distribution within water, but these are deployed from boats, and can only measure to a depth of 60cm. They are experimenting with joint use of ADCPs alongside KU-STIV. Australia is a large

continent, and they need to travel hundreds of kilometers to observe water flow. The technology received positive feedback because you can measure through cameras, and Tasmania State is also considering its adoption.

We have many enquiries from researchers overseas, including Canada, the UK, Korea and Greece, so I send them each a one-year free academic version. A UK-based software company has also offered to market the software.

The tech has drawn lots of attention from overseas. What about the other image analysis method, LSPIV?

I developed LSPIV first, and STIV is the software specialized for water flow observation. When I was at the University of Iowa in 1995, I left them the software to use as they wanted. A group of French researchers started offering it as free software. As a result LSPIV spread internationally, and there is a movement led by the United States Geological Survey to make it the global standard. I’m honored.

In fact, when Queensland State chose the image analysis software, LSPIV was the rival option. In the end STIV was adopted, but as the parent of both I had some mixed feelings [laughs].



“Floods often reach their peak at night, so we really want night footage.”



(Left) A screenshot of the KU-STIV software. “Searching lines” are superimposed on the river footage (top left), and flow speed is measured from the time taken for wave patterns and floating matter to cross these lines. Footage taken from the riverbank (from the side) is geometrically corrected into footage taken from above (top right), and velocity is calculated by analyzing the space-time image generated from the accumulation of individual wave patterns.

Training future generations to lead a data-driven society

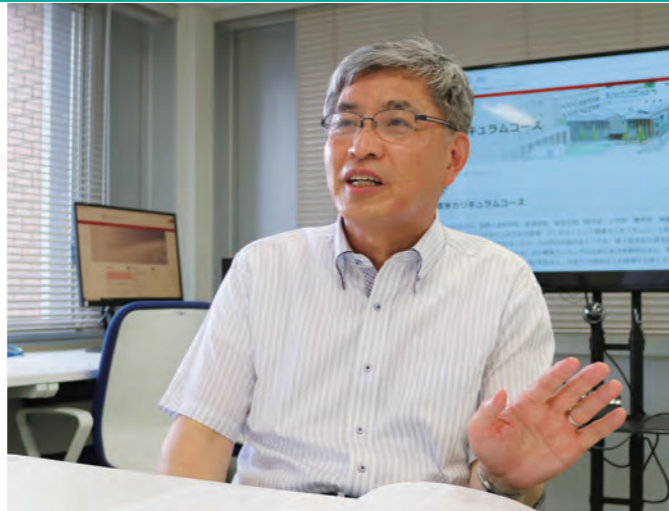
The Center for Mathematical and Data Sciences

This era has been called the Fourth Industrial Revolution, characterized by explosive development and disruptive technologies. The world's top five most valuable companies are global IT corporations. Big data is the new oil of the 21st century, and it is essential to train people who can analyze this data and give it value.

Kobe University established the Center for Mathematical and Data Sciences (CMDS) in December 2017 to promote data innovation in Japan and further afield. In April 2018, the Center began offering a university-wide curriculum, mainly aimed at first- and second-year undergraduates. This course covers the four divisions of Mathematics, Statistics, Information, and Data Science. It teaches the basic skills needed for data science, regardless of the student's specialization: mathematical statistics, programming, and value creation.

"As well as all the students in science and engineering fields who are interested in this area, I would also like to see many students enroll from the humanities, social sciences and medical fields" says Professor Masahiko Saito, Director of CMDS. To encourage this, the program includes a course on "Introduction to Data Science" which illustrates how data science can be used in various fields. There are countless examples: linguistics professors using big data; business professors studying financial engineering, bitcoin and virtual currencies.

In addition to university-wide general programs, the curriculum includes classes aimed at specific faculties. To name a few: in the Statistics division there is "Data Analysis" for Engineering, "Economic Statistics" for Economics, and "Food Information" for Agriculture, and in the Information division there is "IT Communication Design" for Global Human Sciences.



