

Company profile of Kiwi-J-Ana Ltd



KJA Concept:

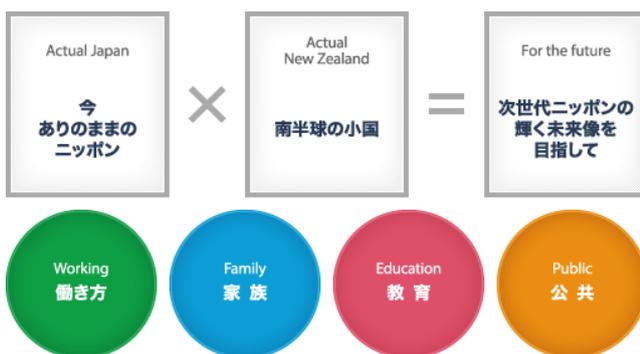
Common Kiwi values around study, work, family and community are of growing interest to a new generation of Japanese visitors, and to their society as it faces the challenges of the new century.

Kiwi-J-Ana (KJA) is trying to redefine New Zealand for Japanese people and organisations. The westernisation of post-war Japan is often remarked upon. However, it is fair to say that a hallmark of the Japanese culture, throughout its history, has been the astute adaptation of foreign technology and thought – first from China, then from Europe, and, particularly from the US in the last century.



Japan continues to study from other cultures. Today, many Japanese students and organisations want to learn from New Zealand. Thousands of English language students come seeking an experience, and a deeper understanding of the Western culture. There are numerous opportunities to help broadening students' experience of New Zealand culture and lifestyle, and interpreting New Zealand ways of thinking and living.

New Zealand is a relatively fast-changing society. Some of the changes currently being debated at a national level in Japan have been implemented here already. We seek to open doors to those who come here seeking fresh ideas and approaches in such areas as learning-based education system, family-first lifestyle, self-managed career, public governance and the non-profit, voluntary sector, which is a relatively new sector in Japanese society.



Kiwi-J-Ana focuses on four areas of New Zealand society: **Renewing education system**, **Resilient community** (small government), **Family-first lifestyle** and **Flexible and self-managed career**. We are thereby able to provide useful information and contacts to inbound groups seeking new ideas and a different perspective.

New Zealand is often described as a leader, even as a testing ground, and always valuing practicality and 'getting the job done' over tradition and theory. It is not surprising that others look to us for examples of what can be achieved.

See more on our Japanese website <http://kiwijana.com>

KJA Services



Kiwi-J-Ana(KJA) offers a range of services to Japanese organisations and individuals: **Speaking and facilitating seminars.** With a diverse background as a business consultant, company founder Tony Oikawa is an in-demand speaker, and an analyst who is able to describe New Zealand culture to the Japanese audience.

Project consultancy. Assist in building both short and long term business/school strategy, public management consultancy and project implementation support.

Study tour planning and management. Investigative, study, training or rewarding tours of Japan and New Zealand can be developed, managed and conducted for the client, from the concept stage if required.

Research and analysis. Industry and public sector reports, surveys and other data collection and analysis, and current, relevant business/school advice regarding Japan or New Zealand, for Kiwi or Japanese clients.

Global Internship and HR Training Program for New Generation. Established in Aug 2013 for young teachers, university students and business people, *New Generation Global Internships* offers trainees and interns the chance to include a short term New Zealand training component in their Japan-based programme. This tailored training will intersect variously with local businesses and schools, and also with local government where appropriate roles can be found for trainees. See more on YouTube http://youtu.be/_8Aq6VMClvY

Outbound/overseas projects for Japan 2012-2014

- NZ Learning week April 2012, focused on the explanation of actual circumstances in Christchurch after the earthquakes.
- NZ Learning week Jun-July 2013, kicked-off Global Internship programme collaborated with various partners from both countries.
- NZ Learning week Nov-Dec 2014, promotion of new programme coordinated with local partners for 2015/16.

Inbound/domestic projects in NZ 2013-2014

- 1) **Global internships for Japanese university students.** Two weeks short term programme of learning English communication and global perspective at local primary/secondary schools through cultural activities and by joining the Japanese courses in University or polytechnic course. Additionally learning the Kiwi way of life in a family and working environment during their stay. See more on YouTube http://youtu.be/_8Aq6VMClvY
- (2) **Japanese student teacher experience.** Two to four weeks short-term programme of learning Kiwi way of teaching at primary schools as an assistant class teacher. Additionally learning Kiwi way of life in a family and working environment by staying at teacher's home.
- (3) **Internships in related local Japanese-owned business.** Providing and coordinating any internship opportunities for young Kiwi students (including those without prior work experience) who are conversant in Japanese.

Partnering with **KJA**



Can you help Japanese visitors understand how to do things the New Zealand way?

We are not just a traditional education agency, merely recruiting students wanting to study English abroad; we can offer you numerous opportunities to develop a new market in Japan. The heart of our business is linking Japanese people and organisations with all the best of New Zealand.

Our work brings us into contact with a variety of local education and business organisations. These all share the qualities of being open to earnest and interested visitors, but at the same time being authentic and genuine; and of recognising the spirit of mutual discovery. All of our partners in New Zealand share our belief that deepening and refining the communication between these two cultures more value can be delivered to the thousands of Japanese business, government and student visitors who come here every year.

We warmly welcome all those who are interested in working with us from schools, local bodies, iwi, firms and individuals. We believe that the combination of your business services and our services will create new opportunities and respond to diverse customer needs. Kiwi-J-Ana is always working to develop and provide new proposals to our existing customers, and work towards joint product development for new business.

We are currently involved with Fendalton Open Air School, Merrin School, University of Canterbury (UC), Christchurch Polytechnics Institute of Technology (CPIT), Christchurch Educated etc., and are continuing to develop new partners nationwide.

Contact Tony Oikawa at tony@kiwijana.com.

Tony Oikawa

- Founder of KJA in 2010
- Started business in 2013 after the 2011 Canterbury Earthquake and the Easter Japan disaster that occurred the same year.
- Master Degree in Public Management, Waseda University 2009
- Has owned several companies for 15 years as a marketing consultant in Tokyo before moving to Christchurch with family in 2009.
- Current mentor advisor for Iwate prefecture.

