



# JAYSES 2011

Japan-Asia Young Scientist and Engineer Study Visit 2011

## Final Report





## ACKNOWLEDGEMENT

All of the JAYSES 2011 (Japan-Asia Young Scientist and Engineer Study Visit 2011) members would like to thank the **International Affairs Department of Tokyo Tech** for the precious opportunity to visit various organizations in Thailand and to discuss with students from the partner universities in Thailand, Indonesia, and the Philippines.

Special thanks to **Tokyo Tech Fund** for supporting students' travel expenses.

Also sincerest appreciation to all the cooperating organizations, companies and universities (listed here in order of visits, lectures, other cooperation)

**Japan – Thailand Economic Cooperation Society**

**Ajinomoto Co., Inc. Kawasaki Factory**

**Tokyo Tech Thailand Office**

**BETAGRO Research and Development Center**

**Thai-Nichi Institute of Technology**

**JETRO Bangkok Office**

**The Department of Intellectual Property**

**The Central Intellectual Property and International Trade Court**

**The Siam Cement PCL**

**Environmental Research and Training Center**

**JICA Thailand Office**

**Ajinomoto Co., (Thailand) Ltd. Nong Khae Factory**

**PTT Research and Technology Institute**

**Yamashin THAI Ltd.**

**King Mongkut's University of Technology Thonburi**

**Chulalongkorn University**

**Kasetsart University**

**King Mongkut's Institute of Technology Ladkrabang**

**Gadjah Mada University**

**Institute of Technology Bandung**

**University of Indonesia**

**De La Salle University**

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## 1. Program Information

### a) Outline

Tokyo Tech started a new type of short-term student exchange program in 2007, aiming to establish close human networks of key persons in Asia in their early age. The program titled JAYSES (Japan-Asia Young Scientist and Engineer Study Visit) gives the opportunities to broaden participant' viewpoints, to brush up their English communication skills, to collaborate with people from different backgrounds and to make close friends beyond nationality, culture or religion.

This year, participants visited organizations in Thailand, and learned from many people working for manufacturers, government organizations, and educational institutes.

JAYSES 2011's main theme was "From Asia to the World", which was decided by the participating students themselves. The program mainly consisted of preparatory studies, activities in Thailand and reporting as indicated below:

#### 1) Preparatory studies

The Tokyo Tech participants visited two organizations in Japan related to the study visits in Thailand, and studied about the institutions they would visit in Thailand in small groups and gave presentations in English. They also learned basic Thai.

The participants from four countries had a videoconference to know each other and to share the basic ideas of the program.

#### 2) Activities in Thailand

##### a. Technical visits

The participants visited Japanese and Thai companies, government organizations, research institutes, universities and a JICA project.

##### b. Student forum

The student forum consisted of Group Discussion and Presentation.

##### ① Group Discussion

Participants were separated into several groups, and discussed about the topics they made before the trip, which were:

Thai industries

Japanese industries in Thailand

ODA and JICA Program

JETRO- Supporting service for Japanese companies

Intellectual properties

Educational institutions (Thai universities)

##### ② Presentation

## Program Information

Each group gave presentations on their topics.

### 3) Reporting

Tokyo Tech students held final reporting session in Tokyo Tech and published the Final Report (this report).

#### b) Objectives

- 1) To learn how latest technologies and methodologies are applied to the practical stage in Thailand, and to learn support and control by government organizations.
- 2) To experience collaboration with the students from different nationality, culture, language, viewpoints or field of study.
- 3) To brush up English skills as a tool for international communication.
- 4) To make close and international friendship.

#### c) Participating Universities

Japan	Tokyo Institute of Technology (Tokyo Tech)
Thailand	Chulalongkorn University (CU) Kasetsart University (KU) King Mongkut's Institute of Technology Ladkrabang (KMITL) King Mongkut's University of Technology Thonburi (KMUTT)
Indonesia	Gadjah Mada University (UGM) Institute of Technology Bandung (ITB) University of Indonesia (UI)
Philippines	De La Salle University (DLSU)

#### d) Benefits for the participants

- 1) Participants can develop international human network.
- 2) Participants can learn the relation of ASEAN countries and Japan through private investment or Official Development Assistance (ODA), and latest technologies in Thai industry.
- 3) Participants can be awarded the certificate of official participation by Vice President of Tokyo Tech.
- 4) Participants can collect useful information about studying at Tokyo Tech.
- 5) Participants can improve their English skills.

#### e) Expected Results

## Program Information

- 1) More Japanese students to study abroad
- 2) More ASEAN students to study in Japan
- 3) Building intimate and international students' network between top-ranking universities in ASEAN and Japan

## Schedule

### 2. Schedule of JAYSES 2011

#### Overall schedule

April ~ May 2011	Announcement on campus & Application
June	Selection of participants
July ~ August	Preparatory studies
21~ 30 August	Activities in Thailand
19 October	Final presentation session
March 2012	Publication of Final report

#### Schedule of preparatory studies

##### Outside of Tokyo Tech

Date	Time	Theme
9-Aug Tue	14:30 – 16:00	Japan - Thailand Economic Cooperation Society (Lecture on Japan - Thailand economic cooperation)
10-Aug Wed	13:00 – 15:00	Ajinomoto Co., Inc. Kawasaki Factory (Factory Tour, Presentation on “Energy saving in Kawasaki factory” and Q&A session)

##### In Tokyo Tech

Date	Time	Theme
29-Mar Tue	16:30- 18:00	Kick-off meeting
21-Jul Thu	16:00- 18:00	Thai language class
2-Aug Tue	11:00- 12:30	Video conference with overseas participants
18-Aug Thu	9:00- 13:00	Presentaion (English) – Studies on the institutions to visit in Thailand

## Schedule

### Schedule of Activities in Thailand

<b>Date</b>	<b>Time</b>	<b>Event</b>
<b>21-Aug (Sun)</b>		Participants arrive in Bangkok.
<b>22-Aug (Mon)</b>	9:00	BETAGRO Research and Development Center
	14:00	Thai-Nichi Institute of Technology
<b>23-Aug (Tue)</b>	9:00	JETRO Bangkok Office
	13:30	The Department of Intellectual Property
	16:00	The Central Intellectual Property and International Trade Court
<b>24-Aug (Wed)</b>	7:45	The Siam Cement PCL
	13:50	"Integrated Study Project on Hydro-Meteorological Prediction and Adaptation to Climate Change in Thailand (IMPAC-T)" by JICA at Environmental Research and Training Center (ERTC)
<b>25-Aug (Thu)</b>	9:00	Ajinomoto Co., (Thailand) Ltd. Nong Khae Factory
	13:30	PTT Research and Technology Institute
<b>26-Aug (Fri)</b>	10:00	Yamashin THAI Ltd.
	15:00	Student Forum at King Mongkut's University of Technology
<b>27-Aug (Sat)</b>		Free program coordinated by the participants
<b>28-Aug (Sun)</b>		Free program coordinated by the participants
<b>29-Aug (Mon)</b>	10:00	Final Presentation/Closing Ceremony at Chulalongkorn University
	12:30	Students' Final Presentation/Closing Ceremony at Chulalongkorn University
<b>30-Aug (Tue)</b>		Participants head back to home.

### 3. Selection

#### a) Tokyo Tech students

##### 1) Announcement in Tokyo Tech

JAYSES Working Committee (JWC) announced the program through website, posters, flyers, and mailing lists in April. They had briefing sessions on several occasions including Study Abroad Fair and English events on campus.

##### 2) Application

Applicants submitted their application with an essay titled “What is your purpose and expectations for joining JAYSES?” within 500 words in English by 31 May 2011. The number of application was 37, the largest number ever.

Statistic of application (by nationality and gender)

Nationality	Female	Male	Total
China	2	2	4
Indonesia		1	1
Japan	3	26	29
Kazakhstan		1	1
Korea		1	1
Viet Nam		1	1
<b>Total</b>	<b>5</b>	<b>32</b>	<b>37</b>

Statistic of application (by grade, school and gender)

Years of Study	Grade	Female	Male	Total
Undergraduate	B1		3	3
	B2	2	7	9
	B3		7	7
	B4		1	1
<b>Total of Undergraduates</b>		<b>2</b>	<b>18</b>	<b>20</b>
Graduate	M1	2	9	11
	M2	1	2	3
	M3		1	1
	D1		1	1
	D2		1	1
<b>Total of Graduates</b>		<b>3</b>	<b>14</b>	<b>17</b>
<b>Grand Total</b>		<b>5</b>	<b>32</b>	<b>37</b>

## Selection

### 3) Interviews

JAYSES Working Committee interviewed applicants in June. The applicants were divided into six groups of 5-7 persons and they were asked to have discussion for 20 minutes and to make presentation of the outcome. The given topic was “As the students of Tokyo Tech, what can you do, what do you want to do to support disaster relief or recovery of Tohoku area after the massive earthquakes?”

### 4) Criteria for Selection

The essays were scored by English ability, logical composition, and keenness. In group discussions, applicants were appraised by aggressiveness, cooperativeness, communication ability, coherency, imperturbability, and attitude by faculty members. As a result, 12 students were selected as applicants for the scholarship by the alumni association.

## b) Students from ASEAN universities

Students from ASEAN universities sent their applications to Tokyo Tech. There were 107 applications from eight universities this year. The applications were sent for selection to the universities the students belong to, and 28 students participated in the program.

