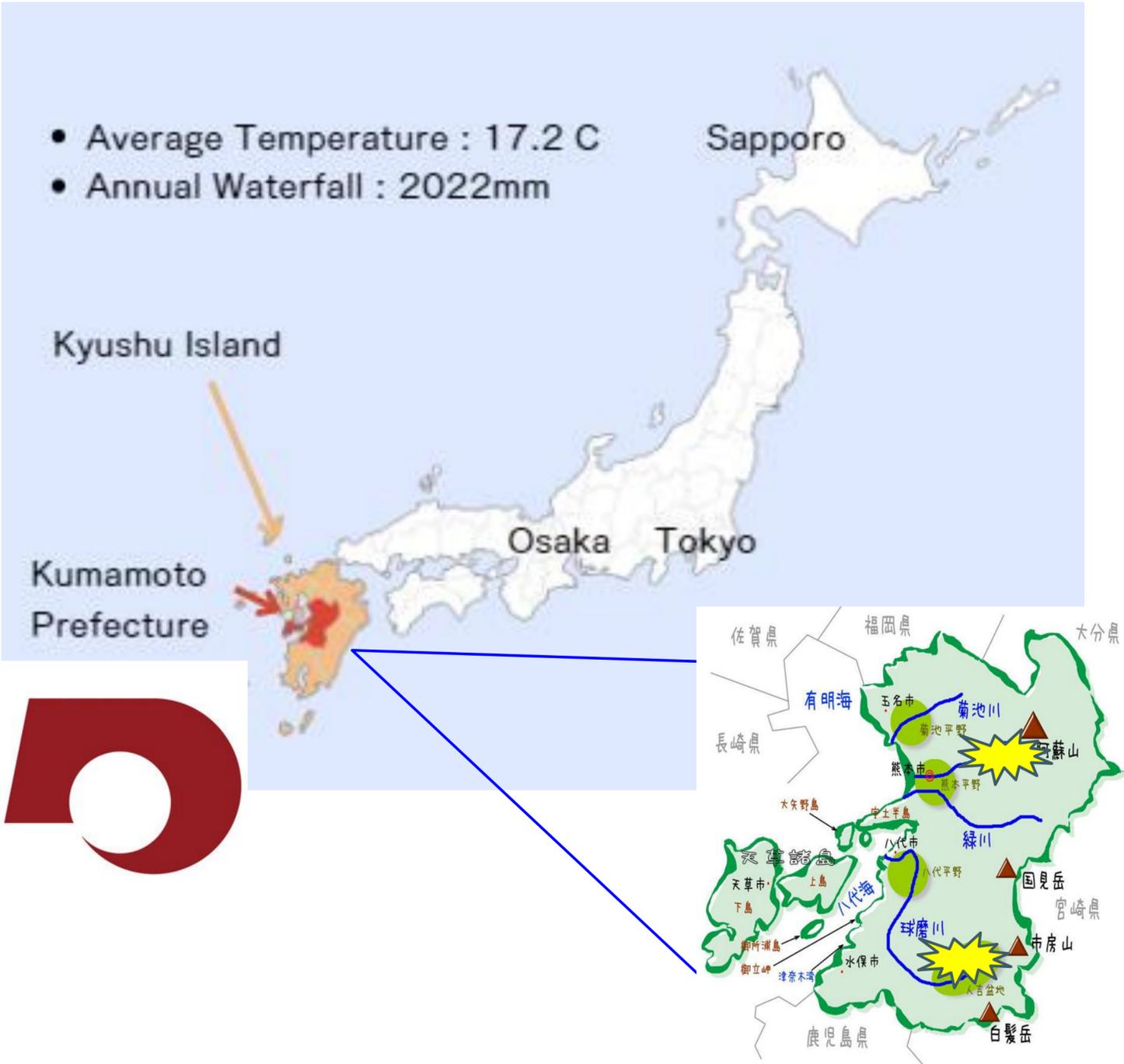


# Making Kumamoto a New Glocal Destination for Foreign Talents and Innovative Businesses

Kotaro TANAKA, JICA Kumamoto



# (Reference: Where and What is Kumamoto?)



- Average Temperature : 17.2 C
- Annual Waterfall : 2022mm

	JAPAN	KUMAMOTO	Share (%)
POPULATION (thousand, 2019)	126,170	1,750	1.39%
AREA (100km <sup>2</sup> )	3,780	74	1.96%
Gross Production (billion JPY, 2018)	565,587	6,122	1.08%
INCOME PER CAPITA (thousand JPY, 2018)	3,317	2,667	-

### Kumamoto Earthquake (2016)

273 deaths, 198,238 damaged buildings  
 Approx. 3.8 Trillion JPY Economic Loss

### Kumagawa Flood (2020)

65 deaths, 7,376 damaged buildings,  
 Approx. 520 Billion JPY Economic Loss

**Kumamoto Castle**



**Mt. Aso**



**Amakusa Islands**



## Today's Agenda

1. Introduction: What is JICA doing in Kumamoto ?
2. 'Kumamoto Model'
3. 'Higo-Lab'
4. 'Glocal' Training Program
5. Kumamon's SDGs
6. Key Messages

# 1. Introduction: Today's Speaker

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**Kotaro TANAKA** ([kotaro.tanaka@glocal-kumamoto.org](mailto:kotaro.tanaka@glocal-kumamoto.org))

## **June 2020~ Deputation from JICA**

- Executive Advisor to the Governor of Kumamoto (International Policy) @ Kumamoto Prefecture
- Professor (Glocal projects) @ Prefectural University of Kumamoto
- Leader of JICA Kumamoto Team

