



California - Japan Sister Cities Network

Fall 2021 Workshop

Beyond Cultural Exchange: Creative Economic Collaborations

October 22, 2021 | Zoom

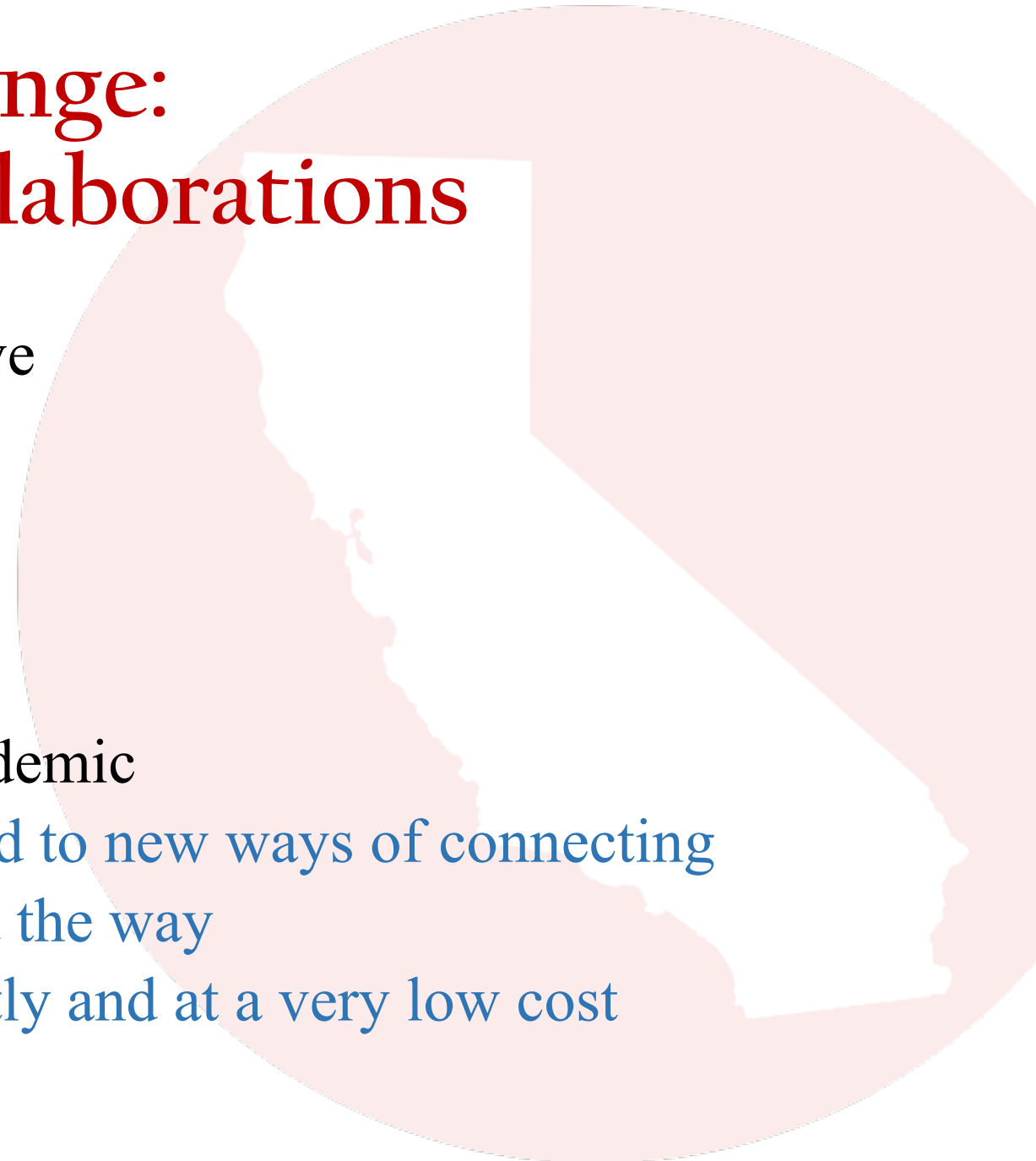
CJSCN Summary of Activities

- Spring and Fall Workshops
 - Share new ways of connecting during the pandemic
 - Highlight examples of successful exchanges
 - Special Guest Speakers
 - Meet other Sister City members in California
- Promote Sister City programs and events throughout California
- Encourage regional networking between Sister City organizations
- CJSCN Newsletter
- www.CalJapanSisterCities.org



Beyond Cultural Exchange: Creative Economic Collaborations

- Most Sister City relationships involve
 - Youth Exchange Programs
 - Traditional Japanese Culture
 - Educational exchanges
- The Silver Lining to the Global Pandemic
 - Technology and Creativity has led to new ways of connecting
 - Student led programs have paved the way
 - Exchanges happen more frequently and at a very low cost



Beyond Cultural Exchange: Creative Economic Collaborations In California

- **Crescent City - Rikuzentakata:** Business collaborations between local dairy, cheese maker and brewery
- **Watsonville - Kawakami:** Agricultural collaborations
- **Sunnyvale - Iizuka:** Business “Startup World Cup” events
- **Los Angeles - Nagoya:** Promotion of Nagoya products in Los Angeles
- **San Francisco - Osaka:** Promotion of Japanese products Osaka Festival

Beyond Cultural Exchange: Creative Economic Collaborations Across the United States and Internationally

- **Portland - Sapporo:** Sapporo Food Fair
- **Seattle - Kobe:** City staff exchange to promote economic exchange
- **Honolulu – Hiroshima:** Promotion of Hiroshima products in Honolulu
- **Delaware – Miyagi:** “An Evening of Miyagi Sake” in Dover, DE
- **Ehime – Shaanxi Province:** Operating a store space in Xi’an to promote tourism and Ehime products
- **Sagamihara – Toronto:** Delegation of business executives to Toronto to introduce technology and promote exports
- **Uchiko – Rothenberg:** Sending artisans to Rothenberg to learn German breadmaking
- **Nara – Berne:** Sending forestry professionals to participate in Berne forestry education programs

Beyond Cultural Exchange: Creative Economic Collaborations

Ideas for the Future

- **Embrace Youth**
- **Explore beyond Traditional Japanese Culture**
- **Japanese Popular Culture**
 - An area of mutual interest among youth in Japan and the United States
 - Popularity of Manga and Anime Conventions
 - Youth love video games
 - University courses in video game production
- **Cultural Education opportunities**
 - Japanese language programs
 - Cultural workshops
- **Professional Exchange Opportunities**



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Other Examples to Promote Sister Cities

- **Fundraisers with Local Businesses**

- Oakland – Fukuoka Holiday Wreath Fundraiser
- Oakland – Fukuoka Culinary & Libations Journey thru East Bay
- Sebastopol Sister City Friendship Dinner – Where Sushi Meets Borsch

- **Local Festivals and Public Events**

- Berkeley – Sakai: The Harimaya Bridge Screening Fundraiser
- Millbrae Annual Japanese Cultural Festival
- Cupertino Cherry Blossom Festival
- San Francisco Annual Osaka Matsuri
- WakamatsuFest



Beyond Cultural Exchange: Creative Economic Collaborations

**Collaborations begin when individuals meet.
Continue your People to People Exchanges!**



Thank you!

