

A week away in Kyoto, Japan

**Chawanop See-Ampai
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The program contents that provided by Kyoto University are meaningful, because various contents showed the dimensions about Japan e.g., history, industry, business organization, lifestyle and the way of thinking. My interest is about Japanese business; they have a good idea for a strong organization. The financial bank always is the center of the whole company and extends to the various field e.g., Mitsubishi, they lead by automobiles but they have drinks and food (Kirin company) also. For the company structure is also interesting, because each company can manage and have their own direction, and if one day company A would like to buy company B, that's possible. This structure reflects some kind of competitive and internal-culture. However, in every class, we didn't only listen to a great presentation because we had a good time to ask, comment and discuss with professor.

Through the program contents I learned a lot from the Kyoto University. All of them including professors, staffs and students inspired me about learning, because I feel they have some passion and trying hard to achieve their research objectives in which way they desire to see. I think it's not about what the result or conclusion is? But it's about the process of thinking and learning between doing the thesis. So, the thing that I learned is not only about academic but it's about life as Mr. Ozaki (Ozaki-farm). At first, I thought he's like a old person who was tired and left the life in city to find somewhere to rest. But he is different, he had passion to do it, he applied knowledge to field work and had management thinking for the farm.

My professional experience is about brands and communications; I support the business via idea of strategic direction. Somehow, in Thai companies they love to have a good sentence of brand strategy but they didn't do it. I felt different when I visited Kyocera Company; the great owner had a vision and philosophy to work and send it to employees that isn't easy to do but I feel when I met guest speaker. When I came back to Bangkok, I still consider how to apply it to Thai companies.

For your information this is my first time to visit Japan. Well, it's beyond my expectation because Kyoto is the city that has perfect combination between innovation and cultural. I explored a lot in Kyoto, I went to the temple, park, shopping area and my favorite one is restaurant. Also in Kyoto University, first day I have university-tour to see museum, library with the discussion-room and the landmark of university. However the important things are the environments around the university that support students for more relaxing after the class. And I got new friendly friends from Kyoto University; they are nice, fun and serious to learn in the same time. Finally, I think if I have a chance I would like to live there for 1-2 years to work, study or just live and learn how to live my wonderful life.