Masahiko Saito

- Vice President in Charge of Liberal Education and Mathematical and Data Sciences
- Director of the Center for Mathematical and Data Sciences
- Professor, Department of Mathematics, Graduate School of Science

The Center also focuses on Problem Based Learning, where students work in teams to solve real-life problems. They recently held a workshop in partnership with the Japan Research Institute in which students from Economics, Business Administration, Engineering and Science worked together to solve issues surrounding IT in finance. "Kobe University is a comprehensive university with a strong emphasis on interdisciplinary education, so this program really fits with the University's values", comments Professor Saito. "Mathematical and data sciences are ideal fields for cross-disciplinary cooperation."

In the future, the Center has plans to work with private companies and local government, using big data for open innovation. Kobe University also has an academic agreement with Singapore's Nanyang Technological University, which is ranked 2nd in the world for computer science. We are involved in close collaboration and research exchange, including joint workshops.

As well as fundamental education for undergraduates, the Center will also provide advanced education to train expert data scientists, so students who have studied our core courses can go on to acquire high-level skills. We look forward to many students enrolling in this course.

For more information:

<http://www.cmds.kobe-u.ac.jp/en/index.html>



An example of research at the Center: measuring the ability to regulate center of gravity in order to evaluate exercise ability for rehabilitation of the elderly

A scholar of "transborderness" living abroad

What were you doing before you came to Kobe University?

I majored in Japanese Studies at the School of African and Oriental Studies (SOAS), University of London. During my time there I applied for a Japanese Government Scholarship for Japanese Studies Students. This brought me to Kobe University for the first time in 2013 to study for a year. Then I graduated from my bachelor's degree at SOAS, and entered the master's program at Kobe University's Graduate School of Humanities in 2016.

Why did you choose Kobe University?

The first time I came to Kobe University was a happy coincidence. After graduating from SOAS, I decided that I wanted to continue my graduate studies at Kobe University for two reasons. One, because there are people here who are interested in my research topic of "transborderness", the most modern issue in literature. But I was also drawn to Kobe as a place. Kobe has lots of natural surroundings, such as Mt. Rokko. And in Kobe I can look at the remains of buildings where people from Germany and the UK lived over a hundred years ago, and feel the weight of history.

What is your current research?

I am researching the phenomenon known as "transborderness" in modern literature. My focus is on Ian Hideo Levy, an American-born author who writes novels in Japanese, although it is not his native language.

This is the era of globalization, where people can move freely around the world. Authors such as Levy appear to embody this globalization, but they are very sensitive to this. Globalization has advanced, but writing novels in a language other than your native tongue is not normalized. Where does the wish to cross those cultural borders come from? How do authors like him face the unified forces of culture and literature? I think that we need to look at these questions a bit more carefully.

A British-born person doing research in Japan is also a sort of transborderness. In May this year our research group invited a professor from SOAS and held a workshop. I presented my own research too, and it was a good opportunity to think again about my research topic and my own circumstances.



The countryside in Derbyshire, UK



Presenting at a workshop



Growing vegetables



Traditional British cuisine: roast beef

Approximately 1,200 international students from countries around the world are currently studying at Kobe University. In this corner, our international students introduce their native countries and offer some insights on studying abroad in Japan.

International voices



Thomas Brook

1st year doctoral student at the Graduate School of Humanities.

Originally from West Yorkshire in the UK. Research Fellow of the Japan Society for the Promotion of Science, and member of the graduate student-led association "Others in the Humanities Research Group". He is fond of nature, and enjoys cooking and growing his own vegetables.



West Yorkshire, United Kingdom

A metropolitan county in Yorkshire, established in 1974 based on the 1972 Local Government Act. Population approximately 2.1 million

Alumni Feature

Social media sensation: connecting Japan with a global audience

Her Facebook page "Japanese Language & Culture" has over 400,000 followers. Based on her experiences overseas, she has built up a business that uses this Facebook page to tell people around the world about Japan. We interviewed Ms. Kazue Kaneko, founder and CEO of Travel & Work, Inc.

