

# TIME THE END OF HUMANITY

HOW REAL IS THE RISK?  
A SPECIAL REPORT

## Teaching the World

Japanese education has long been recognized as among the best globally. Now, the men and women in charge of higher education have a new strategy to make it even better – bringing Japan to the world.

Universities and colleges are working to increase international involvement in their institutions by welcoming more foreign students and encouraging greater awareness of international cultures. “This specificity of Japan, in terms of language, culture, society and mentality is an advantage in a global context but it needs to be connected to a worldwide network of diversity,” said International Christian University’s President Shoichiro Iwakiri. With a growing international population mainly consisting of Chinese, Korean and Taiwanese students, Musashino Art University is proudly global in its outlook. “In the last 20 years, applications from international schools have risen. We are trying to internationalize and be more global,” said Tadanori Nagasawa, the university’s president.

Toshikazu Ushijima, president of Hoshi University, feels that both the institution and its students benefit from overseas learners. “With universities, it is ideal to receive foreign students as the tuition helps the university. My goal is for foreign students in Japan to make friends with Japanese students,” said Ushijima.

## Containers to Place Trust In



**“The Japanese are not blindly focused on mass production. If we focus on mass production, we would not be able to create new ideas.”**

Goro Ishizuka,  
GLASEL Co., Ltd.

A Japanese container firm hopes to take on international competitors by championing innovation, quality and globalization. With more than 60 years experience in the industry, Osaka-based GLASEL Co., Ltd. supplies sectors such as cosmetics, food and pharmaceuticals with more than 2,000 types of original general-purpose molds including bottles and vials. Favoring innovation rather than mass production, the firm’s president Goro Ishizuka is planning to expand overseas and further integrate new technology into production. “We aim to further expand our market share. We can also rebrand our plastic products as ‘Made in Japan’ by concentrating on Japan’s



original commitment to manufacturing,” said Ishizuka.

## Exporting Quality

A Japanese firm is taking “Made in Japan” overseas to great effect.



Yoshihiko Ando, President & CEO,  
Ichimaru Pharcos Co., Ltd.

In Japan, manufacturing the best possible products, isn’t just a business strategy, it’s a philosophy. To succeed in the modern global economy, however, branding items as “Made in Japan” is just the start. It’s now all about how successfully you can apply these standards in markets around the world. That

is an ideal that has been firmly adopted by pharmaceutical, health-food ingredients, and personal-care active-ingredients company Ichimaru Pharcos Co., Ltd. The firm’s products are in great demand around the world and its president, Yoshihiko Ando, is keen to continue flying the flag for Japanese exports. Working in the food, medicine and wellbeing fields



means there is no margin for error, and the business is always working to maintain standards and find new ground-breaking products. This includes its own research and development, and collaborations with a range of universities across Japan, whether seeking to address a particular need and issue or studying the natural world for new ingredients. Regenerative medicine, particularly in a time of aging populations, is a priority field for the firm. In terms of global outlook, the firm has links to more than 40 nations and is looking to increase its footprint in China, which shares a culture of traditional medicine, and also expand into India and Indonesia. “People in Asia have a strong sense of premium for Japanese products, due to stable quality control,” said Ando. “‘Made in Japan’ has power and a strong reputation, and there is definitely something special about Japanese products,” he said.

