Chazen Japan Study Tour
3/12/17 – 3/19/17 (spring break)
Experience “JAPAN”

TOKYO
- One of the World Busiest Cities
- Taste of the future
- Centre of anime/electronics
- Co-existence of Sub-Cultures
- Foodie heaven!

NAGOYA
- Origin of “Kaizen”

KYOTO
- Beauty of history and tradition
- Temples, shrines, geishas and culture
TOKYO
One of the busiest cities in the world
Robot Restaurant

Experience the future by visiting robot restaurants and manufactures
SUB-CULTURE
Co-existence of many sub-cultures (Harajuku girls)
Anime / Electronics

Akihabara is a heaven for anime/electronics lovers.
Foodie Heaven!
Most Michelin starred restaurants for 8 straight years
Foodie Heaven!
Most Michelin starred restaurants for 8 straight years
Foodie Heaven!

Most Michelin starred restaurants for 8 straight years
Foodie Heaven!

Most Michelin starred restaurants for 8 straight years
KYOTO / Nagoya

- Beauty of history and tradition
Geisha
Zen Meditation
Temple / Shrine
Tea Ceremony
Hot Springs
Toyota factory
**Key Information**

- **Two groups of 40 students** (including organizers and 2 J-Term ‘18 students). Total of 80 students.
- **Same: Itinerary dates, locations, most activities**
- **Different: Hotels, Companies, timing of activities**
- **Two organizing teams: Section A and Section B**
Bidding

- Bidding site: https://chazentours.gsb.columbia.edu
- Bidding period: November 10, 2pm - November 17, 4pm
- Bidding results: November 18, noon
- How to bid: 3 options
  1. “This section only” (You want to bid for only section A or B)
  2. “Any section” (You want to bid for section A or B but also want to be considered for a spot on the other section if you don't get a spot in your preferred section).
  3. Make separate bids for both section A and B.
## Tour Schedule (Tentative)

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
<th>Budget: $2,000-$2,300*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 11 Sat</td>
<td>Kyoto (Optional)</td>
<td></td>
</tr>
<tr>
<td>(Optional Early Arrival)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mar 12 Sun</td>
<td>Kyoto (Official Arrival Day)</td>
<td></td>
</tr>
<tr>
<td>Mar 13 Mon</td>
<td>Kyoto</td>
<td></td>
</tr>
<tr>
<td>Mar 14 Tue</td>
<td>Kyoto</td>
<td></td>
</tr>
<tr>
<td>Mar 15 Wed</td>
<td>Nagoya</td>
<td></td>
</tr>
<tr>
<td>Mar 16 Thu</td>
<td>Tokyo</td>
<td></td>
</tr>
<tr>
<td>Mar 17 Fri</td>
<td>Tokyo</td>
<td></td>
</tr>
<tr>
<td>Mar 18 Sat</td>
<td>Tokyo</td>
<td></td>
</tr>
<tr>
<td>Mar 19 Sun</td>
<td>Tokyo (Departure)</td>
<td></td>
</tr>
</tbody>
</table>

**Included:**
- 4- or 5-star accommodations
- Ground transportation in Japan (no need for domestic flights)
- Some meals
- Cultural activities and tour-guides

**Not included:**
- International airfares
- Optional activities fees
- Personal expenditures

*We will likely obtain sponsorship to bring down this cost by $100-$300. Subject to foreign exchange fluctuation.*
## Section A Company Visits (Tentative)

<table>
<thead>
<tr>
<th>Companies</th>
<th>Why visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota</td>
<td>The factory of Toyota is THE place to visit in Japan – you can’t miss this</td>
</tr>
<tr>
<td>All Nippon Airways (ANA)</td>
<td>Largest airline in Japan – you’ll probably take its flights from NYC</td>
</tr>
<tr>
<td>SCREEN</td>
<td>One of the world’s largest semiconductor producers</td>
</tr>
<tr>
<td>Bank of Tokyo-Mitsubishi UFJ (BTMU)</td>
<td>Largest bank in Japan – check out why its name is so complicated</td>
</tr>
</tbody>
</table>
# A Company Visits

<table>
<thead>
<tr>
<th>Companies</th>
<th>Why visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>DeNA</td>
<td>Newly developed mobile game Super Mario Run hit 1.6 billion downloads</td>
</tr>
<tr>
<td>UTEC</td>
<td>Venture capital of The University of Tokyo</td>
</tr>
<tr>
<td>Tokyo Met Gov’t</td>
<td>Enjoy the view of Tokyo from its 202-meter high building</td>
</tr>
<tr>
<td>Bank of Japan</td>
<td>Central bank of Japan who keeps interest rates negative</td>
</tr>
<tr>
<td>MUJI</td>
<td>Minimalist retailer whose “no-brand” has become a brand</td>
</tr>
</tbody>
</table>

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Organizing Team A

Ayumi Ode, ’17
Team Leader
Local Specialist

Fei Gong, ’17
Student Contact
XGong17@gsb.columbia.edu

Joji Takamoto, ’17
Chief Advisor
Organized last year’s trip
## Section B: Company Visits (Tentative)

<table>
<thead>
<tr>
<th>Companies</th>
<th>Why visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOYOTA</strong></td>
<td>Can see the factory of Toyota and the origine of KAIZEN activity</td>
</tr>
<tr>
<td><strong>OMRON</strong></td>
<td>Experience the new technology in Japan’s top healthcare company</td>
</tr>
<tr>
<td><strong>Nintendo</strong></td>
<td>One of the world’s largest video game producers, MARIO &amp; POKEMON</td>
</tr>
<tr>
<td><strong>Sanrio</strong></td>
<td>A producer of Hello Kitty, the most popular character in Japan</td>
</tr>
</tbody>
</table>
# Section B Company Visits (Tentative)

<table>
<thead>
<tr>
<th>Companies</th>
<th>Why visit?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tokyo Olympic</td>
<td>Unique experience taking glimpses of backstage of world's biggest sports events</td>
</tr>
<tr>
<td>Cool Japan Fund (PE Fund)</td>
<td>Learn how it helps Japan generate overseas through cultural exports, including anime, video games and cuisine.</td>
</tr>
<tr>
<td>Shiseido</td>
<td>The biggest cosmetic and skincare producer in Japan</td>
</tr>
<tr>
<td>Cyberdyne</td>
<td>The most exciting AI and Robot developer in Japan</td>
</tr>
</tbody>
</table>

Companies: Tokyo Olympic, Cool Japan Fund (PE Fund), Shiseido, Cyberdyne

Why visit? Unique experience, learning, largest producer, exciting AI and Robot developer.
Organizing team B

- Yohei Kajiya, 2018 Cluster F – Team Leader
- Shohei Kishiya, 2018 Cluster D
  - Student Contact / SKishiya18@gsb.Columbia.edu
- Masahiro Isobe, 2018 Cluster B
- Tomohiko Fukusumi, 2018 Cluster B
- Asumi Ota, 2018 Cluster C
- Yu Shimada, 2018 Cluster H
Key Notes

- Full-time Business School students only (no significant others)
- Students with holds on their accounts are unable to participate
- Students are required to attend the entire study tour
- All company visits are mandatory
- No swapping
- In order to secure your spot, students must pay a $500 non-refundable deposit within 48 hours after winning the bid
Photos from last year
Bid all your points for JAPAN!!

Thank you 😊