

Baby boomers & the new Asian international student

Research and implications

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Quiz & Prizes

- **Question:**

What is the most popular key word search
by Japanese Customers on Excite? Japan Inc

- **Choices:**

1. image 2. ticket 3. fortune telling

Outline

- Baby boomers -World
- Baby Boomers - Japan
- The new Asian Student
- Implications
- Conclusions

The new Asian student

Video can be viewed by going to:

<http://video.google.com/videoplay?docid=21894445958846416&q=japanese+Customer+-+the+new+asian+student&hl=en>

Baby Boomers- World

- “will live longer than their parents did..”^{WP}
- “As baby boomers approach retirement age, attracting talent and retaining great workers will be a major challenge for many employers”^{CNN money.com}

Baby Boomers - Japan

- 団塊の世代 (Dankai no sedai)
- Market size:
- Life expectancy:
- Attitude to work:

Japan – largest Asian market

- Second largest economy in the world
- GDP & Savings:
- Trade:
- Status:

Japan – Student market

- Market size:
- Study Abroad:
- Sectors:
- Trends:

Japanese Students - Australia

- Market Size:
- Sectors they study in:
- Method of application:
- Checklists:

Recent changes - Japan

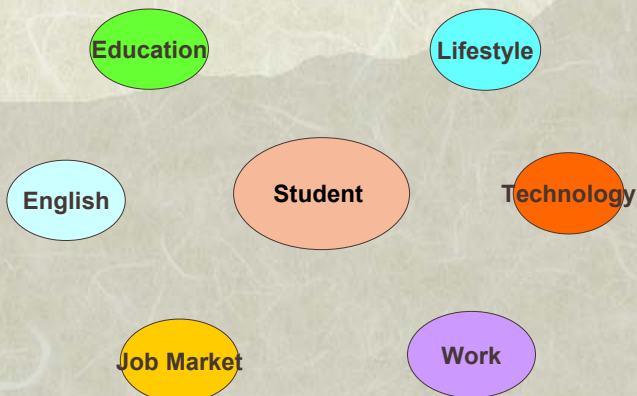
- Employment:
- Laws:
- Culture flow:
- New Izanagi?

The new Asian student

- A hybrid – incorporating two cultures



Spheres of influence



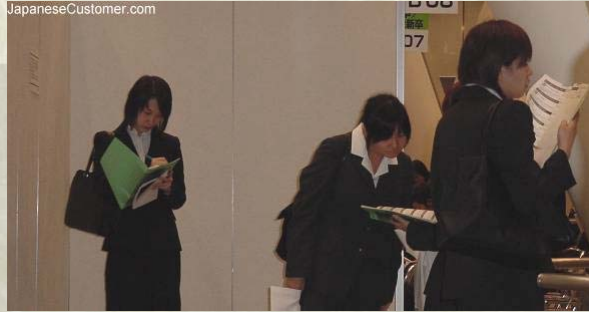
Education

- Learning style:
- Skills:
- Competition:
- Labour:

English

- “English seems to have joined the list of basic skills ..(and) is no longer. (a)“foreign language” English Next
- In 2005, “21% of 5 year old’s in Japan attended conversation classes” Benesse
- “why not take out your frustration and turn it into fluency” Advertisement : AEON English school, Jpaan.

Job Market



JapaneseCustomer.com Helping you to
attract, manage and retain.

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Job Market –

- Replacement:
- Structure:
- Characteristics
- Opportunities

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attract, manage and retain.

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Work

- Type of candidate:
- Trends:
- Work choices:
- Sectors:

Technology

- Internet:
- Mobile phone:
- Uses:
- Trends:

Lifestyle

- Relationships:
- Time:
- Health:
- Choice

Implications?

Course Design

- Content
- Recognition
- Integration
- Relevance

Staff Training

- What
- Where
- When
- How

Recruiting

- Type of student:
- Location:
- Methods:
- Vehicles:

Marketing

- Target segments:
- Team:
- Plan:
- Themes:

Positioning

- What to focus on:
- Priorities:
- Qualification versus skill:
- Lifestyle versus job:

Integration

- Focus:
- Timing:
- Depth:
- Methods:

Retention

- Plan:
- Pathway:
- Immigration
- Skills:

Conclusions

- Cultural shift
- More choices
- More time
- More specialized

Drawn from the research

“Recruiting Japanese Students”

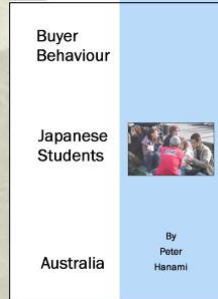
Japanese Student Success



Includes: insights **Akira Isogawa** – World Fashion Designer

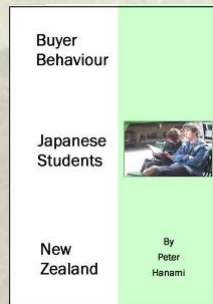
Search inside at [Google Book](#)

Buyer Behaviour - Australia



Search inside at [Google Book](#)

Buyer Behaviour – New Zealand



Search inside at [Google Book](#)

Documentary: Gaman - A Year in the life

A Japanese student in Australia



[Blog: gaman-ayearinthelife.blogspot.com](http://blog.gaman-ayearinthelife.blogspot.com)

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