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This month's topics

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The manager's destination

Yamanashi Career Up University

Learn practical skills for work from instructors related to Yamanashi

Yamanashi Career Up University (CUU).

Upskilling is not an individual responsibility, but a company-wide effort.

Courses based on this idea are very popular with students.

What is the aim of CUU as a step towards solving corporate problems?

The course led to renting a field and starting a new business

We will also introduce the companies that started it.



Improving skills for the future



Learn and make decisions, one step further

A field located halfway up the mountain with an excellent view. The people working on it are employees of Caterial Co., Ltd. (Kai City), which sells Yamanashi specialty products. She plans to prepare the rented abandoned farmland and grow sweet potatoes. We are also renting a nearby rough vineyard and trying to revitalize it.

Seven years ago, Fukumi Hasebe, who is from outside the prefecture, started the company while raising children, and sells Yamanashi specialty products on e-commerce sites as a bridge between producers and buyers. The number of employees has increased to eight, and sales channels have expanded nationwide. However, a new move was needed to make a further leap. That's when I came across Yamanashi Career Up University (CUU).

"As a retailer, there was a limit to growth, and I thought it would be better to produce it in-house, but I couldn't take the step.

CUU is a learning place opened by the prefecture in 2024 and provides practical courses for working people. Solving problems is not your own responsibility, but working as a company. As CUU thinks, Mr. Hasebe took a five-day "Management Management Course" last year.

"I was able to verbalize the direction and issues of management, and I was able to make the decision to start farming, because the profit margin will increase."

After completing the course, they immediately began to complete the procedures and search for farmland, and hired two men with agricultural know-how. We have contracted two vineyards and plan to increase the number in the future.

Employees also use CUU. Last year, Ruri Watanabe in her 20s took a "communication course". When I was a new graduate, I couldn't have a good conversation even when I visited a farmer I was working with, and I was worried about him, saying, "Is that child okay?" This is common not only for Mrs. Watanabe, but also for Generation Z. Mrs. Hasebe thought so and recommended that he "take it."

Mrs. Watanabe learned the importance of greetings and first impressions in the course. Now she is nominated by farmers as "Mrs. Watanabe". Mrs. Watanabe also took the "DX Practice Course". Empowering Gen Z is an issue for every company. For Caterial, CUU was a step in solving the problem.

In response to the growth of employees, Mrs. Hasebe is proud, saying, "We are also working to increase wages as a whole."

This is exactly the purpose of the prefecture's opening of CUU. Learning improves the company's profits and is returned as a wage increase. It is a virtuous cycle of "three ups" of skill improvement, profit increase, and wage increase. There are more than 800 companies that aim to realize the three-up declaration. This year, a new certification system for excellent companies that embody the three-up will be established, and an award ceremony will be held in the fall.

At the prefectural assembly meeting in June this year, Governor Nagasaki said, "The barrier to realizing a society where the younger generation can have a bright outlook on life, build a family with peace of mind, and give birth to and raise children is economic insecurity," and added, "Creating an environment in which individuals are rewarded for their efforts is the most realistic and powerful measure against population decline. I put a lot of effort into it.

(Photo) Katsuyoshi Harada (center), a farmer who sympathized with Caterial's desire to "liven up Kai City and Yamanashi" and signed a contract to sell it on an e-commerce site. Inspired by his overflowing ambition, he says, "I want to grow together."



(Figure) In order to realize a virtuous cycle of skill improvement, profit growth, and wage increase, CUU courses play a central role in skill improvement



Expanding horizons from the standpoint of learning and expanding business

horizontally

M-AND-T CO., LTD.

Daiki Minagawa

At M-AND-T, all six employees except the president took the "DX Basic Course" and the "DX Practical Course". The company supports the digitalization of companies such as system development and website production, and at first glance, it seems that there is no need to take DX courses. However, Daiki Minagawa, an employee, said, "As a company, we recognized the need to systematically relearn DX and verbalize it, so we decided to participate with all employees. It was also a great harvest to hear first-hand voices from students from various industries about current issues, and after the course, they received requests for DX support from two companies through their network among students. Taking CUU directly led to increased sales as well as solving problems.



Returning to the beginning, relearning, and breaking stagnation with a new perspective

U-Five Inc.

MINI Kofu

Yasuyuki Takahashi

Yasuyuki Takahashi, who is a BMW MINI dealer, is a veteran with 30 years of sales experience and is the oldest student in the "Communication Course". "When my boss recommended me to take the course, I honestly felt like I was feeling better now." As a result, there were many discoveries, one of which was to "people-centered sales rather than cars". The idea is that before talking about the goodness of a car, it is a priority to affirm the other person's thoughts and open their hearts. "Then, customers revealed a little inconvenience to their cars, and sales that had been stagnant increased rapidly." Sales with a sense of landing throughout the company. As a breakthrough, Takahashi must have sent himself to CUU. The way I deal with my subordinates has also changed. It seems that the conversation has increased dramatically, and he said, "Age doesn't matter, I recommend taking the course for those who think 'now'."