Tell us about your current work

Ms. Kaneko: I manage a Facebook page called "Japanese Language & Culture" and post information on sightseeing spots, culture tips, latest trends & news, etc. that are useful for overseas visitors. I post almost every day, mainly photos and videos introducing Japanese language and culture. I appear in my own videos too – I talk about sightseeing locations in the Kansai area, and explain kanji characters often seen in Japan with my series "Kanji on the Street". The content is very popular among people overseas, and the page has over 400,000 followers, many of them in their twenties and thirties.

Using this page, we can reach international audiences who are interested in Japan and provide them with information about visiting the country. My company also offers services for planning and creating PR videos. I've been interested in other countries since I was a student, and I've lived abroad for over 10 years, so now I'm using these experiences in my business.

Tell us about when you were a student.

I come from Saitama Prefecture, and the first time I visited Kobe was when I started university. Kobe is close to the sea and mountains, with just the right balance between city and nature, and I thought "Wow!". I studied at the Department of Biology, Faculty of Science, and at first I wanted to become a researcher. I also belonged to the theatre group Hachinosuza, and between studying and

participating in extracurricular activities, my time at university was a lot of fun. When I finished my second year, I decided that I wanted to see the world and broaden my horizons. So I took a year out to study abroad in the USA. I visited Kansas, Mississippi, and Minnesota, studying English and my major.

What did you do after graduation?

For a while I was a research student at the university, but I really wanted to go to the USA again. I looked at various options, and applied for a program where I could attend university in the USA while teaching Japanese. After studying Japanese language teaching methods at a university in Philadelphia, I taught Japanese for two years at a university in Tennessee. Teaching Japanese was really interesting. I discovered that I enjoyed standing up in front of people to teach them.



Ms. Kazue Kaneko
CEO of Travel & Work, Inc.
<https://travelandwork.jp>



With her Japanese class students at Nanyang Technological University



A display booth at an inbound event in the Business Innovation Center Osaka

Next I went to graduate school in Sydney and learned Japanese and English language teaching methods, before becoming a Japanese teacher again. I was surprised by how many people wanted to learn Japanese. Many of them had different first languages, and it was fun thinking up different ways of teaching to suit each person.

You also lived in Singapore for a long time.

Yes, after graduating in Sydney I moved to Singapore. I went there by chance for a work opportunity, but I ended up staying for 7 years.

Singapore was actually where I first became an entrepreneur. To begin with I was working at a company, but lots of people in Singapore have side-jobs, and it's easy to start a business there, so I thought I'd try it too. I created a company that provides Japanese education for businesses. At first I only taught Japanese, but after a customer's request I started to hold Japanese business culture seminars too. It turned out there was a big demand for these, so I held seminars at companies, public lectures, and lifelong learning courses at universities. At the same time I was working as a part-time Japanese teacher in Nanyang Technological University. I learned a lot during this time.

How did you end up starting a business in Japan?

I had permanent residency in Singapore, but I began to get nostalgic for Japan. Also, I was teaching Japanese and Japanese culture, but I hadn't been back to Japan for 10 years – not great [laughs]. So I went back to my native country for a change of pace. For some reason I thought starting a business in Japan would be difficult, so to begin with I found work at a company.

The catalyst for my entrepreneurship in Japan was the page "Japanese Language & Culture" – my followers were growing steadily, and I was asked to start hosting advertisements. I made the page to promote the company I started in Singapore, and I carried on updating it after returning to Japan. I had the feeling that this could become a business, so in June last year I started the company, and made it incorporated this May. It was fun working at a company, but I wanted to come back to my beloved Kobe. Finding company work in Kobe was hard, but if I started a business here, I could move back – so Kobe played a big part in my decision.

Tell us about your future plans.

I would like other organizations to use my page more to promote restaurants, events and sightseeing spots. Lots of people overseas who are interested in Japan follow the "Japanese Language & Culture" page, and we can focus on targeting specific audiences for cost-effective PR. I want people to use

these services to appeal to potential foreign visitors.

