

Young high school or university graduates can study at Esuhai's Kaizen Yoshida School.



Human Resource Development for Industry

People to Connect Viet Nam and Japan

In 2013, Vietnam's Esuhai Co., Ltd. established a school for teaching Japanese language and business practices to young people who want to work in Japan. Over the years, the school has trained many people who have become real assets in deepening the relationship between Vietnam and Japan through business activities.

The Kaizen Yoshida School building in Ho Chi Minh City. It has seven floors above ground and one below ground, and can accommodate approximately 2,000 students.



Students learn Japanese customs, manners and rules, including ways of bowing.

Fostering Promising Youth to be Highly Valued by Japanese Companies

Japan has a technical intern training program for foreign nationals, in which Japanese companies accept young people from developing countries over a period of three years. Participants then put the practical skills and knowledge gained during the program toward the economic development of their home countries upon their return from Japan.

Ho Chi Minh City-based Esuhai runs a school where young people who want to participate in the program are taught the Japanese language and culture, and business customs and etiquette for approximately one year prior to departing for Japan. General Director Mr. Le Long Son proudly tells us, "Our students can greet people properly and are a positive influence in the workplace. They know 5S (Sort, Set in Order, Shine, Standardize, and Sustain) and Ho-Ren-So (report, contact, and consult) well, and the companies that accept them are very happy with them."

Technical School Completed with the Support of JICA is a Dream Come True

Mr. Son hoped Vietnam's infrastructure, services,



Graduates from the school work at approximately 600 Japanese companies. Bright, industrious young people are warmly welcomed by Japanese.

Feature The Mekong Region
Preparing for the Next Stage of Growth



Mr. Son also teaches classes. He emphasizes the importance of learning, saying, "People learn about the real world up until the age of 30. The more they learn, the greater impact it has on their life and future."

Mr. Le Long Son
General Director, Esuhai

Came to Japan in 1995 after graduating from the Faculty of Mechanical Engineering at Ho Chi Minh City University of Technology. In 2000, he gained a master's degree in Mechanical Engineering at Tokyo University of Agriculture and Technology. In addition to the personnel training business, he manages a consulting company that links Japanese companies with Vietnam.



Yoshida School. As the number of students increased, the school had to relocate; eventually with the help of financing* from JICA, which was introduced by Mr. Yoshida, the current school building was completed in September 2013, realizing a long-held dream for Mr. Son.

At present, 12 satellite schools have been established within educational institutions such as universities and vocational schools throughout Vietnam, at which approximately 4,500 students are being educated. In addition to the ordinary classes, high-level courses are offered for those seeking to become engineers and managers so they can improve their skills to a level sufficient to work in Japan.

"Thanks to the JICA's support, our activities received considerable attention both within Vietnam and in Japan. Now we line up jobs for students returning from Japan, and provide support for Japanese companies considering expansion into Vietnam, including referrals of suitable personnel for their needs."

Among the school's graduates are people who have already returned from Japan and are working as managers or entrepreneurs. Mr. Son's vision of raising outstanding personnel and sending them to Japan is promoting interaction between personnel in Japan and Vietnam, and has resulted in the creation of an environment that is conducive to the development of both countries.

* Private-Sector Investment Finance (PSIF) is a scheme to support private enterprises that conduct business with positive impacts in certain fields, including infrastructure improvement, poverty reduction, and measures against climate change, through the provision of loans and equity. Esuhai receives JICA finance through the Asia Commercial Joint Stock Bank (ACB).

and industry would develop like that of Japan, and he thought creating opportunities for young Vietnamese to go to Japan was a good way to help his country reach this goal. While recognizing the potential of the technical intern training program, he thought that at that time the people of Vietnam struggled to adapt to living and working in Japan.

"Although they were already in Japan, their Japanese was insufficient, and they had low awareness for learning new skills. Neither had they adapted to Japanese society, nor been good at dealing with other people. Some even left midway through their programs. I thought that it would be such a waste if I just let things go on as they were."

In 2002, Mr. Son opened a school for learning about Japan in Ho Chi Minh City. Initially there were about 20 students, but the school's good reputation soon spread and by 2005 that number had increased to 200. In 2008, Mr. Masaaki Yoshida (founder of M&A broker RECOF Corp. and Executive Chairman of the Japan-Vietnam Economic Forum), who appreciated the business and provided support in the form of scholarships, etc., was welcomed as honorary chairman and the name of the school was changed to Kaizen