The official participants were awarded certificates signed by the Executive Vice President of Tokyo Tech.

Statistic of application (by country and gender)

Country	Female	Male	Total
Indonesia	34	37	71
Thailand	12	22	34
Philippines	2		2
<b>Total</b>	48	59	<b>107</b>

#### **4. Preparatory Studies in Japan**

##### **Outline**

In JAYSES2011, Tokyo Tech students had preparatory studies before we visit Thailand to make the technical visit more valuable and understandable. Not only technical visit, we had Thai language session by Thai students at Tokyo Tech.

##### **Contents**

July 21 <sup>st</sup> (Thu)	Thai Language Lecture Thai language class by exchange students from Thailand
August 9 <sup>th</sup> (Tue)	Visiting JTECS Lecture of Thailand and ASEAN culture, economy, etc.
August 10 <sup>th</sup> (Wed)	Visiting Ajinomoto Kawasaki factory technical visit of Ajinomoto factory in Japan

In addition, we investigated “Thai Industries”, “Japanese Industries in Thai”, “Official Development Assistance”, “JETRO”, “Intellectual Property” and “Thai Universities” by ourselves, and before visiting Thailand the previous study reporting session was held on August 18<sup>th</sup>.

**Ajinomoto Kawasaki Factory (as preparatory study)**

**Reporter:** TANAKA Mariko (Mari)

**Date & Time:** August 10th, 2011, 13:00~15:00

**Program:**

While there, we were guided around the factory by the workers and could see the production process. Then, we visited the room that explained about the history of Ajinomoto. After that, we saw a movie about Ajinomoto and asked questions to the workers there.

**Contents of visiting and Reporter's comment:**

We saw the production process of their products such as “Cook Do” and “Hondashi”. And then, we went to the room that showed the history of Ajinomoto. There, we could learn how “Ajinomoto” (Umami seasoning) was invented and became popular in Japan and other countries. The most impressive thing for me was that “Umami” was one of the five standard tastes and this word was used internationally. By learning a little about this company, I became more interested in the company than I had been before visiting.



Fig.1 Ajinomoto Hondashi Factory

**Q&A:**

Q1: Are there any actions that Ajinomoto takes?

A1: We are trying to save energy. From 2007 to 2008, the cost of energy became higher, so we set cost-cutting targets.

Q2: How many employees are there in this company in Japan?

A2: There are about 3,800 employees.

## **Japan-Thailand Economic Cooperation Society: JTECS visit**

**Reporter:** Mitsuru Irie (Eppy)

**Date & Time:** August 9th, 2011, 14:30 ~ 16:30

**Program:** Lecture and movie about current Thai situation, etc.

**Reporter's comment:**

In the lecture part, we first learned about organizations which are related to both Japan and Thailand such as JTECS itself, TNI (Thai-Nichi Institute of Technology), and TPA (Technology Promotion Association (Thailand-Japan)). We also learned of their histories and how they have developed so far. It was helpful to study about the history of TNI since we actually visited it in the main program. Secondly, the lecturer taught us about the economic situations in Asia. We came to know that Thailand would play a pivotal role of trade in Asia by making use of its locational advantage.

In the movie part, we watched mainly two movies from NHK programs. One was about the current situation of Thai society and the other was about manufacturing companies in Thai and Japan. With regard to the former one, since at the time we visited JTECS the election for the prime minister had just ended in Thailand, the political battle between the two main parties were mostly focused on. We saw that the yellow color represented the ruling party and red represented the opposition party, and I thought it would be better not to wear such colors. (I found it no problem after visiting there, though.) As for the movie about manufacturing companies, we realized that Thai engineering technology has been getting better and better and there was even a Thai company that merged with a famous Japanese manufacturing company that had one of the best engineering skills in the world. Hearing that news, I was convinced that Thailand would keep on developing and be a technology-oriented nation just as my country. (Or it could even get more powerful than Japan in terms of technology.)

**Q&A:**

Q1: Is it dangerous to wear red or yellow T-shirt in Thailand?

A1: Probably no, but it is difficult to answer what would happen there.

Q2: What do you recommend to eat?

A2: Thai snacks. A kind of fried snack is very popular in Thailand.

## Thai language class by students from Thailand

**Reporter:** Xia Tingying (Xia)

**Date & Time:** July 21st, 2011, 16:30 ~ 18:00

**Program:**

Basic conversational class of Thai language

Lecturer: Nok, Beau, Napa, Nat, Lan, Keak, Ken

**Contents of visit and Reporter's comment:**

This year, fortunately, there were 7 native Thai volunteers to teach us basic Thai language. So we can be divided into 3 groups and practiced Thai language with 2 volunteers in each group.

Our interests in Thai were motivated by a short movie, which described the culture of Thailand. Then we learned self-introduction and some basic greeting words from Nok and Beau. In order to let us have a convenient time in Thailand, they also taught us how to count the numbers and negotiate with the shop assistants. Napa and Ken played roles as shop assistants and each group negotiated the price of T-shirts with them. It was so funny that we not only learned Thai quickly but also knew the regular prices of commodities in Thailand. Except for the language, Thai students showed us pictures of Thai food and fruit and traffic jams in Thailand.

From this lecture, we got to understand Thailand better via learning Thai language, and we got more confident to make friends in Thailand.



Fig.1 JAYSES2011 Thai language class

## 5. Technical Visit

### Outline

Technical visit is the essential activity of JAYSES. The participants learned so many things from the visit and the foreign students. We learned the 'real' situation of ASEAN organization and the relationship between ASEAN and Japan and way of thinking of foreign students.

In JAYSES2011, we visited 12 organizations in Thailand. Through the visiting we felt current situation of Thailand, and had exchange of our opinions about Thailand "now" with not only group members but also other group members and people who work there.

### Contents

August 22 <sup>nd</sup> (Mon)	Betagro R&D Center Thai-Nichi Institute of Technology
August 23 <sup>rd</sup> (Tue)	JETRO Bangkok Office The Department of Intellectual Property The Central Intellectual Property and International Trade Court
August 24 <sup>th</sup> (Wed)	SCG Experience The Environmental Research and Trading Centre
August 25 <sup>th</sup> (Thu)	Ajinomoto Nong-Khae factory PTT-RTI
August 26 <sup>th</sup> (Fri)	Yamashin Filter King Mongkut's University of Technology Thonburi
August 29 <sup>th</sup> (Mon)	Chulalongkorn University

## **BETAGRO**

**Reporter:** Masanari Saigusa (Masa), Satoshi Honda(Satoshi)

**Date & Time:** August 22nd, 2011, 09:00 ~ 11:45

### **Program**

BETAGRO is Thai food company. Their main products are pork, chicken and eggs. Their major customers are Japan and Europe. We, JAYSES members, visited the BETAGRO office and had lecture about quality management in their factories.



Fig.1 BETAGRO Logo

### **Q&A:**

**Q1:** Why does BETAGRO export their product rather than selling to the Thai local market?

**A1:** Unfortunately, the Thai local meat market has been already occupied with competitors. From the view point of BETAGRO, it is not pragmatic to invade the local market. This is why BETAGRO aims at foreign markets and export.

**Q2:** Why does BETAGRO focus on quality management?

**A2:** Because clients of BETAGRO are developed countries. People in rich nations are demanding high quality. In order to satisfy them, BETAGRO need to satisfy their concerns.

## Thai-Nichi Institute of Technology

**Reporter :** Taito Kato (Taito)

**Date & Time :** 22-August 2011 (Mon) 12:45~15:00

**Program :** Introduction of TNI by Vice President (Dr. Pornanong) and Facility observation

### **Contents of visit and Reporter's comment :**

Our first visit was here. We were invited to a large lecture room and listened to an attractive speech given by the Vice President. TPA: the Technology Promotion Association (Thailand-Japan), which has been working on human resources training and diffusion of industrial science technology in Thailand, founded this university in 2007. Since then, TNI has improved its English and Japanese learning curriculum and built strong relationship among Japanese companies in Thailand. It also helped many students financially to study by providing scholarships.



Fig1. Prof. Tanaka & Dr. Pornanong



Fig2. Facility observation

### **Q&A :**

Q1. Is there enough support to students from TNI?

A1. Yes, of course. We always prepare rich scholarships. Actually, the number of students who have received scholarships in TNI has been increasing every year.

Q2. Do you think Japanese companies are better than Thai ones?

A2. I don't think it's necessarily so. But I'm sure we can learn some technology and know-how from them.

## JETRO Bangkok Office

**Reporter:** Kinugasa Yoshinori (Kinu)

**Date & Time:** August 23th, 2011

**Program:** Presentation of general information about JETRO and JETRO Bangkok, Q&A session.

**Contents of visit and Reporter's comment:**



**JETRO Bangkok Office**



**Q&A session at the office**

JETRO (the Japan External Trade Organization) is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

### **Q&A:**

**Q1:** What is the advantage and disadvantage to developing a business in Thailand?

**A1:** There are many advantages, for example, the country's location in the center of ASEAN, the infrastructure development especially in Bangkok, GDP growth, BOI (Board of Investment) and the employment cost. The disadvantages are mainly the political instability and the shortage of labor.

**Q2:** How many companies visit JETRO Bangkok to consult in a day on average and actually do the business?

**A2:** 8 companies in a day. About 70% of them have succeeded in establishing their companies now. The major cause to fail the business is information shortage (economics, politics, culture...etc.).