## **Overseas Experiences**

India, Cambodia, Indonesia, Iraq and other Middle East Countries



# 1. Introduction: What is JICA doing in Kumamoto?



2019~ Comprehensive Partnership  
Kumamoto Prefecture x Prefectural University x JICA

To Empower Kumamoto's Economic/Social Development through 'Globalization' and 'Innovation'



## 2. 'Kumamoto Model' : How to make Kumamoto an attractive destination for foreign talents?

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### Benchmarking : Kumamoto's current status

- ① 13,013  
Foreigners working in Kumamoto (2021)
- ② 1,072 vs. 853  
Minimum Wage, Tokyo vs. Kumamoto (JPY/h)
- ③ 46.9%  
Foreign students/employees living in Kumamoto, who are willing to work in Kumamoto even after their current program completed

## 2. 'Kumamoto Model' : A Consortium of Local Employers and HR Agencies in Kumamoto

### Concept of Kumamoto Model for Technical Intern Trainees

#### (INDIA)

- Search for new partners
- Promotion of Kumamoto Group

#### (JICA INDIA)



Information  
Coordination

JICA Kumamoto

#### KUMAMOTO

Local Administrations



Secretariat

#### Kumamoto Model Consortium

Alliance of exemplary private companies



#### KUMAMOTO COMMITMENT

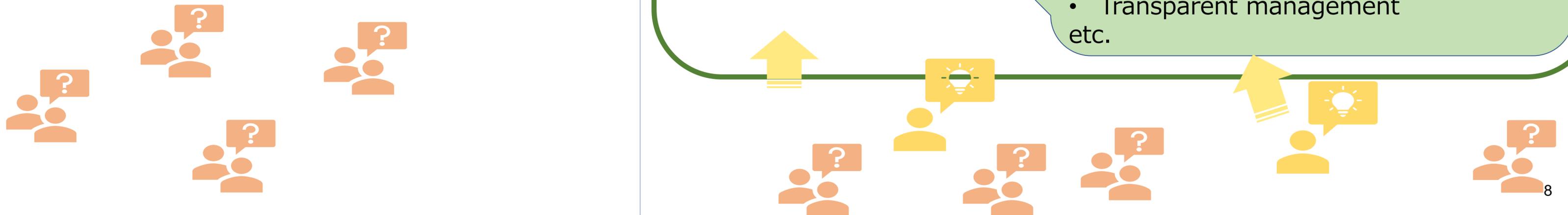
- Career-up support
- Provide opportunities & incentives to practice Japanese
- Create chances to befriend with local Japanese community members
- Transparent management etc.