In the future I'd also like to make a members-only service, a Japanese language program, and post about more niche information. I have an endless amount of ideas, it's just hard choosing which to try out first. I want to do all of them.

Finally, do you have a message for Kobe University students?

I think that doing what you feel drawn to is very valuable, and I want you to challenge yourselves. And study abroad too - these days the university has a lot of support, and I think it's got a lot easier. When I was a student it wasn't this organized, so I'm jealous [laughs]. I believe that there's no harm in trying new things. You will definitely gain more than you lose, so if there's something you want to do, go ahead and do it.



Interviewer: Ms. Asuka Shimomura
Student PR Team, 3rd year undergraduate,
School of Business Administration

"If there's something you want to do, go ahead and do it."

COMMUNITY IMPACT

Student-run internship program aims for a better world

In the Kobe University AIESEC Committee, international student internships are planned and overseen by the students themselves. From this year, they are collaborating with the Kobe Global Challenge Program (GCP) and overseas internships based on AIESEC training programs can now include university credits. The number of students looking overseas through AIESEC is set to rise...



An intern in India participates in the Hindu festival "Holi", celebrating the arrival of spring by throwing colored water and powder.



AIESEC Kobe University Committee members



An intern in Cambodia with local children

What are your main activities?

Iseki: We have two main programs: sending Japanese students to other countries to intern at businesses and NPOs, and receiving international students to intern at Japanese companies. We oversee the whole process: planning the training program, submitting proposals to companies, recruiting participants, visa procedures, and following up with participants

Yanagibayashi: For overseas internships we collaborate with AIESEC branches in 126 countries, and they send proposals to local overseas companies on our behalf. Sometimes it's hard to communicate our ideas through an intermediary, so we visit ourselves to negotiate. Recently I traveled to Thailand to make a proposal. Overseas internships mainly take place over six weeks during the spring or summer break. Japan-based internships last from one month to as long as half a year.

Do you follow any guidelines?

Iseki: Our activities are based on the AIESEC vision of "Peace and fulfilment of humankind's potential". Through overseas internships, students experience working with people from different cultures to achieve common goals. Our aim is to foster ambitious leaders who can cooperate with people from different countries to solve global issues.

Yanagibayashi: Setting goals is very important in AIESEC. If people only achieve what comes easily to them, they don't grow. As well as planning overseas internships, by setting targets that cannot be completed alone we encourage our participants to surpass their own boundaries, get other people involved, and challenge themselves.

What are the benefits for companies?

Iseki: These internships used to be part of corporate social responsibility activities, improving the company image, but that alone is a little weak, so these days we emphasize the chance to expand overseas. For example, companies don't know if the services and products they develop will

succeed abroad. So they can work with their international intern to gain information about overseas marketing, and this will help them expand.

Yanagibayashi: For our Japan-based program, hiring skilled individuals is also a plus for companies. Employing talented interns with IT and language skills can help Japanese companies solve many issues.

Iseki: There are many companies looking for a new perspective that can be provided by students from overseas.

Have you encountered any problems during your activities?

Yanagibayashi: Yes – making AIESEC stand out from other overseas internship programs, and increasing participants based on its appeal.

Iseki: We have been planning independent programs for about two years – for example, "Agrino", a program for sustainable agriculture. Participants work with local people on environmentally-conscious agriculture, such as organic methods. We have been promoting the program on our homepage and social media since December last year, and received 25 applications for 10 available places.



What is AIESEC?

AIESEC is an international non-profit organization based in the Netherlands. With over 70,000 members in 126 countries and regions, it is the largest student organization in the world.

Their motto is "Contributing to the development and growth of people at home, sending people with ambition and leadership out into the world", and they have developed overseas intern exchange programs on a global scale. Everything is managed by students, with student exchange between AIESEC organizations in various countries. In Japan activities are overseen by the NPO AIESEC Japan.

