



Suranaree University of Technology
Innovative Agripreneur International Program

**JENESYS Phase III – Japan-ASEAN Network of Exchange for
Sustainable Partnership**

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Executive Summary

JENESYS Phase III was an international exchange program that brought together 30 young leaders from Japan and ASEAN countries to strengthen regional cooperation through social business. The program was conducted in Tokyo, Fukuoka, and Bangkok under two themes: Environmental Issues and Climate Change and Digital Infrastructure Development. Throughout the two-week program, participants visited government agencies, universities, research institutions, startups, innovation hubs, and social enterprises to learn how different sectors collaborate to solve social and environmental challenges.



As a participant from Myanmar and a student of Innovative Agripreneurship at Suranaree University of Technology, I joined this program to broaden my understanding of social business, sustainability, and innovation. The program allowed me to exchange ideas with participants from different countries, develop a social business plan, and gain valuable insights into Japan's innovation ecosystem and environmental initiatives.



This report summarizes my learning experiences, reflections, and key takeaways from the program. It also explains how these experiences have strengthened my commitment to developing sustainable agri-food businesses and contributing to climate-smart agriculture in Myanmar through future Japan–ASEAN collaboration.

Chapter 1. Introduction

1.1 Background

The Japan-East Asia Network of Exchange for Students and Youths (JENESYS) is an international exchange program initiated by the Government of Japan to strengthen mutual understanding and long-term partnerships between Japan and ASEAN countries. Through academic learning, cultural exchange, and collaborative activities, the program aims to develop future leaders who can contribute to regional cooperation and sustainable development.

JENESYS Phase III focused on the theme “Japan–ASEAN Network of Exchange for Sustainable Partnership”, encouraging participants to explore how social business can address regional challenges. Participants selected one of two thematic groups: Environmental Issues and Climate Change or Digital Infrastructure Development. I joined the Environmental Issues and Climate Change group because I wanted to better understand how innovation and entrepreneurship can contribute to sustainable development.

The program combined lectures, field visits, workshops, discussions, and cultural activities, allowing participants to learn directly from government agencies, universities, private companies, and social enterprises in Japan and Thailand. This practical learning approach helped participants connect theory with real-world examples.

Chapter 2. Program Overview

JENESYS Phase III was held from 8–22 February 2026 and brought together 30 participants from Japan and seven ASEAN countries: Cambodia, Indonesia, Laos, Myanmar, the Philippines, Thailand, and Vietnam. The program was implemented across Tokyo, Fukuoka, and Bangkok, allowing participants to experience different aspects of innovation, sustainability, and entrepreneurship.



The learning activities included lectures, institutional visits, company visits, university visits, workshops, group discussions, networking sessions, and cultural exchange programs. Throughout the program, we explored how governments, universities, businesses, and communities collaborate to address environmental and social challenges.

One of the highlights of the program was the development of a Social Business Plan. Participants worked in multicultural teams to identify a social issue, design an innovative solution, and present their business ideas on the final day. This activity encouraged teamwork, critical thinking, and problem-solving while applying the knowledge gained throughout the program.



In addition to academic learning, cultural exchange was another important aspect of the program. Activities such as the Japanese tea ceremony, homestay experience, and Muay Thai workshop provided opportunities to appreciate Japanese and Thai cultures while strengthening friendships among participants.

Overall, the program offered a comprehensive learning experience that combined knowledge, practical exposure, and intercultural understanding. It broadened my perspective on sustainable development and inspired me to think more strategically about how social business can contribute to solving environmental and community challenges.

Chapter 3. Learning Journey in Japan



Japan was the first destination of the JENESYS Phase III program and provided valuable insights into sustainability, innovation, and social business. Throughout our visits to government agencies, universities, innovation hubs, private companies, and social enterprises, I learned that sustainable development depends on strong collaboration among different sectors. Each organization offered a unique perspective, but together they demonstrated how innovation can be transformed into practical solutions for society.

3.1 Government and Japan–ASEAN Cooperation

Our visit to the Ministry of Foreign Affairs (MOFA) provided a better understanding of Japan's long-standing partnership with ASEAN countries. I learned that Japan not only supports economic development but also promotes cooperation in education, environmental protection, disaster management, technology, and youth exchange. Programs like JENESYS play an important role in strengthening mutual understanding and building future leaders across the region.

For me, this visit highlighted the importance of regional collaboration. Many challenges, including climate change and food security, cannot be solved by one country alone. They require knowledge sharing, partnerships, and long-term cooperation between Japan and ASEAN.

3.2 Innovation and Entrepreneurship



One of the most inspiring parts of the program was learning about Japan's startup ecosystem through visits to Tokyo Innovation Base (TIB) and Fukuoka Growth Next. These organizations support entrepreneurs by providing mentoring, networking opportunities, incubation programs, and access to investors.

These visits changed my understanding of entrepreneurship. I realized that innovative ideas alone are not enough. A successful startup also

needs a supportive ecosystem where entrepreneurs can learn, collaborate, and continuously improve their ideas. This is an important lesson for developing stronger startup ecosystems in Myanmar.

3.3 Environmental Sustainability and Technology

As a participant in the Environmental Issues and Climate Change group, I was particularly interested in organizations working on sustainability. At Hachidori Solar, we learned how renewable energy can become more accessible through innovative financing models. Carbon EX introduced practical approaches to carbon management and decarbonization, while NTT e-City Labo demonstrated how digital technologies can contribute to smart cities and environmental management.

These visits showed me that environmental sustainability is not only about protecting nature but also about creating innovative business solutions that improve people's daily lives. Technology, policy, and entrepreneurship must work together to address climate change effectively.