#### Kumamoto Class

Dedicated class for  
Kumamoto Consortium

#### Selected Partners

Exemplary Sending  
Organizations



## 2. 'Kumamoto Model' : Technical Intern Trainees from India

### First Indian Technical Intern Trainees (Agriculture) in Kumamoto



NHK NEWS WEB

2022年（令和4）

熊本 NEWS WEB

#### インドからは初の農業技能実習生2人が知事訪問

07月12日 18時16分



新型コロナの水際対策の緩和を受け、熊本県でははじめてとなるインド出身の農業技能実習生をこのほど玉名市の農業法人が受け入れ12日、実習生らが県庁を訪れて蒲島知事と面会しました。

県庁を訪れたのは、インド出身のヨゲンドラ・プラタップ・シンさん。

Indian Sending Organizations are always welcome to contact us!

### 3. 'Higo Lab' : The Beginning

## Devastating Flood on 4<sup>th</sup> July, 2020



## Kumagawa before the flood



### 3. 'Higo Lab' : Where and What is Hitoyoshi Kuma Region?

## Rural communities in the mountains facing rapid ageing / depopulation



### Hitoyoshi Kuma Region

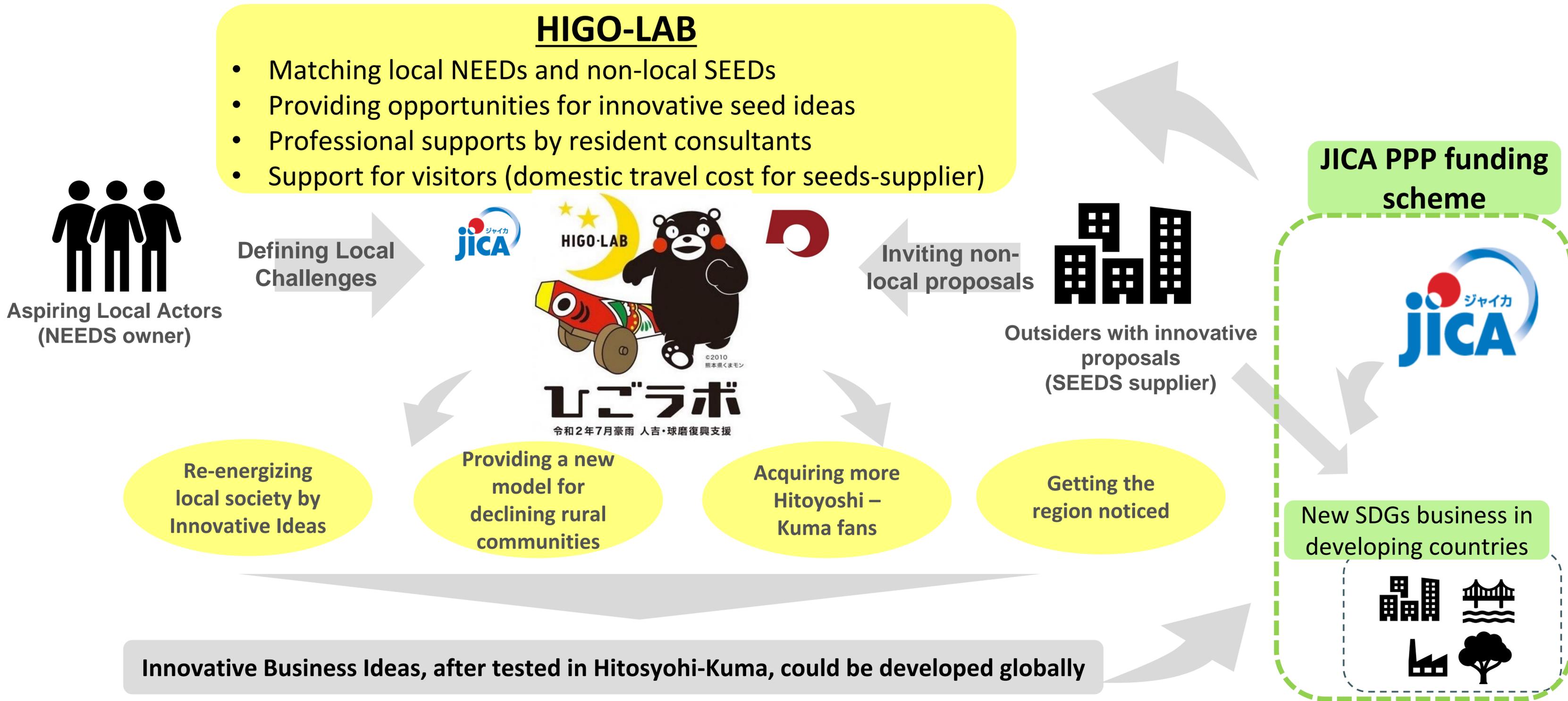
- 10 municipalities with total population of 79,000(as of Oct 2022)
- 700 years history as an independent chiefdom
- Previously known as 'Villages of Hidden Treasures', abundant rice production led to the creation of Kuma-Shochu (rice based liquor).
- Laid-back country side with beautiful rivers, famous hot-springs, historic architectures etc.



