

Hitotsubashi University: Hidden Opportunity Pursuit

In collaboration with Tokyo Regional Taxation Bureau, JETRO & Katori City



Company Visit and Business Planning in Chiba: Discover the Opportunities and Challenges of Tourism Highlighting Japanese Sake Brewery

Program Objective

- ✓ Providing an easily accessible short-term fieldwork program conducted in English for HU exchange students **AND** degree-seeking students in collaboration with Japanese companies
- ✓ Helping students discover the charm of working in regional areas in Japan
- ✓ Helping regional areas to appeal its charm globally
- ✓ Helping to promote revitalization efforts of local industries
- ✓ Facilitating intercultural understanding of both exchange students and Japanese locals

Qualifications

- ✓ HU-registered student (both degree-seeking and exchange)
- ✓ Must be 20 years or older
- ✓ Able to physically attend the full program in March 2025
- ✓ Willing to learn about the opportunities and challenges that small Japanese companies face

Host Company

Nabedana Kozaki Brewing Facility
1916 Kozaki-honshuku
Kozaki-machi, Katori-gun
Chiba 289-0021
www.nabedana.co.jp/english.html

Established in 1689, the company in front of Narita-san Shinshoji

Temple, which has thrived since the Edo period. Later, Nabedana Brewery relocated to Kozaki Town, a region renowned for its rice production and abundant spring water supply, an essential ingredient in sake brewing. The company has upheld its traditional brewing process and earned a reputation for producing top-quality sake with a unique flavor profile cherished globally by sake connoisseurs.



Program Overview

Planned Activities	Deadline
HOP Program Info Session CGEE Building 1F Conference Room	13 November 12:40-13:10
Register Online by	20 November (Wednesday)
Selected Participants Announced	6 December (Friday)
Day 1: Orientation/Team Building	4 March (Tuesday)
Day 2: Sake Brewery Visit/Fieldwork	5 March (Wednesday)
Day 3: Sawara Tourism Office Visit	6 March (Thursday)
Checkpoint Meeting/Advising	Mid March
Business Presentation (in Sawara)	Either 24,25, or 26 March (TBD)

Cost Estimates

◆ Accommodation (Day 2)	5,500 Yen
◆ School Activity Insurance	1,340 Yen
◆ Travel between Kodaira and Sawara (3 one-way trips)	7,920 Yen
TOTAL	14,760 Yen

- ✓ Provided Free of Charge: Outbound Transportation for Sake Brewery Visit
- ✓ To be covered by Participants: Personal Spending and Meals
- ✓ Deposit to be paid upon acceptance

Accommodation (Day 2)

Japanese Style Hostel

Hostel Co-EDO
474-8 Sawara I, Katori-shi, Chiba 287-0003
www.hostel-sawara.jp/en/



Site Visit Schedule

Site: Nabedana Sake Brewing
and Sawara Tourism Office
Date: 4 – 6 March, 2025

	Activities
Day 1 3/4 (T)	Orientation/Team Building/Interview Planning (at HU East Campus, CGEE 1F Conference Rm)
Day 2 3/5 (W)	AM: Bus from Kodaira to Sake Brewery PM: Brewery Tour, Interview with CEO, Sake and Food Pairing Sampling (Overnight Stay at Japanese Style Hostel)
Day 3 3/6 (Th)	AM: Sawara Tourism Office Visit PM: Group Integration/Sawara Town Walk Return Home

Group Project Topics

Participants will select one project from the topics below and work in teams to conduct fieldwork and interviews. Based on their findings, they will present their group project to Sake Brewery and Katori City officials in late March 2025.

① Project A: Creating a Documentary Video on Sake Brewery Visit

Despite the challenges, what are the societal contributions and significance of sustaining traditional sake brewing? As part of promoting Japanese sake to the overseas market, students are to develop a short movie documenting a) Nabedana's business philosophy, b) challenges and societal contributions (purpose) of preserving the tradition of Japanese sake, and c) insights gained from learning the brewery's vision and work values.

② Project B: Developing a 2-day travel plan for international students visiting a sake brewery to fully appreciate the charm of Sawara

What connections can you draw between Kozaki and Sawara to enhance the experience of international students visiting Nabedana Brewery? Your task is to design a 2-day tour plan encouraging student travelers to explore the Sawara area more deeply. In your plan, propose themed tours, such as fermented food and sake food pairings, to create a cohesive and engaging sake tourism experience.

③ Project C: Propose Food and Sake Pairing Ideas from Overseas Perspectives

Which foods from your country match with sake? Using knowledge gained from sake experts and considering your home culinary traditions, what kind of food menu would you recommend pairing with sake, and for what occasions?

Register Today!

1. Submit form by Nov. 20, 2024



2. HU will notify selection results by Dec. 6, 2024 (Maximum of 8 participants)

Questions?

Regarding program contents:

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Regarding application and registration:

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