Yanagibayashi: The second program is "Nest", which deals with immigration issues. We help train people who have emigrated from Singapore and India to improve their employment opportunities, and arrange gatherings for them. In December last year we co-hosted a workshop in Kobe on multicultural societies with P&G. It was attended by about 50 people and led to participation in "Nest".

Iseki: The "Eduvation" program deals with child education issues. Right now we need to equip children with skills in English and IT. This program helps students who are considering a career in education to experience education in Singapore, a leader in IT and global education. We collaborate with elementary schools in Japan who are investing in IT education, and after returning to Japan the students report what they have learned to teachers at these schools, exchange opinions and deepen their knowledge.

Yanagibayashi: We also offer programs such as "Sonae", which provides education overseas on disaster reduction based on the Japanese experience of natural disasters. We are also developing a program to support female entrepreneurs.

What are your goals for the future?

Iseki: Until now there have been students participating in overseas internships only because they want to travel abroad, and we've felt a gap between the student's goals and the intentions of our program. I want to polish our independent programs and clarify



Human Resources Training

Kou Yanagibayashi
3rd year, undergraduate
Faculty of Human Development

their goals, so we can increase the number of students who agree with our mission.

Yanagibayashi: Recently our collaboration with Kobe University's Global Challenge Program was confirmed, and some of our student internship programs are now credit-bearing courses. Awareness about AIESEC is growing, and this is a good chance for many students to experience personal growth through overseas travel, so I want to create even more appealing programs.

AIESEC Committee Representative

Ryota Iseki
3rd year, undergraduate
Faculty of Economics



Two New Overseas Liaison Offices



Kobe University and Babeş-Bolyai University International Collaboration Centre

This year Kobe University has established two new overseas liaison offices, in Romania and China. We use our overseas offices to support and expand international activities, including coordinating academic symposia and workshops. Liaison offices are also bases to strengthen ties with strategic partner universities in each region.

On May 17, in cooperation with Babeş-Bolyai University, we established the Kobe University and Babeş-Bolyai University International Collaboration Centre (KU-UBB ICC) and held an opening ceremony in Cluj-Napoca, Romania. This is our third overseas base in Europe, following the Brussels Office (Belgium, 2010) and the Kraków Office (Poland, 2015). As well as the location within Babeş-Bolyai University in Romania, the Centre is also physically located within Kobe University's Institute for Promoting International Partnerships, providing a base in Japan for Babeş-Bolyai University.

Babeş-Bolyai University has been one of Kobe University's active exchange partner universities in Europe since 1998, and an Erasmus+ partner since 2016. This centre's mission is to foster academic exchange and collaboration between our universities.

Kobe University is a participant and founder for multiple joint programmes with Eastern Europe. In 2017, Kobe University received a Visegrad University Studies Grant and started a course titled 'The Place of V4 Countries in Europe and Japan' at Kobe. This centre will disseminate information about study and research programs at Kobe University in Romania and throughout Eastern Europe.

Professor Ioan Alin Nistor (Dean of Faculty of Business Administration at Babeş-Bolyai University), an alumni of Kobe University engaged in long-term collaboration in economics, comments: "We are very happy and honored to have Kobe University, such a prestigious university, opening an office at Babeş-Bolyai



Kobe University and Shanghai Jiao Tong University Interdisciplinary Research Base

University. This office is a recognition of the long and excellent partnership that our institutions have and makes us work harder to take this partnership to the next level. This office sets a new benchmark for internationalization and will be a landmark for the activities that will be carried out here. Kobe University and Babeş-Bolyai University are making history together."

On June 23, with the cooperation of Shanghai Jiao Tong University, the Kobe University and Shanghai Jiao Tong University Interdisciplinary Research Base was established. In addition to the location in Shanghai Jiao Tong University, the Research Base is also physically located within Kobe University's Institute for Promoting International Partnerships, providing a base in Japan for Shanghai Jiao Tong University in the same fashion as KU-UBB ICC. On the day it opened, an opening ceremony was held in combination with an international symposium commemorating 40 years of Sino-Japanese friendship. This event was attended by governmental representatives including former Prime Minister of Japan Yasuo Fukuda, and former Director of the Press Office of the State Council in China, former Chairman of the Foreign Affairs Committee and the 11th Standing Committee of the CPPCC National Conference Zhao Qizheng.