- Shrinking rural society/economy, hit by a disastrous flood in 2020 : A decisive trigger to accelerate the depopulation process

### A model case for shrinking/ageing countryside communities in Japan

### 3. 'Higo Lab' : A Laboratory Where Locals and Outsiders Meet, Think, Create Together



### 3. 'Higo Lab' : Our Partners – a few examples

Attract Outsiders: HR, tourists...



Toward Vibrant & Sustainable Local Community



14 matchings out of approx. 40 proposals  
**Come, Join 'Higo-Lab' for Your Business Experimentation!**

Revive Forestry



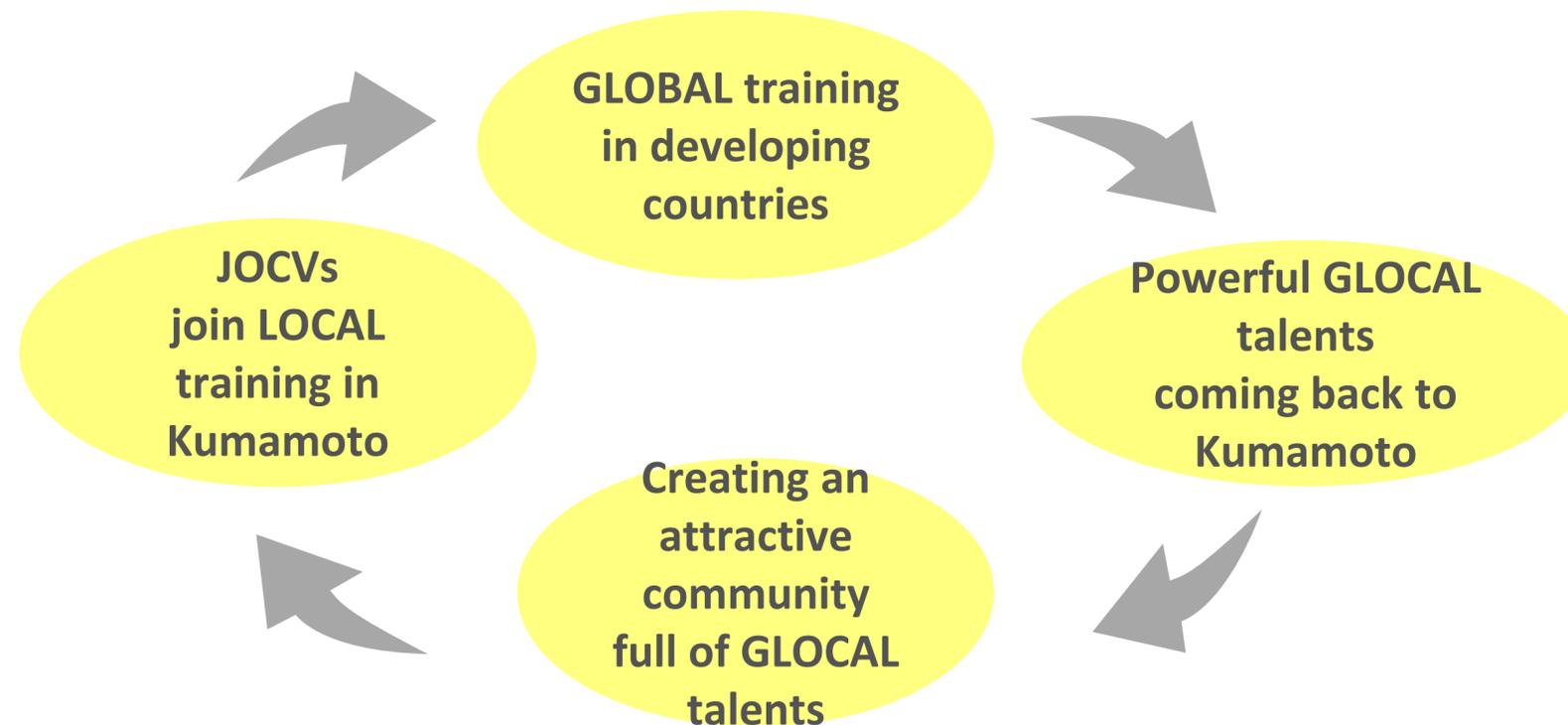
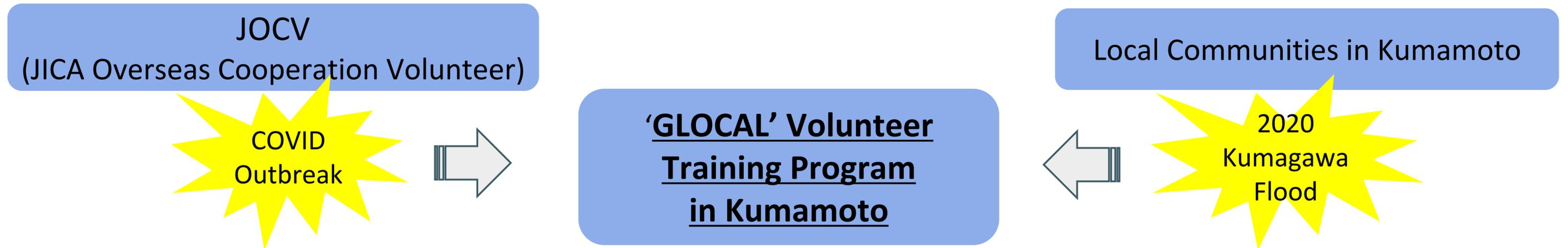
Others