**Q3:** Which company has been the most successful through receiving JETRO's support?

**A3:** We cannot answer the question because it is very difficult to definite the "success" and there are some companies which do not want to be known that they had received our support. It could lead to hurt their company's image with the customer.

## The Department of Intellectual Property

**Reporter:** ISHIZAKA Kazuya (Kazuya)

**Date & Time:** August 23rd, 2011, 13:30 ~ 15:00

**Program:**

- +Introduction of Department of Intellectual Property
- +Presentation of ECAP III, the ASEAN Project on the Protection of Intellectual Property Rights
- +Q&A Session

### **Contents of visit and Reporter's comment:**

Intellectual Property, a right to protect ideas, innovation and industrial designs are becoming more and more important here in Thailand. The Department of Intellectual Property (DIP) plays a role of dealing with this intellectual property. They act not only administrating but also promoting IP, both domestically and overseas. In the visit to DIP, basic knowledge and useful information about DIP were introduced.

In this visit, ECAP III, the ASEAN Project on the Protection of Intellectual Property Rights was also presented by Mr. Stephane Passeri, the ECAP III project director. ECAP III started on 1 January 2010, based on a Financing Agreement signed on 21 October 2009 by the European Commission (EC) and the ASEAN Secretariat (ASEC), and a Contribution Agreement signed on 18 December 2009 by the EC and the European Patent Office (EPO). We found that strong cooperation exists among ASEAN countries including Thailand and European countries regarding IP in his impressive presentation.



Fig.1 Acknowledgment by Prof. Tanaka



Fig.2 Prof. Tanaka, Prof. Hope, Mr. Passeri and DIP members

### **Q&A:**

**Q:** When was the first of "ECAP Project" launched?

**A:** The ECAP Project is currently in Phase III, and former phases of the project "ECAP I" and "ECAP II" ran between 1993 and 1997, 2000 and 2007 each. ECAP III will be running until 2013.

## **The Central Intellectual Property and International Trade Court**

**Reporter:** JINGU Ken (Ken)

**Date & Time:** August 23rd, 2011, 16:00 ~ 17:00

**Program:**

- +Greeting by Ho. Maitree Sutapakul, Chief Judge of the Central IP & IT Court
- +Brief Presentation on the Central IP & IT Court Operations
- +Tour of the Court

### **Contents of visit and Reporter's comment:**

We visited the Central Intellectual Property and International Trade Court (IP & IT Court) located in the Government Complex in Bangkok. This court is the specialized court in Thailand adjudicating IP & IT cases. The court was established as having territorial jurisdiction in 1997, but worked with national jurisdiction before the establishment of another regional IP & IT Court. This specialized court of IP is the first IP court in ASEAN.

The IP & IT Court deals with intellectual property cases regarding trademarks, copyrights, patents, trade names, disputes over scientific discoveries, layout designs of integrated circuits, geographical indications, trade secrets, and plant varieties protection. In addition, the IP & IT Court deals with international trade cases regarding the sale, exchange of goods or financial instruments, international services, insurance, letters of credit, transfer of money, trust receipts, insurance services, arrest of ships, international transportation, and the dumping and subsidization of goods.

Judicature in Thailand is similar to that in Japan. The Quorum is 3 (2 career judges and 1 associate judge). An appeal against any judgment or order given by the IP & IT Court goes directly to Supreme Court.



**Court**



**Archive of judgment materials**

## Siam Cement Group

**Reporter:** Masanari Saigusa (Masa), Satoshi Honda (Satoshi)

**Date & Time:** August 24th, 2011, 07:45 ~ 12:00

### **Program**

SCG is a Thai manufacturing conglomerate. We, JAYSES members, visited the housing section of SCG and listened their innovation strategy.



Fig.2 SCG office

### **Q&A:**

Q1: What's the difference between BETAGRO and SCG?

A1: The most obvious difference between BETAGRO and SCG is their customers. BETAGRO is B to B business. In contrast, SCG is B to C business.

Q2: How does SCG conduct innovation?

A2: The SCG innovation team consists of both researchers and marketers. Because SCG is in B to C business, high technology itself cannot appeal to their customers. The point is to satisfy customer needs and customer preference must be clearly understood. The innovation team has converted technologies into what customers want.

## Environmental Research and Training Center

**Reporter:** INOUE Takero (Take)

**Date & Time:** August 24th, 2011, 14:00 ~ 16:00

**Program:**

“Integrated Study Project on Hydro-Meteorological Prediction and Adaptation to Climate Change in Thailand (IMPAC-T)” by JICA

**Contents of visit and Reporter’s comment:**

- Introduction of research & development project for recycling water in tropical area
  - Dr. Honda, one of the research members of JICA, introduced about Water-InTro (research and development for water reuse technology in tropical regions). The aim is the effective use of water of Chao Phraya River for agriculture of Thailand to work.
  - Mr. Uchida introduced the basic information about JICA’s assistance on Thailand’s environment management.
- Introduction on ERTC (the Environmental Research and Training Centre)
  - A governmental facility for environmental research and training.
- Tour of the center
  - Visited several laboratories and the researchers introduced their researches.

**Q&A:**

Q1: What benefit does Japan receive through its development aid?

A1: Japan is supplying to developing countries what it has received during the recovery after the WWII.

Q2: Do JICA members have difficulty in communication caused by the differences in their working sectors?

A2: Defining word is important for correct understanding. Occasional social meetings also help to solve the problem.

Q3: Is JICA well known in Thailand? How do you advertise it?

A3: JICA is not famous in Thailand like other aid recipients. Thailand does not adequately inform their people that JICA’s support is made by JICA. That is why Thai people might think of the support as made by Thai government.

## Ajinomoto Nong Khae Factory

**Reporter:** TANAKA Mariko (Mari)

**Date & Time:** August 25th, 2011, 09:00 ~ 11:30

**Program:**

While there, we were guided around the factory by the workers and could see the production process. During the time there, the workers told us about products, work, and so on. After that, we could ask questions to the workers.

**Contents of visiting and Reporter's comment:**

There were three things being produced in Ajinomoto Nong Khae Factory, such as "Ros Dee" (multi-purpose flavor seasoning powder), "Birdy" (the number one ready-to-drink canned coffee in Thailand), and "Cook Do" (a Chinese seasoning product). "Cook Do" is produced only for Japan, so the taste is suited to the Japanese standard, but other two products are for Thai and other countries, so the taste and materials are localized depending on their religion, culture, and lifestyle. We could develop our thinking of "Localization of Japanese company" by comparing Ajinomoto Factory in Japan and one in Thailand.



Fig.1 Ajinomoto Nong Khae Factory

**Q&A:**

Q1: What do you do to maintain the quality of your products?

A1: We make a strong effort to educate employees, and set a Food Development and Industrialization Unit to research and control product quality to meet the certified standard.

Q2: What is the percentage of Japanese employees in Nong Khae Factory?

A2: There are about 6000 employees here, and the number of Japanese employees is about 100, so the proportion is about 2%.

## PTT-RTI

**Reporter:** Masanari Saigusa (Masa), Satoshi Honda(Satoshi)

**Date & Time:** August 25th, 2011, 13:30 ~ 15:30

### **Program**

PTT is a Thai petroleum company whose largest shareholder is the Thai government. We, JAYSES members, visited PTT-RTI, which is the research section of PTT and received a lecture about macro energy situation.



Fig.3 PTT logo

### **Q&A:**

Q1: What's the difference between PTT and other companies?

A1: PTT is very different from any other industries. Because PTT is a bureau, its mission is to contribute to society and the nation rather than corporate profit. Particularly the political situation greatly influence PTT management.

Q2: What are the management issues of PTT?

A2: The macro-social and economic situation. The energy industry is an oligopoly because entry is restricted legally. Therefore, this is imperative for oil firm to satisfy society. Inevitably, alternative energy can be also key issue. Needless to say, global warming and fossil fuel decay can both influence critically.

## Yamashin Filter

**Reporter:** SHIRAKAWA Hiroaki (Hachi)

**Date & Time:** August 26th, 2011, 10:00~13:00

**Program:** Presentation (English + Thai interpreter)

Factory Tour (Thai – 1 group, English – 3 groups)

Lunch at Yamashin Filter cafeteria

(Yamashin Filter provided lunch and the rooms for prayer)

### **Contents of visit and Reporter's comment:**

Yamashin Filter is the company that provides mainly construction machinery filters and industrial filters. In Thailand, they have a factory in Ayutthaya and an office in Bangkok. This time, we visited Ayutthaya factory and the vice president and other workers welcomed us. The number of employees is approximately 300 and most of them are Thai workers. Only 7 Japanese workers are working there.

Yamashin Filter produces their product by themselves to control its quality and customize for each customer so that they can keep their quality and reliability. Their business policy is 'No direct selling to users' because of quality and the safety point of view. As a result of their business style, Yamashin Filter has 80% of share in the world.

The biggest problem for Yamashin Filter is piracy. Some bad qualified products are provided in the market so they are facing the problem that piracy might make their reputation bad. Now they are trying to solve this problem by holding seminars and informing the customers.



### **Q&A**

**Q:** What do you think about the problem that the Thai government might raise the minimum wage? Do you have any strategy for that?

**A:** If the government does it, Yamashin Filter will have to deal with it by promoting mechanization and efficiency. We won't cut human resources.