Founded in 1896, Shanghai Jiao Tong University is a prestigious institution with a long history that has produced many successful alumni. Our universities concluded an inter-university academic exchange agreement and a memorandum of understanding for student exchange in April 2009, and since then we have built a close partnership through research exchange and mutual dispatch of students. The Centre's aim is to promote cutting-edge and interdisciplinary research projects with Shanghai Jiao Tong University.

中国上海

Europe

New Jean Monnet Centre of Excellence Project launched

Kobe University has strengthened its expertise on EU matters based on active experience as a consortium leader of the EU Institute in Japan, Kansai (EUIJ-Kansai) funded by the European Union (2005-2016). The University has led the Jean Monnet Centre of Excellence project titled 'Strengthening the Academic Basis of EU Studies in Japan, Kobe' since 2016, and was granted another Jean Monnet Centre of Excellence project beginning in September 2018. The new project, named 'Consolidation of the Kobe Academic Base for EU Studies', aims to enhance understanding of today's EU in Japan by establishing new EU-related courses, multidisciplinary studies and research, and events to disseminate EU-related information. Through this and other initiatives, Kobe University will further strengthen its role as an outstanding center for EU Studies in Asia.

Asia

The Third Beijing Foreign Studies University – Kobe University Joint Symposium

The Third Beijing Foreign Studies University – Kobe University Joint Symposium took place on July 7, hosted by Beijing Foreign Studies University (China) as a part of the activities of the Kobe University and Beijing Foreign Studies University International Collaborative Research Base. The symposium was held on the theme of the Belt and Road Initiative, which has become a hot topic issue both for Japan and China. Both universities also discussed the expansion of joint education programs, including the renewal of a Double Degree Program in Humanities.



Joint symposium with Beijing Foreign Studies University

Americas

Joint Short Course with University of Southern California

Kobe University and the University of Southern California (USC) Joint Short Course is a two week program titled 'Business Japanese Course'. This year it took place from May 28 to June 11. The USC students obtained practical knowledge of Japanese business and society, and learned about the differences in culture and business customs between Japan and the U.S. through company visits. They also participated in a cultural exchange meeting with Kobe University Students. At the end of the course, students gave presentations in Japanese about their research results from the course participation.



USC students with members of the Kobe University Student PR Ambassadors

2nd Bilateral Kobe-Kiel Workshop: Session 3 Law and International Political Sociology



Second Bilateral Kobe-Kiel Workshop

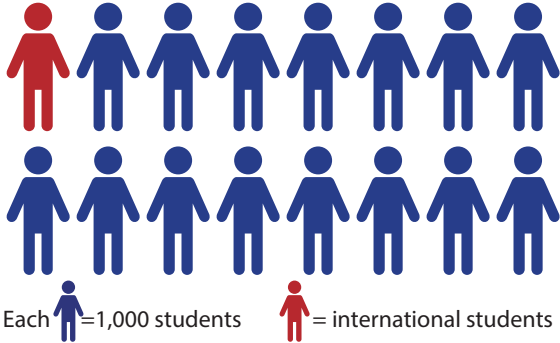
On September 26, the 2nd Bilateral Kobe-Kiel Workshop took place at Kobe University in collaboration with our partner institution Kiel University. Kobe University and Kiel University concluded an inter-university academic partnership on May 12, 2016, and we are actively involved in research exchange in the natural and social sciences. This workshop aimed to initiate and expand international joint research between our universities in 1) business administration, 2) international law and political sociology, and 3) materials science and physics.