チームババヘラ  
TEAM BABAHERA



#### 4. 'Glocal' Training Program : Creating a Virtuous Cycle to Invite, Train and Utilize Glocal Talents in Kumamoto



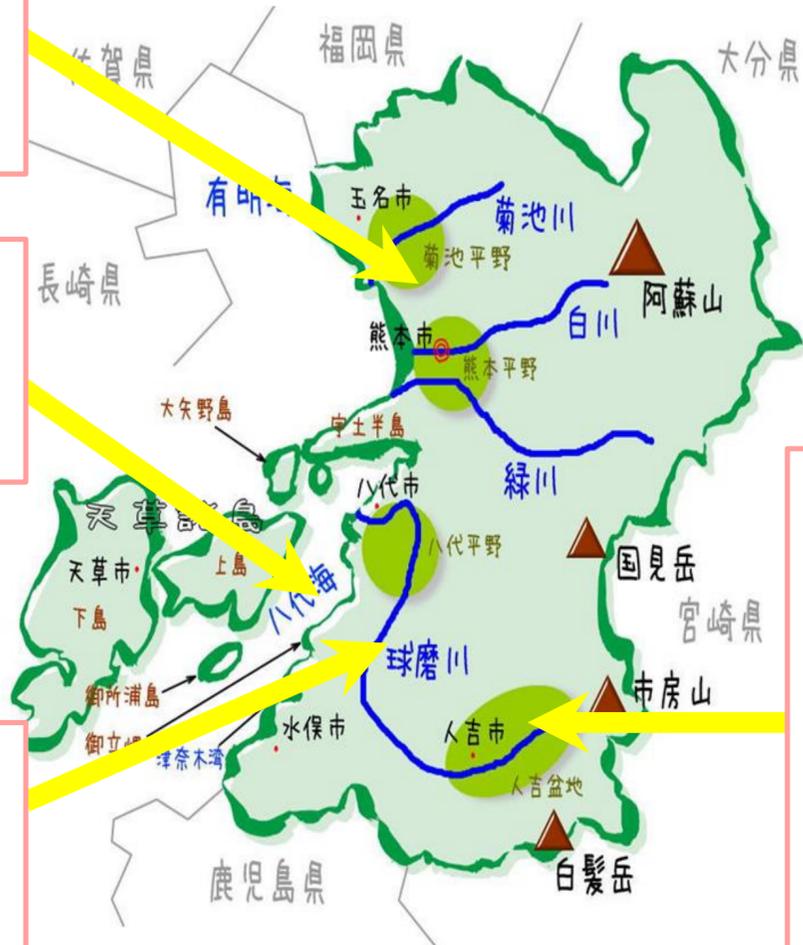
## 4. 'Glocal' Training Program : Making Kumamoto the Center of JICA GLOCAL Training and More

**36 Glocal Trainees in Kumamoto:**  
(total no. of trainees till Oct. 2022)

**Gyokuto Town**  
(population 5,000)  
8 Volunteers

**Ashikita Town**  
(population 14,800)  
6 Volunteers

**Sakamoto District**  
(Yatsushiro City)  
(population 2,800)  
4 Volunteers



**Hitoyoshi Kuma**  
(population 79,000)  
18 Volunteers  
+  
**Friend From Thailand**  
since 2022  
(the 1<sup>st</sup> case between  
Thailand-Japan)



Photos from  
GLOCAL Training Field

1<sup>st</sup> FFT Volunteer welcomed by the Governor



## 5. Kumamon SDGs Promotion : 'Sales Manager and Happiness Manager of Kumamoto' going global!

Hand-wash campaign in India (4.86 million pv.)



"Achhi Aadat with Kumamon" Hand washing is fun when Hand Washes With Kumamon!

4,864,527 回視聴 • 2021/12/08



330



低評価



共有



オフライン

## 6. Key Messages : Concepts to bring about 'Change' in Kumamoto

Bring in the power of 'outsiders' and  
'foreigners' into  
LOCAL community

Attract foreign talents  
Through **Kumamoto Model**

Bring in innovative private  
companies  
Through **Higo-Lab**

Powerful Outsiders  
Through **GLOCAL Training**

Create a new development model  
for local communities in Japan  
through globalization



With Kumamon growing into  
Sales Manager and  
Happiness Manager of the  
WORLD

## 6. Key Messages :

You are most welcome to contact JICA Kumamoto if you are...

Innovative Business Owner

looking for a field for  
business  
experimentation  
for innovative ideas

Indian Sending Organization

looking for reliable, faithful  
partners in Japan



Business Owner in Kumamoto

interested in  
glocal human resources,  
such as taking former-JOCVs as  
interns

Thinking about  
collaborating with  
Kumamon for SDGs



**ヒゴラボ**

令和2年7月豪雨 人吉・球磨復興支援

**For any query, please send an e-mail to...**

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