Reiwa 7 opened a total of 18 courses!

Here are some of them

- Design courses for business (for management)
- Communication skills to develop subordinates Practical course (for managers)
- Change your workplace! Team Building Training Course (for Leaders)
- Introductory DX course (for general employees)

Is the true kingdom finally settled?

Yamanashi and Okayama booths appear at the Expo venue!

Yamanashi Prefecture will challenge Okayama Prefecture! ?

The head-to-head confrontation between the East and the West "fruit kingdoms" is finally realized! The key to victory or defeat is you, the people of the prefecture. Please come to the venue and give us your passionate support! The Yamanashi booth has a theater where you can experience nature through virtual reality (VR), an introduction to cutting-edge hydrogen technology, and a craft experience that allows you to experience local industries. In addition, we will also offer tastings and tastings of fruits produced in the prefecture, as well as wine, Japan sake, grape juice, and mineral water. Rediscover the charm of Yamanashi!



Exhibition Period: August 22 (Fri) ~ 24 (Sun) Venue: EXPO Messe "WASSE"

Contact: Innovation and Regional Brand Promotion Division TEL 055-223-1584 / FAX 055-223-1651

Prefectural government news

Child Poverty Measures

Signing an agreement with an NPO Corporation Aiming for a society where dreams and hopes can be fulfilled

On June 2, the prefecture signed a "Partnership Agreement on Child Poverty Countermeasures" with Food Bank Yamanashi (Minami Alps City), a certified NPO that provides food support to households in need.

The purpose of this agreement is to share knowledge, cooperate and cooperate with each other, such as food support for children and their families, and support for households in need, in order to eliminate child poverty and prevent chain reactions.

At the signing ceremony, Governor Nagasaki expressed his enthusiasm, saying, "I want to create Yamanashi Prefecture where all children are not limited by their dreams and challenges." Keiko Yoneyama, chairman of Food Bank Yamanashi, said, "I sincerely hope that the conclusion of the agreement will further promote the creation of an environment where children from families with financial difficulties throughout the prefecture can obtain food with more peace of mind."

In the future, the two parties will work together with municipalities, companies and organizations in the prefecture to create a system that can continue to provide stable food support, and will also share know-how on supporting children's learning and creating a place to belong.



This month's topics

- We will conduct a prefectural staff recruitment examination (recruitment)

Test Category	Application period	1st Exam
Police officer A, police officer B	~ August 22 (Fri)	September 21 (Sun)
Disabled and intractable disease patients	August 8 (Friday) ~ 25th (Mon)	September 28 (Sun)
Those who have experience working in private companies, etc.	August 8 (Friday) ~ 29th (Fri)	September 12 (Fri) ~ 28 (Sun)
High school graduation Elementary and junior high school office work		September 28 (Sun)
Non-regular employees		

▶ Distribution location of test information Posted on the prefectural website or general information on the first floor of the main building of the prefectural office, etc.

▶ Recruitment positions, number of people, etc. Posted on the exam guide and the prefectural website

▶ Salary According to prefectural regulations

Contact: Personnel Committee Secretariat TEL 055-223-1821 / FAX 055-223-1819

*Police officers A and B are police officers at the Police Headquarters Police Division TEL 0120-314874

- We are looking for participants for joint purchase of solar panels and storage

batteries! 〈Recruitment〉

We will assemble and install solar power generation equipment so that everyone can purchase solar power generation equipment at a great price. We invite you to join us in our group purchase.

▶ Registration deadline September 4 (Thursday) You can also combine prefectural subsidies to install it at an even greater price.

Contact: Yamanashi Prefecture Everyone's Home Solar Office TEL 0120-728-300

• "Gender Equality Awareness Drawing Contest" Call for Works!

〈Recruitment〉

Regardless of gender, such as boys and girls, let's freely draw the place where they shine in their own way!

▶ Application target [Elementary school lower grade division] 1st grade ~ 3rd grade [Elementary school upper grade division] 4th grade ~ 6th grade ▶ Application deadline September 12

Contact: Gender Equality and Diversity Promotion Division
TEL 055-223-1358 / FAX 055-223-1516

• Traffic safety slogan recruitment

▶ Eligibility Those who live in the prefecture or commute to work or school ▶How to apply Submit the application form (posted on the prefectural website) (fax, e-mail, mail, bring) or by postcard ▶ Application deadline: September 30 (Tue) ▶Winners will receive a certificate and a supplementary prize (prepaid card)

Contact: Yamanashi Prefecture Transportation Measures Promotion Council TEL 055-223-1353 / FAX 055-223-1692

• August is "National Emphasis Month for the Movement for the Return of the

Northern Territories"

The Northern Territories, consisting of the Habomai Islands, Shikotan Island, Kunashiri Island, and Etorohu Island, are Japan's unique territory. Let us take this opportunity to deepen our understanding and interest in the Northern Territories issue.