KOBE UNIVERSITY

Founded in 1902

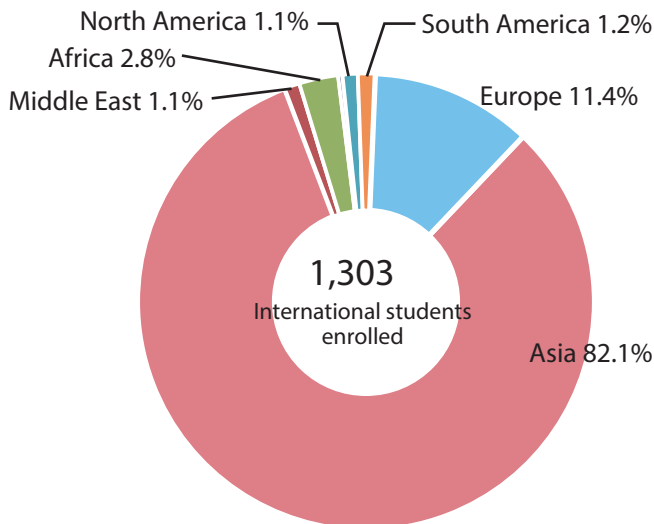
4 campuses | 10 faculties | 15 graduate schools



16,256 students including 1,303 international students comprising over 85 nationalities

3,685 staff including 1,590 teaching staff 1,981 administrative staff 114 faculty staff in attached schools

Regional distribution of international students



Faculties and Graduate Schools

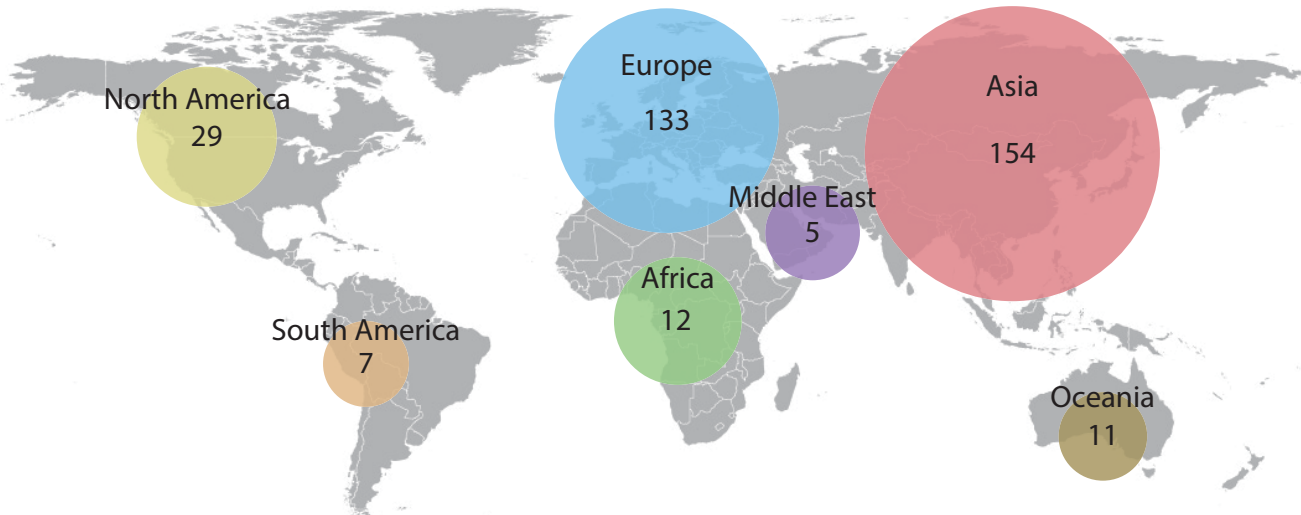
- Letters / Humanities
- Global Human Sciences
- Intercultural Studies
- Human Development and Environment
- Law
- Economics
- Business Administration
- Science
- Medicine
- Health Sciences
- Engineering
- System Informatics
- Agriculture / Agricultural Science
- Maritime Sciences
- International Cooperation Studies
- Science, Technology and Innovation

Alumni networks in 14 countries



Partner Universities

Kobe University currently has 351 partner institutions in 63 countries/regions.



All data as of May 1, 2018