**King Mongkut's University of Technology Thonburi (KMUTT)**

**Reporter :** Taito Kato (Taito)

**Date & Time :** 26-August (Fri), 15:00~20:30

**Program :**

Introduction, Discussion, Sharing session, etc. Dinner & Cultural event

**Contents of visiting and Reporter's comment :**

KMUTT was the second educational institution that our group visited in Thailand. First, we carefully listened to the lecture given by the professor in KMUTT about mind-maps. In mind mapping, we use a sheet of paper and write down all things related to the topic that we can imagine. And then, we draw some lines among things and find new relationships. After the talk, we practiced mind mapping to apply to our final presentations. It was very helpful to arrange information in my mind. I believe this experience greatly contributed to making better presentations.

Moreover, we never forget spending the special time with all JAYSES members in the post-discussion cultural event.



Fig1. The Mind-mapping lecture



Fig2. Demonstration with group members

**Q&A :**

Q1. Is the mind-map really useful in everyday life?

A1. Yes, it is! You can understand the general view from different information and also can get new ideas by mind mapping. You know, Mr. Shimura loves this way of thinking!

## Chulalongkorn University

**Reporter:** Taito Kato (Taito)

**Date & Time:** 29-August (Mon), 10:00~15:30

**Program:** Presentation by Intellectual Property Institute of CU, Student's Final Presentation & Closing ceremony

### **Contents of visit and Reporter's comment:**

On the final day, the last visit in JAYSES 2011 trip was here. Fortunately, all members could attend this meeting and all of the group finished preparing their presentations. At the beginning, Mr. Ornthanalai told us about intellectual property especially of CU and Thailand in detail. He emphasized that the right is very important for people who might create some new things in the future, like us, to protect their own profits. And also, it is certain that most Thai students don't know about intellectual property even now. After his nice lecture, we showed our final presentations to each other. In my opinion, it was very hard to inform enough information to the audience, but we had a very good time. Thanks, Prof. Tanaka, Prof. Hope, Mr. Ornthanalai and all!



Fig1. The meeting room in CU



Fig2. A group photograph

### **Q&A :**

- Q1. Is it possible for Thai students like us to have such kinds of rights?
- Q2. Yes. Even if you develop a new product in your university days, you can apply for intellectual property rights. It prevents others in universities or companies from taking freely your property.

## **6. Student forum (Discussion and Presentation)**

### **Outline**

In JAYSES program, every year we discuss some topics related to our technical visits. In JAYSES2011, We divided all the JAYSES 2011 participants into 6 discussion groups before visiting. The discussion topic for each group was “Thai Industry”, “Japanese Industry in Thailand”, “official Development Assistance”, “JETRO” “Intellectual Property” and “University (Educational Institute)”. These topics were discussed through JAYSES 2011 program under major theme: “From Asia to the World”.

Each discussion group consisted of students from many countries: Thailand, Indonesia, Philippines and Japan. Therefore, the students received valuable opinions from these many countries’ students and we could do really substantial discussion. We had the final presentation about each topic at Chulalongkorn University. Following articles are final reports from these 6 groups.

### **Contents**

Group A	:	Thai Industry
Group B	:	Japanese Industry in Thailand
Group C	:	Official Development Assistance
Group D	:	JETRO
Group E	:	Intellectual Property
Group F	:	University (Educational Institute)

**Group A:**

Thai Industry

**Members:**

Masa, Satoshi

**Contents:**

1. Introduction

We visited Thailand for 10 days. While there each group had their own topics and visited companies and institutes. They were wonderful days! We experienced many things that we couldn't experience in Japan, not only visiting the companies related to our topics but also having a good time with foreign students and Thai people.

Our topic was "Thai companies". And we visited BETAGRO, SCG and PTT.



2. Discussion

We discussed about the business strategy of each company, because when we visit the companies, each of them introduced themselves from different aspects. Now we show each company's strategy.

First is BETAGRO. BETAGRO is a Business to Business (B to B) company and the employees emphasized their "quality management system". So, we recognized it is "technical-oriented strategy".

The next one is SCG. SCG is a B to C company and the employees emphasized their "customer survey". So, we recognized a "market-oriented strategy"

The final one is PTT. PTT is a non-profit organization. Its policy depends on Thailand's energy demand. Their purpose is providing energy for Thai people sustainably.

Why is the strategy of each company so different? Our hypothesis is that the strategy depends on its market segmentation (business target).

As for B to B businesses, developing their core technique is more important than promotion activities. For their customers, an attractive product is not so important than a product that has a reliable technology and skills.

As for B to C businesses, of course, core skill is important, but marketing is more important. Because the customer is not so focused on the technique, for the company, the thing that they should do is customer surveys, finding the needs of the customer.

## Student Forum

### 3. Conclusion

Our conclusion is that the strategy of companies depends on their business situation and business model. The important thing is “the needs of their customers”.

**Group B:**

Japanese Industries in Thailand

Topic: Localization of Japanese companies

**Member:**

Nut, M, Pei, Mariko, Hiroaki, Kazu, Citra, Yanna

**Contents:**

1. Introduction

Nowadays, many Japanese companies go global to expand into global markets or increase their competitiveness. When it comes to manufacturing, one of the most important countries might be Thailand. Since Thailand has a lot of qualified and reasonable human resources and a tariff advantage, Japanese companies often choose to build their factories in Thailand. Our group visited two Japanese companies in Thailand and had discussion about Japanese companies that are not only in Thailand but also in foreign countries.

2. Discussion

Firstly, we visited Ajinomoto Nong Khae Factory. Ajinomoto has been doing their business in Thailand for a long time. They have an R&D department to make sure that their product will match the local consumer's need and taste.

Secondly, we visited Yamashin Filter in Ayutthaya. Yamashin Filter made this factory very recently, so they are facing the challenge of doing business in a different culture.

Through these company visits, the biggest issue we discussed was 'Localization'. Localization means the adaption of the international company to a local environment. Even a leading company can fail in other market because of different traditions, culture, lifestyle and a lot of other reasons. To succeed in a foreign market, this 'Localization' problem must be one of the biggest problems to deal with.



3. Our Suggestion

Not only for Japanese companies but also the global company, we made some suggestions about doing business in other cultures.

1) Product Innovation

## Student Forum

In other cultures, they need to improve their process and product to make their product suitable for the market and to make it better. Companies shouldn't just put their way in the other culture.

### 2) Technology Development

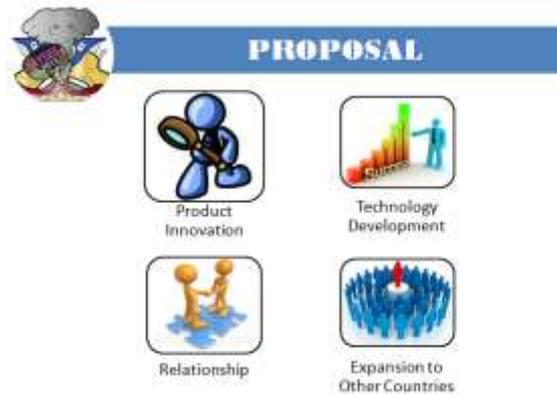
Companies should welcome diversity, which has a chance to add so much knowledge and different viewpoints. Even a factory in the other country might be useful for developing technology.

### 3) Relationship

To make a good relationship amongst diversity is most important for business to succeed. Company should know the culture and people there and let them know the culture of the company.

### 4) Expansion to other countries

Japanese companies tend to stay in Japan even though they have good technology or quality products and services. Expanding to other market must be difficult but it still gives the company a lot of benefit.



## 4. Conclusion

To succeed in other markets, 'localization' must be one of the biggest issues for companies. Nowadays many companies go global and do their business in different cultures. Company should learn from other cultures, not impose their way.

Through this visiting program, we learned how difficult it is for companies to get into other cultures and adapt their products and services to the market. We also learned this difficulty from our group discussion and activity, which was fun too.

**Group C:**

ODA and JICA Program

**Member:**

Misa, Takero, Alibi, Kai-wan, Nana, Sisil,

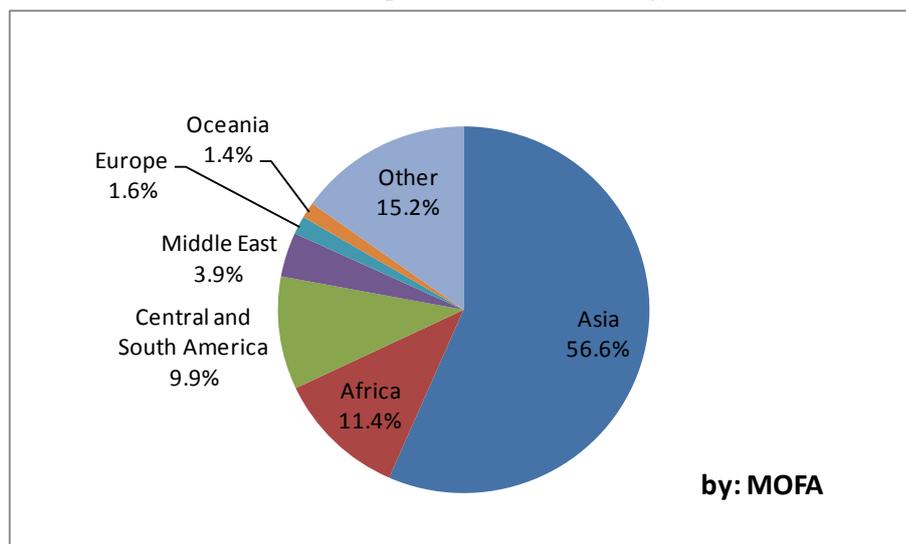
**Contents:**

4. Introduction

JICA is one of the governmental organizations for helping developing countries. Its aim is to contribute to the society and economy of developing areas and the promotion of international cooperation.