3.4 Social Business and Research



Our visits to Kyushu University, the Yunus & Shiiki Social Business Research Center, and Borderless Japan gave me a deeper understanding of social business. I learned that social businesses are designed to solve social or environmental problems while remaining financially sustainable.

This concept closely matches my future career goal. As someone studying Innovative Agripreneurship, I hope to develop sustainable agri-food businesses that improve farmers' livelihoods while promoting environmental sustainability. These visits encouraged me to think beyond profit and focus on creating long-term social impact.

3.5 Reflection

Overall, my experience in Japan broadened my perspective on sustainability, innovation, and leadership. I learned that successful solutions are built through collaboration among governments, universities, businesses, and communities. More importantly, I realized that social business can be a powerful approach to addressing environmental and social challenges while creating sustainable economic opportunities.

The knowledge and inspiration I gained in Japan strengthened my commitment to contributing to Myanmar's agricultural development through innovation, entrepreneurship, and regional collaboration.

Chapter 4. Learning Journey in Thailand

The Thailand phase of the program provided a valuable opportunity to learn about regional collaboration, innovation, and sustainable development from a different perspective. Through visits to government agencies, universities, innovation organizations, and private companies, I gained a better understanding of how Thailand supports entrepreneurship while working closely with Japan to address regional challenges.

4.1 Japan–Thailand Cooperation

Our visit to the Embassy of Japan in Thailand highlighted the strong partnership between Japan and Thailand in areas such as education, economic development, technology, and environmental cooperation. I learned that international partnerships are essential for sharing knowledge, promoting innovation, and creating opportunities for future collaboration among ASEAN countries and Japan.

4.2 Research and Environmental Awareness

At Chulalongkorn University, we learned about microplastic pollution and the scientific methods used to analyze its impact on the environment. This visit increased my awareness of how environmental pollution affects ecosystems and public health. It also showed me that scientific research plays an important role in developing evidence-based solutions to environmental problems.

4.3 Innovation and Startup Support

One of the most inspiring visits was to the National Innovation Agency (NIA) and CU Innovation Hub. We learned how these organizations support startups through incubation programs, mentoring, funding opportunities, and business consulting. I realized that successful entrepreneurship depends not only on innovative ideas but also on having a strong support system that helps entrepreneurs transform ideas into sustainable businesses.

We also visited True Digital Park and DEPA, where we learned how digital technology is driving innovation and supporting entrepreneurs in Thailand. These organizations demonstrated how digital transformation can improve business development, education, and public services while creating new opportunities for young innovators.

4.4 Sustainability and Future Development

Our visit to Gunkul Engineering further strengthened my understanding of renewable energy and sustainable business development. The company demonstrated how clean energy technologies can contribute to environmental protection while supporting economic growth. This visit reinforced my belief that sustainability and business development can go hand in hand when supported by innovation and long-term planning.

4.5 Reflection

Overall, the Thailand program complemented my learning in Japan by showing another successful example of collaboration among government, universities, industries, and entrepreneurs. It also highlighted the importance of innovation ecosystems in supporting sustainable businesses. These experiences encouraged me to think about how similar support mechanisms could be developed in Myanmar to empower young entrepreneurs and create greater social impact.

Chapter 5. Development of Our Social Business Plan

One of the most meaningful experiences during JENESYS Phase III was developing a social business plan with participants from different ASEAN countries and Japan. Working in a multicultural team allowed us to exchange diverse perspectives and understand how environmental issues affect each country differently while identifying common regional challenges.



Our group focused on the theme of Environmental Issues and Climate Change. During the brainstorming sessions, we discussed several environmental problems before selecting an issue that was both relevant and practical. We learned that an effective social business should not only solve a social problem but also be financially sustainable and create long-term value for the community.

Throughout the program, every field visit contributed to improving our business idea. Government agencies helped us understand policy and regional cooperation, universities introduced research and innovation, while startups and social enterprises demonstrated how ideas can be transformed into sustainable businesses. These experiences helped us refine our business model and consider different

stakeholders, including local communities, government agencies, private companies, and potential partners.



Preparing for the final presentation was also a valuable learning experience. Although our team members came from different countries and academic backgrounds, we successfully collaborated by sharing responsibilities, respecting different opinions, and working toward a common goal. The presentation not only improved my communication and teamwork skills but also strengthened my confidence in presenting ideas in an international environment.

Overall, developing the social business plan showed me that successful solutions require collaboration, creativity, and a clear understanding of community needs. It also reinforced my belief that social entrepreneurship can become an effective approach to addressing environmental challenges in ASEAN.



Chapter 6. Conclusion



JENESYS Phase III was more than an international exchange program; it was a meaningful learning journey that broadened my understanding of sustainability, innovation, and social business. Through visits to government agencies, universities, startups, and social enterprises in Japan and Thailand, I gained valuable knowledge about how different sectors collaborate to address environmental and social challenges.

The program also allowed me to work with young leaders from ASEAN countries and Japan, exchange ideas, and develop a social business plan that addressed regional issues. These experiences strengthened my communication, teamwork, leadership, and problem-solving skills while expanding my international perspective.

As a student of Innovative Agripreneurship, this program reinforced my commitment to developing sustainable agri-food businesses that create both economic and social value. I am grateful to JICE, the Government of Japan, and all partner organizations for providing this valuable opportunity.

I believe the friendships, knowledge, and experiences gained through JENESYS will continue to inspire my future work. I hope to apply these lessons in Myanmar and contribute to stronger Japan–ASEAN cooperation for a more sustainable and resilient future.

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