



Pacific-LEADS

NEWS LETTER



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Alumnus Information

Name: Eriteti Mikaere

Country: Kiribati

Organization, Position: Ministry of Commerce, Industry and Cooperatives, Business Development Officer

Training Period (Batch): 2nd Batch, 2017-2019

University: Kwasei Gakuin University

Research Theme: *'How businesses manage sustainability through feasible strategies: Comparison of business strategies between Japan and Kiribati'* .

Mauri and Konniehiwa from the South Pacific Ocean!

Present Position



Currently I am a civil servant of the Government of Kiribati, in one of its ministries, the Ministry of Commerce, Industry and Cooperatives office stationed in Kiritimati (Christmas) Island. I am holding a senior position within this ministry and have been working in this ministry for more than 10 years.

Figure 1. Kiritimati Island, Kiribati 2020

The knowledge, skill and experiences acquired through Pacific-LEADS program and how you utilize them after return

A lot to mention! I have acquired a lot through this program, but will remark few effective ones, to highlight my fruitful learning in Japan. Japan business strategies and Kiribati business strategies are two different stories, interesting ones actually! I learned that both country's business objective is to move forward to sustainability as the rest of the world.

Glad to mention that Kiribati people have the potential, hence to utilize the determination they have for business sustainability, I personally recommend and trust that by adopting and applying feasible strategies learned through the program, would be beneficial to the government and Kiribati as a whole.

Promoting of businesses (private sectors) is my field and am grateful for sharing these strategies with local businesses in my country through our office trainings and awareness programs.

One message assured and still echoing in my ears since my second year in Japan, is the group-oriented approach which I found it unique and fit in with the social gathering behavior in Kiribati. I learned most of the Japanese businesses treasure this marketing approach, for its positive impact on marketing products and services. Look forward to working with Private Sectors and my fellow I-Kiribati to help boost-up the economic growth of our poorest country through the work hand in hand and teamwork.

Future Career Plan

I have always wanted to be part of the whole package contributing to the success of businesses, believing private sectors are playing an important role in the development of a country. I see this field as my future career, but I need to put more effort into becoming more professional, efficient, and productive in what I can provide for my loving Kiribati. I see myself coordinating and working well with Private Sectors in the future, generating many kinds of businesses with success!

Message to active Pacific-LEADS participants in Japan

Learn as much as you can, travel as far as you can! Make use of the chances you have now in Japan, given the opportunity to study in Japan is rare especially to Pacific Islanders. Mark what are on your bucket list and waste no second but start on achieving them day by day if time permits.

Adore the safest environment, quiet surrounding, and advanced technology of Japan and at the same time work hard for your goal as your country is waiting proudly for your return. Special message: if you happen to visit Kobe, reward yourself with a mouthful of delicious and tenderness Kobe beef!



Figure 2. Kobe, Japan 2019