5. Discussion

- 1) ASEAN countries lack technologies to realise a physically satisfactory and safe life. Even though ASEAN is the most invested area among JICA's aid recipients, they are still relatively weak like Thailand, which has been broken down by a flood. So ASEAN still needs more fund to improve their technology.



- 2) It is natural that JICA's help gives ASEAN a great deal of benefit, so we discussed whether JICA receive any benefits from their activity or not and what is the purpose to help ASEAN.

6. Our suggestion

- 1) During visiting JICA in Thailand, we heard that the JICA activities are not advertised in Thailand enough. If JICA were to advertise itself all over the world, JICA could collect more funds for aid and other organizations will start to support ASEAN.
- 2) After WWII, Japan has received a lot of help from the developed countries. It was necessary for Japan to become a developed country. So JICA thinks that Japan has to help developing countries in the same way. JICA hopes that developing countries become developed and help other countries.

## Student Forum

### 7. Conclusion

JICA, the core activity of ODA, focuses on ASEAN the most. As for JICA activity in ASEAN, we have two suggestions to improve the relationship between ASEAN and Japan.

First, For ASEAN countries to be stronger and resilient, it is necessary that foundations other than JICA also make enough contribution. For, looking at the Japan and Thailand relation, Thailand is expected to be much more of a contributor rather than beneficiary.

Second, the strong must help those who need support, because the world should not be a dog-eat-dog world. That is why Japan makes abundant contribution in international cooperation. Japan expects other Asian friends to be strong enough to support other less-developed neighborhoods.

Small cultural exchange like JAYSES can improve mutual understanding of other countries, and lead to more international cooperation in the future.



Group Members at Chulalongkorn University

**Group D:**

JETRO- Supporting service for Japanese companies

**Member:**

Card, Eppy, Kinu, Peach, Win, Xia

**Contents:**

8. Introduction of JETRO

Our group discussed an organization called JETRO, which plays an important role to activate international business development. JETRO is short for the Japan External Trade Organization. It started in 2003, but was originally established in 1951 as the Japan Export Trade Research Organization. It has changed its name several times, but its mission has not changed so much. Basically it researches economies in many countries and helps enterprises to expand their business abroad by providing them with the information it collects.

JETRO has 72 offices in 55 countries and it has been spreading all around the world. In the JAYSES program, we focused on JETRO Bangkok and JETRO Tokyo. We carried out discussions on their concrete plans in Thailand and Japan and brought forth a certain suggestion as to how it can improve.

2. JETRO Bangkok that we visited during JAYSES 2011

JETRO Bangkok is established in 1959 and is the 5<sup>th</sup> largest office in the world. There are two main facilities. One is a Business Support Centre and the other is a business library. They support the mission of JETRO Bangkok. The mission is to strengthen trade, investment, and industrial ties between Thailand and Japan. They research economic and industrial information and supply it to Japanese companies that need it, especially Japan's SMEs (Small and Medium Enterprises) to make it easier to develop and improve their business in Thailand. The information about intellectual property is also included in the industrial information.



Fig.1 JAYSES2011 members visiting at JETRO Bangkok

3. Discussion

Our group discussed about mainly three topics as follows.

3.1 Why JETRO is important?

As JETRO's staff said, JETRO intends to strengthen trade, investment, & industrial ties between the local country and Japan. It not only helps the Japanese

## Student Forum

companies to expand their business abroad but also supports the foreign companies to set up business in Japan. Although JETRO is a Japanese organization, it plays a role as a bridge between overseas and Japan. We all agree that an organization like JETRO is quite useful in globalization today.

### 3.2 Why do Japanese companies expand their business to Thailand?

We found out that JETRO helped a great number of Japanese companies to expand their business to Thailand. The reason Thailand is such an attractive market for Japanese companies is another topic we discussed.

We suggested there are four reasons through visiting AJINOMOTO and YAMASHIN Filter's factories in Thailand. ①GDP growth ②lower employment cost ③infrastructure ④BOI (board of investment)

### 3.3 Does JETRO help the developing countries' companies setup business in Japan?

Because our group members came from Japan, Indonesia, Thailand and China, we are also interested in what JETRO did for the other countries especially developing countries. From JETRO's website, we learned about a Thailand company named IPstar, which spread its satellite service to Japan successfully. IPstar used the temporary office offer by JETRO, got the information about the Japanese Economy from JETRO, and used a JETRO-sponsored booth at a trade show in Tokyo.

## 4. Our suggestion

Our group members thought JETRO is very helpful, and wish our own country can have a trade organization like it. We suggest JETRO can help developing countries to build their own trade support organization in the future.

## 5. Conclusion

JETRO is a helpful organization in globalization today, not only helpful for Japan, but also for the other countries especially developing countries.

**Group E:**

Intellectual properties

**Member:**

Kazuya, Ken, Alfan, Dear, Jane, Jenny

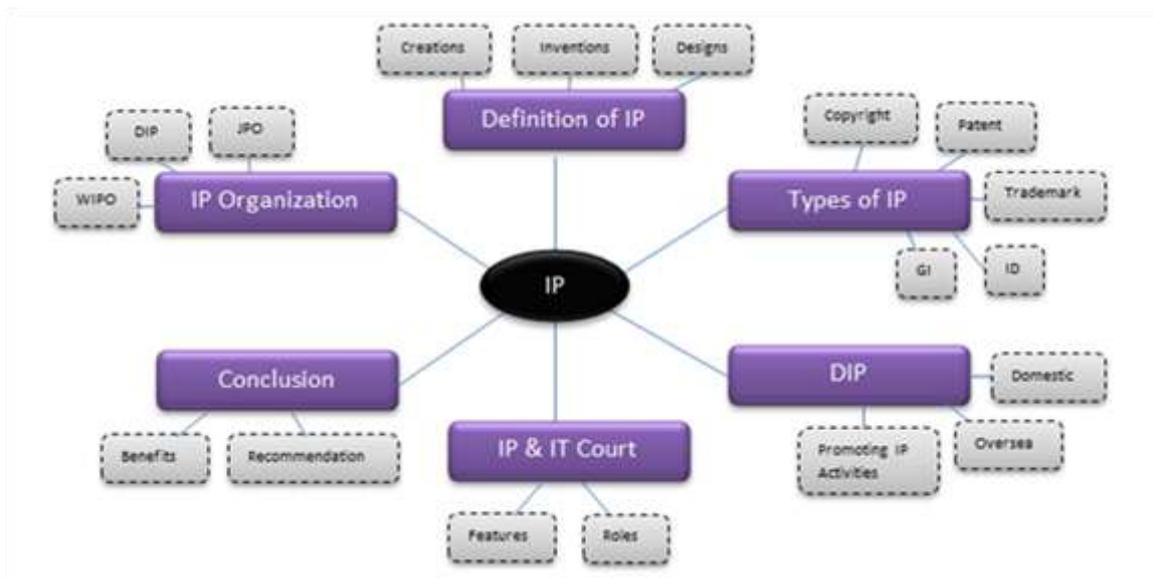
**Contents:**

9. Introduction

Intellectual Property (IP) is our right, which protects our idea against others. A lot of countries and international organizations think that IP is very important. So, they established each IP organization. The Thai government established the Department of Intellectual Property (DIP) and the Central Intellectual Property and International Trade Court (IP & IT Court). We visited these organizations and researched differences and similarities between Japan and Thailand. Eventually, we discussed problems of the Thai IP system.

10. Discussion

We discussed all about IP in Thailand and Japan (Fig. 1).

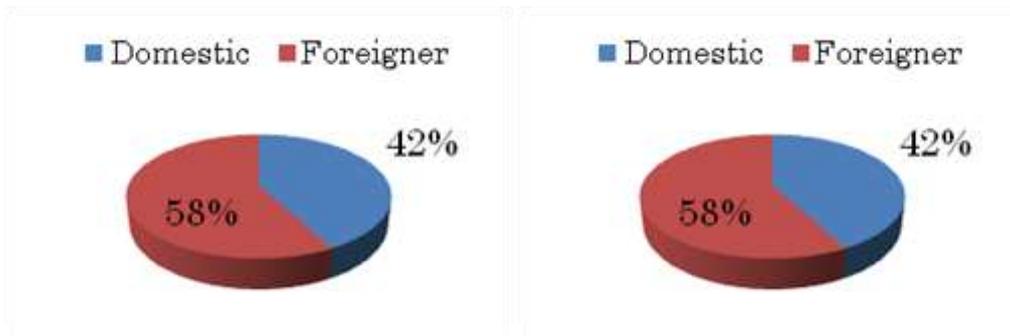


**Fig.1 Mind Map of Our Discussion**

First, we shared our knowledge of Intellectual Property (IP). A lot of countries and international organizations think that IP is very important. To deal with this important right, they established their own intellectual property organization: World Intellectual Property Organization, Japan Patent Office, and United States Patent and Trademark Office. IP refers to creations of the mind: inventions, literary and artistic works, and symbols, names, images, and designs used in commerce. IP is classified into some types: copyright, trademark, geographic indication, industrial design, patent, and utility model or petty patent. The detail of IP is little different, but the outline is the same

in Japan and Thailand. This reason is that some treaties defined an essential system of IP and Japan and Thailand accede to a portion of these treaties [1].

Second, we discussed differences between Japan and Thailand about IP. In Japan, 84% of granted patents were applied for by Japanese and only 16% of granted patents were applied for by foreigners in 2010. On the other hand, applications by foreigners are main stream in Thailand. 58% of granted patents were applied for by foreigners in 2010. We thought that this fact showed that most Thai didn't recognize the benefit of IP. Actually, compared to Japanese, Thai students in our team didn't know well about IP, especially patents. Regarding Thai law history, the first Thai law of patents was laid down in 1979 while the Japanese first patent law was laid down in 1871.



**Fig2. Granted Patents in 2010 in Japan (left)[2] and Thailand (right)[3]**

## 11. Conclusion

IP benefits in the world have many aspects. IP can create and support high-paying jobs. IP can drive economic growth and competitiveness. IP can strengthen and enforce protection of consumers and companies. IP can help to generate breakthrough solutions to global challenges. IP can encourage innovation and reward entrepreneurs.

Despite a lot of IP benefits, Thailand can't fully utilize IP. We think that this is because of less education about IP in Thailand. IP is not only for developed countries but also for developing countries including Thailand. Therefore, it's imperative to educate people around the world about IP and to promote its necessity.

[1] Masafumi Iguchi (2011), タイの特許制度事情とその周辺, 特許庁技術懇話会, No.260, pp.13 – 20

[2] Japan Patent Office (2011), 特許行政年次報告書, p19

[3] Department of Intellectual Property (2011), Number of Granted Patent

**Group F:**

Educational institutions (Thai universities)

**Member:**

Shun, Taito

**Contents:**

12. Introduction

Japanese and Thai industry has had a strong relationship for many years. In the development of industry with each other, we focused on the education of Thailand. First, we thought about the **Problems** of Thailand's education. We categorized Thai universities into 2 types and found each kind of university has some problems. Next, we discussed the **Facts**. We presented some data about Thailand's universities. Finally, we suggested the **Solutions** to these Problems.

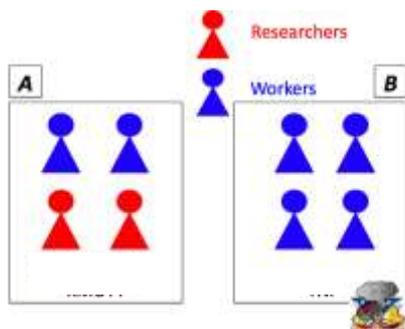


13. How to categorize 2 types of universities:

Group A University students want to become Researchers and Workers.

Almost all of Group B university students want to become Workers to maintain households.

Each has some problems.



## Student Forum

### 14. Type-A

#### (ア) Problems

- ① English education … generally same as Japan.
- ② Shortage of research funds

#### (イ) Fact

- ① Many students feel that they have less opportunity to USE English than they need. It is difficult to improve only STUDYING English, not using it.
- ② The percentage of money for research compared to GDP in Thailand are less than developed countries like Japan.

#### (ウ) Solutions

- ① Many students should be aggressive to get opportunities to use English by studying overseas or participating in programs like JAYSES. Universities should also give the chance and provide information for using English to the students.
- ② Make a good relationship with Government or developed countries to get more money for research.

### 15. Type B

#### (ア) Problems

Type B universities should change to Type A

#### (イ) Fact

- ① There is little improvement for Thai industries, just maintain the industries.
- ② There are many people who just want to work to maintain households.

#### (ウ) Solutions

We need not change the Type B universities. Although they don't directly make Thai industry progress, there are many people who need this kind of universities.



## 7. Evaluation of JAYSES 2011

### [Description]

In JAYSES2011, 40 students (15 students from Thailand, 15 students from Japan, 9 students from Indonesia and 1 student from the Philippines) visited many companies and facilities in Thailand from August 22st to August 29th. The table below shows the number of responses to questionnaires.

All Members	Tokyo Tech	Thailand	Indonesia	Philippine
33	12	14	6	1

In this chapter, I will summarize this feedback from JAYSES participants and hopefully make the future JAYSES program better. This chapter consists of 5 sections. I will show the question and its answer by numerical data or some selected opinions from students, and analyze these feedbacks by each chapter.

### **[Section A] Evaluation of overall JAYSES2011 program.**

#### Question No.1

*What was your FIRST MOTIVATION to participate in this program?*

#### Answer No.1

*-my first motivation to join this program is experience. I want to get my international experience and knowledge through this program. I also want to add more friends from another university and another country.*

*-about to visit factories which I never been there before and I want to make new friends.*

*-I like speaking English and want to make a lot of foreign friends.*

#### Question No.2

*Were you satisfied with the JAYSES program? (Rate 1 (Not satisfied at all) to 5 (satisfied very much))*

#### Answer No.2

All Members	Tokyo Tech	Foreign Students
(33)	(12)	(21)
4.6	4.6	4.6

## Evaluation

### Question No.3

*What did you think of the schedule arrangement? (Rate 1 (very hard) to 5 (not hard at all))*

### Answer No.3

All Members (33)	Tokyo Tech (12)	Foreign Students (21)
3.3	2.5	3.8

### Question No.4

*Describe your suggestions, ideas, and comments for all of the JAYSES program.*

### Answer No.4

*-I was very happy to join in the JAYSES program. Not only because I could have friends from other countries, but also because we could learn many things from industry to government.*

*-As for preparatory study in Japan, I would like ask you to fix the dates far earlier. It was always within 1 week before the visits or meetings and I was sometimes unable to join them. I wish I could have joined all the events. Plus, I ask you to make all the participants know about all the topics. There would be deeper discussions if they shared the basic knowledge for all the topics. All the students should be more responsible for every visit and make satisfying questions.*

Most of the students are satisfied with the JAYSES 2011 program and their motivations are mostly to make international friends or experience, or practice their English skills. However, especially Tokyo Tech students are not satisfied with the schedule agreement. As a student described above, there are some points we need to consider to fix the schedule.

## Evaluation

### **[Section B] Evaluation of parts of JAYSES2011 program**

#### Question No.1

Please grade each part of the program (Rate 1 (Not satisfied at all) to 5 (satisfied very much)).

#### Answer No.1

##### Program in JAPAN

	Tokyo Tech (10-11)
Orientation session	4.1
Try out session	4
Thai language lecture	4.1
JTECS visiting	4
Ajinomoto Kawasaki Factory visiting	4.6
video conference*	2.4
Final preparatory session (presentation)	4.5
Safety lecture	4.3

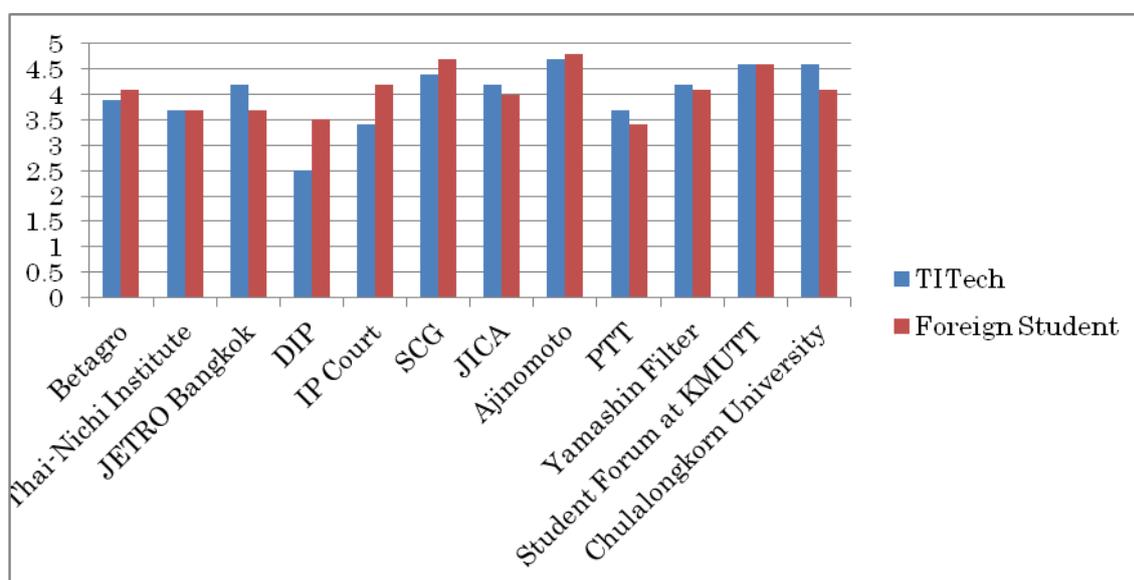
\* Video conference includes Foreign Students

##### Program in THAILAND

	All Members (33)	Tokyo Tech (12)	Foreign Students (21)
<b>Day 1 (August 22)</b>			
Betagro R&D Center	4	3.9	4.1
Thai-Nichi Institute of Technology	3.7	3.7	3.7
<b>Day 2 (August 23)</b>			
JETRO Bangkok Office	3.9	4.2	3.7
Department of Intellectual Property	3.1	2.5	3.5
The Central Intellectual Property and International Trade Court	3.9	3.4	4.2
<b>Day 3 (August 24)</b>			
SCG Experience	4.6	4.4	4.7
JICA at Environmental Research and Training Center (ERTC)	4	4.2	4
<b>Day 4 (August 25)</b>			
Ajinomoto Nong Khae Factory	4.8	4.7	4.8
PTT Research and Technology Institute (PTT-RTI)	3.5	3.7	3.4

## Evaluation

<b>Day 5 (August 26)</b>			
Yamashin Filter	4.1	4.2	4.1
Student Forum at KMUTT	4.6	4.6	4.6
<b>Day 6 (August 29)</b>			
Presentation by Intellectual Property Institute of Chulalongkorn University	4.3	4.6	4.1



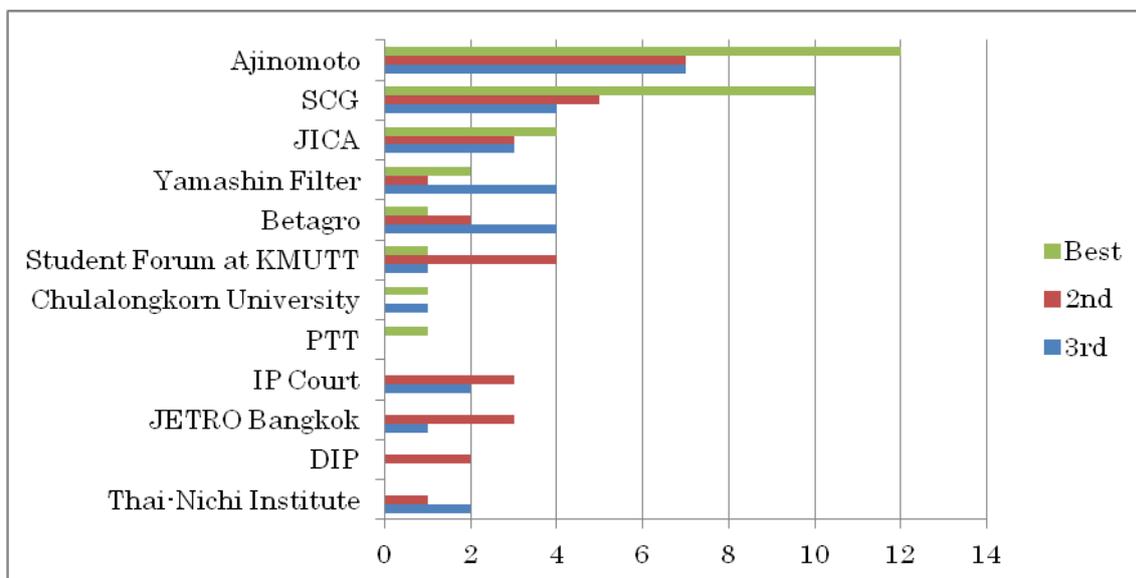
## Evaluation

### Question No.2

*Please choose the best and worst 3 programs from your viewpoint within technical visits.*

*Then, describe the reason of your choice.*

### Answer No.2



### The reasons of Ajinomoto

*- I could know many things that I learned at JTECS and it was interesting to see the differences between Japanese products and Thai products.*

*- They're very organized for the events and sightseeing programs. Many staffs are assigned to take care of our visit.*

### The reasons of SCG

*- Because they explained a lot about innovation, and I think it's really interesting! They also have a very good SCG workshop, where everybody can spread out their imagination to build innovation.*

*- I have got a lot of information which I am interested in from their explanation such as the cooperation between Japan and Thailand, the job hunting in Thailand.*

### The reasons of JICA

*- A Japanese presenter was very honest and polite when doing his speech. I could get some important information and was impressed that his answers to questions from students were clear and understandable.*

*- So informative and could give a clear understanding on JICA's mission for other countries. Good speakers as well.*

Most of the preparation study got high grade but video conference. I suppose this is because the video conference didn't go well due to a technical problem. However in my opinion, this concept is really beneficial for participants since they don't see each other before the program in Thailand.

## Evaluation

In the program in Thailand, Ajinomoto, SCG and JICA got good grades because of interesting factory visits and informative presentations. On the other hand, DIP and PTT got worse grade compared with other companies. I suppose this is because of their presentations or factory visits. About the PTT factory visit, students couldn't hear the person who was explaining due to the bad condition of the microphone.

## Evaluation

### **[Section C] Evaluation of "Student Forum" session.**

#### Question No.1

What did you think about the student forum (discussion topic, group discussion and final presentation)? Please grade the method (Rate 1 (Not satisfied at all) to 5 (satisfied very much)), and then describe your opinion.

#### Answer No.1

All Members (33)	Tokyo Tech (12)	Foreign Students (21)
4.5	4.5	4.4

#### Opinions

- It was a good chance to review what we have done in this program
- Student group activities are always interesting
- It really helped the students from different countries unite.

#### Question No.2

Please grade following items (Rate 1 (Not satisfied at all) to 5 (satisfied very much)), then describe your opinion.

#### Answer No.2

	All Members (33)	Tokyo Tech (12)	Foreign Students (21)
Time for discussion	3.5	3.3	3.5
Number of members in each group	4.5	4.5	4.5
Time for preparation	3.7	3.8	3.7

#### Opinions

##### Time for discussion

- There was not enough time given and we often had to argue in the bus.
- We wanted more but I don't know if we would have done a better job or not if we had more time.
- It was appropriate. We could still discuss outside of the time given.

##### Number of members in each group

- It was the best at the presentation, but the original number of people for each group was too many,
- It was good. We can exchange the information easily. It may be interesting if about 4 people, and if each group doesn't have same country people.
- The number of members was perfect because with the 6-7 members for each group, we could discuss easily and it was easier to arrange the time for discussion

##### Time for preparation

- It was enough because the presentation time was enough short.
- I thought it was short for 6 or 7 people group. We had the presentation much longer time in the weekday in this program, so we can listen a little longer presentation in this part.
- I think if we had more time for preparation, the work might have been better.

## Evaluation

### Question No.3

*What did you learn through discussing with members?*

### Answer No.3

*- I've learned many things from the discussion. Because we were from different countries, we have different languages, characteristics, and how to solve the problems. So I could learn many things from the others*

*- I learned more about working with team mates, how to deal with different ideas and tried to find a solution that everyone feels ok with. However, the discussion topic is not so serious so we had a good time arguing.*

*- In discussion, it is important to say one's opinion, but it is difficult to say my opinion in English when I want to say it.*

Most of the students are satisfied with this student forum. However, some students think we needed more time for discussion and preparing for presentation. Some of them said that they had enough time for that actually but they also wanted to enjoy unscheduled activities, which are also important to get to know each other and different cultures. Even though they didn't have enough time, I think they enjoyed both formal activities and unscheduled activities enough by managing their time well.

## Evaluation

### **[Section D] Your opinion for future JAYSES programs**

#### Question No.1

*What kind of program do you want to join?*

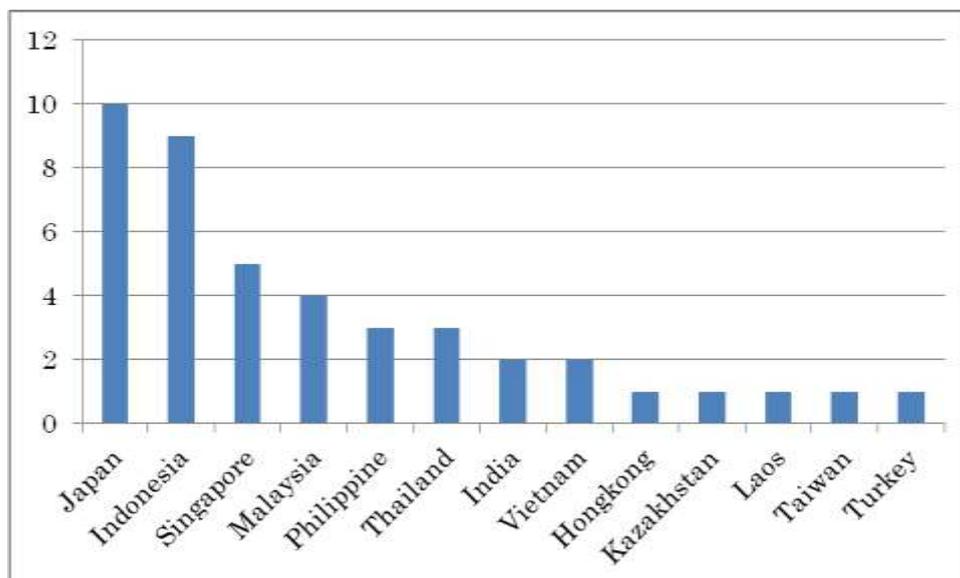
#### Answer No.1

- *Visiting Tokyo Institute of Technology*
- *Similar with JAYSES 2011 program: Technical visit, group discussion, final presentation and also free time program!*
- *I would want a program that's more hands-on and technical, which shows the different in-line processes of each company.*

#### Question No.2

*Where / Which country should we visit in the next time?*

#### Answer No.2



#### Question No.3

*What did you think the number of days (length) for JAYSES2011?*

#### Answer No.3

- *The 10-day program was fine. Already given that we were able to go out at night and to explore the place on weekends.*
- *It is too short for me.*
- *A week is perfect!*

#### Question No.4

*What kind of discussion topic do you want to suggest for the future JAYSES program?*

#### Answer No.4

## Evaluation

- *Transportation systems, technology transfer, innovation management*
- *How to develop a business overseas for Japanese companies*
- *Company's strategy, marketing, human management*

### Question No.5

*Your suggestions, ideas, and comments for future programs.*

### Answer No.5

- *I would like JAYSES to expand to provide members from other ASEAN countries such as Singapore, Malaysia etc. because they are productive in Science & Engineering Technology also.*
- *You should select universities of Thailand as follows, " Chulalongkorn University, King Mongkut's University of Technology Thonburi, King Mongkut's Institute of Technology Ladkrabang, King Mongkut's University of Technology North Bangkok, Mahidol University and Kasetsart University" because these universities are the famous Science, Technology and Engineering Universities in Thailand.*
- *Inviting more countries' people around Asia or Australia, New Zealand etc...*

Surprisingly, the majority of the students want to visit Japan (this wish may come true by other programs.) The 2<sup>nd</sup> most popular country is Indonesia. Since JAYSES 2008 was in Indonesia, the next possible country might be Indonesia. Some students also want more technical study visits. I think JAYSES has more aspects as an international communication event, which should be differentiated from technical study, visits since participants are from a lot of different technology fields. This time, 5 nationalities joined JAYSES 2011 but some students want more diversity such as Singapore, Malaysia and so on.

## Evaluation

### **[Section E] Present state in your university (Only for non Tokyo Tech Students)**

#### Question No.1

*When did first you know about JAYSES2011?*

#### Answer No.1

The middle of May - July

#### Question No.2

*How did you know about JAYSES2011? (from your friend? past JAYSES participants? Ad?)*

#### Answer No.2

- from past JAYSES participant and professor.
- In international office mailing list
- from website
- Advertisement in the international affairs

#### Question No.3

*What kind of JAYSES advertisement was displayed in your university?*

#### Answer No.3

Chulalongkorn	KMITL	KMUTT	Gadjah Mada University	ITB	Universitas Indonesia	De La Salle
Website	×	Website	Website	Mailing list Website	Mailing list	×

#### Question No.4

*When was the deadline for application of JAYSES2011 in your university?*

#### Answer No.4

The end of May – The middle of July

#### Question No.5

*Were there any essay requirements to apply?*

#### Answer No.5

Chulalongkorn	KMITL	KMUTT	Gadjah Mada University	ITB	Universitas Indonesia	De La Salle
○	○	○	○	○	×	×

#### Question No.6

*Was there any interview test in your university?*

#### Answer No.6

Chulalongkorn	KMITL	KMUTT	Gadjah Mada University	ITB	Universitas Indonesia	De La Salle
○	×	×	×	○	×	×

## Evaluation

### Question No.7

*When was the first time to meet with your university's members?*

#### Answer No.7

##### Chulalongkorn University

*one month before program starts*

##### KMITL

*on video conference day*

##### KMUTT

*after announcement of the list of the members.*

##### Gadjah Mada University

*there's no orientation sessions because we came from same major*

##### ITB

*Less than one month before departure, there was an orientation by a professor and past alumni*

##### Universitas Indonesia

*1 week before we departed to Thailand. Our International Office gave us a short briefing in our university. The topic was about our preparation for JAYSES and reminder about travel insurance.*

##### De La Salle University

*no answer*

### Question No.8

*Were there any preparatory study sessions in your university?*

#### Answer No.8

Chulalongkorn	KMITL	KMUTT	Gadjah Mada University	ITB	Universitas Indonesia	De La Salle
○	×	×	×	○	×	×

### Question No.9

*Any suggestions, ideas, and comments to improve the future application process?*

#### Answer No.9

- we need more time to fulfill the application process from the time of invitation to my university*
- The JAYSES program should be well advertised in our University since the program is a good venue for students to learn more about the different fields of science and engineering and also meet and interact with different students coming from the different countries here in Asia.*
- I think everything is OK!*
- Application process is okay, it was tightly selective here.*
- I would like JAYSES to expand no. of participants for next year because I think that many student would like to join in this program*

As the answers show above, the results depend on universities. Some universities advertised well through JAYSES alumni or professors and there were a decent selection. However, in other universities, students have less chance to find information of the JAYSES program so it might affect the selection process. Especially Indonesia and the Philippines, they didn't get enough information

## Evaluation

about this program and some of them didn't need to submit an application or to have an interview.

On the other hand, I feel that the JAYSES program is becoming well known in Asian countries because of alumni. As a JWC, I received some e-mail or message on facebook asking about JAYSES program.

### [SUMMARY]

Through this entire program, I can see that most of students are satisfied and got so much experience which they cannot get easily in their daily life. Even though this program is short and hard, participants could manage their schedule and also enjoy getting to know other cultures. I hope this program affects their life and they will have success in the future. I'm sure that the bond which was made in this program will last longer and longer.

However, speaking of this program itself, I think there still are some problems such as the time schedule and advertisement etc. I'm sure it is really difficult to create this kind of event but I'm sure that this kind of event has really good effect on students and makes a chance for them to know the other world. So I hope the next JWC and JAYSES participants will make the next JAYSES program better by studying this evaluation.

Edited by Hiroaki Shirakawa

## 8. ASEAN and Thailand

Reporter: Alibi BAITUKHA (Alibi), KANEMOTO Misa (Misa), INOUE Takero (Take)

### ASEAN

ASEAN, the Association of South-East Asian Nations, is a regional cooperative organisation. It consists of 10 Southeast Asian states: Indonesia, Singapore, Thailand, Philippines, Malaysia, Brunei Darussalam, Viet Nam, Myanmar, Lao PDR, and Cambodia. Having been established for economic and social cooperation, it holds foreign ministers' conferences (annual), economic ministerial conferences (1 or 2 times a year), and political conferences that are called ASEAN summits (annual) at south-east Asian cities, having its headquarters in Jakarta, Indonesia. For its members' geography and history, ASEAN has complicated relationships with other regions.



Member Countries (given on Official Website)

First, it has been keeping an intimate relationship with Japan. Japan receives benefit with its substantial raw material and low cost workforce. In addition, ASEAN is one of the few places where Japan is able to have its leadership and originality. ASEAN warmly accepts the inroads of Japanese industry into the region only in economy.

Second, most of its members were once colonised by West European countries, and affected in a variety of aspects. After WWII, which activated Southeast countries to become independent, they gradually built stable relationships with their past suzerains. Currently, ASEAN and EU are trying to cooperate in security, economy, development, environment, and energy sectors.

Third, the member states had had favorable relationships with America. Therefore, there was no major problem. ASEAN functioned as a part of the anticommunist campaign of America. However, ASEAN countries occasionally ignore America and develop by themselves or by looking at Japan, against which America is taking precautions. Fourth, ASEAN started its virtual relationship with China in 1990, when

## ASEAN and Thailand

China recovered its diplomatic relations with Singapore and Indonesia. Driven by the huge import from China, the economic interaction is rapidly increasing. However, they are not as successful in acquiring political friendship due to the territorial disputes on the Paracel Islands and its expansion of armaments. As for Taiwan, the twos are in good relations. It is unofficial diplomacy, though.

## Thailand

Thailand (ราชอาณาจักรไทย, The Kingdom of Thailand) has an area of 513,120km<sup>2</sup>, 50th in the world (Japan: 377,914km<sup>2</sup>), a population of 66,404,688 people, 20th in the world (Japan: 128,056,026), a GDP per capita of 8,100USD (Japan: 33,805USD). The country is the most economically developed in ASEAN, and plays important roles in many sectors.

Looking at the geography, Thailand can be divided into 4 parts: north, north-east, central, and south part. The climate of the north is comparatively cool. This area has the highest mountain, Doi Inthanon (2,576m). The north-east part has bad field and climate for agriculture, and is the poorest part between the four. The central has the Chao Phraya Delta, which is made by Chao Phraya river, and has one of the largest amount of rice production in the world. The south is a part of the Malay Peninsula, holding rubber tree fields and tin mines.

The climate is worth describing, for Thailand had a terrible flood, partly because of its climate, in 2011. Being largely affected by monsoons, the climate is classified as tropical, according to the Köppen-Geiger Klassifikation. The rainy season is from May to October. Especially the north and middle parts in the last 2 months have so large amount of rainfall that there are frequent floods. The cold season comes from November to March. April is the hot season.



2011 Thailand Floods (reference: Wikipedia)

Thailand is unique with its royal family. The king is the symbol under the constitutional monarchy in times of peace. However in an emergency, he has mighty influence on politics and the military. The people strongly respect him by their free will. The Thai Royal Family has long and intimate relations with Japanese Imperial Family.

The economy is one of its powerful sectors. The GDP in 2010 was \$312 billion which is as much as that of Kanagawa prefecture, Japan. Thailand saw rapid economic growth from 1980s. The growth was suddenly stopped by the 1997 Asian financial crisis. However, the economy revived again about 2000, and has been keeping relatively high

## ASEAN and Thailand

growth rates among Southeast Asian nations. Moreover, the government put emphasis on education. Therefore, a great number of Japanese and Western companies have built their factories there for its intelligent and inexpensive manpower.





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