Contact: Public Relations Division TEL 055-223-1336 / FAX 055-223-1331

- **We will support the return of scholarships to those who work for companies in**

the mechanical and electronic industry in the prefecture 〈Notice〉

▶ Target audience Those who are scheduled to graduate from a science and engineering faculty such as a university or graduate school by the end of Reiwa 7 or within 3 years after graduation *The condition is to work for a company in the mechanical and electronic industry in the prefecture for a certain period of time

▶ Subsidy amount 2 years before graduation of the Japan Student Services Organization Scholarship

▶ Application Deadline: August 29 (Fri)

Inquiries: Labor and Work Style Support Division TEL 055-223-1562 / FAX 055-223-1516

• **Yamanashi Universal Festival 2025**

In addition to fashion shows and dance performances performed by people with and without disabilities, we will hold events that everyone can enjoy and interact with, such as a skit by the comedy duo "Deaf W".

▶ Date and time: Saturday, August 30, 1 p.m. ~ 3 p.m ▶ Location: Sakura Plaza on the 1st floor of AEON MALL Kofu Showa

We are accepting donations for event expenses. We look forward to your support.

Contact: Welfare Division for Persons with Disabilities TEL 055-223-1461 / FAX 055-223-1485

• **Implementation of emergency food support for children**

During the summer vacation period, when school lunches are not provided, we will deliver one month's worth of food (31 meals) to children in households where it is difficult to secure sufficient food due to the impact of high prices.

▶ Application Acceptance Period ~ August 20 (Wed) ▶ Applicant Guardians of elementary, junior high and high school students living in households receiving livelihood assistance or households ▶ exempt from resident tax income discount How to apply by mail Application form and required documents

Contact: Children's Emergency Food Support Office TEL 055-223-1655 [9:30 a.m. ~ 3:30 p.m. (weekdays)]

Taro Yabe and Takasugi 'Jay' Jiro go to Atchi Kochi Yamanashi

〈Yamanashi connoisseurs competing for one or two with Yoshimoto Kogyo's talent〉

It's summer, it's Fuji, it's the Fuji Five Lakes, let's liven it up with amazing guys

Taro Yabe(Manga artist, comedian)

Born in Higashimurayama City, Tokyo. In 2017, he made his debut as a manga artist with "The Landlord and Me", which became a bestseller. Appeared in the 2024 taiga drama "To the Shining Kimi" as Otomaru. His latest book is "Self-Love".

Jiro Takasugi 'Jay' (Sports DJ, Radio DJ)

Born in Katano City, Osaka Prefecture. The DJ is prepared in the United States. He is also a special lecturer at Yamanashi Prefectural University. Every Saturday from 11 a.m., he appears live on the program on FM stations in Yamanashi Prefecture. There are also SUP schools in the Fuji Five Lakes.

〈Taro〉 It's summer vacation. Mt. Fuji is very crowded.

〈Jiro〉 For people in Yamanashi Prefecture, Mt. Fuji may have a strong awareness that they see Mt. Fuji rather than climbing it. I have a lot of love for Mt. Fuji.

〈Taro〉 It's more beautiful when viewed from Yamanashi. symmetrical.

〈Jiro〉 Oh, the artist's eyes?

〈Taro〉 It's a favorite (laughs). The sea and Mt. Fuji seen from Shizuoka are also beautiful.

〈Jiro〉 Both are good (laughs). The upside-down Fuji of the old 1,000-yen bill is from over Lake Motosu. There is also Mossy in Lake Motosu, which is one or two of the most transparent lakes in Honshu.

〈Taro〉 It's not Nessie.

〈Jiro〉 Mossy. Anyway, there are sightings that I saw a huge creature. It's really good.

〈Taro〉 Isn't it possible that Jiro is thought to be Mossy?

〈Jiro〉 Oh yes, I'm SUPPING alone at Lake Motosu in the middle of winter, hey!
(Laughter).

〈Taro〉 It's fun to have it.

〈Jiro〉 I want to liven up the kappa legend of Lake Kawaguchi. I also wanted people to

know more about the "kappameshi" devised by Fujikawaguchiko Town.

〈Taro〉 There are cucumbers on top.

〈Jiro〉 It's a light pickle. Also, in Lake Motosu, a new species of marimo has been discovered.

〈Taro〉 Is it different from Lake Akan?

〈Jiro〉 A person from Yamanashi Prefecture is raising freshwater fish, and the marimo that occurred in the tank has been certified as a new species.

〈Taro〉 Have you ever seen Jiro?

〈Jiro〉 I look for it when it's a mirror, but it's never there. It seems to be small.

〈Taro〉 If Jiro finds it, let's name it "Jirou Taro Marimo".

〈Jiro〉 Taro?

〈Taro〉 I got involved a little bit too (laughs).

〈Jiro〉 Academically, it's already called "Motos Marimo".

〈Taro〉 There may still be new species, and Jiro-san, it's too early to give up.

The Favorite Places of the Curious Section Chief

This time I will introduce you to

Shoei Seiki Co., Ltd. Corporate Planning Department Planning Division Manager

Fumika Sato



A "second home" with my daughter

I moved from Tokyo to Yamanashi Prefecture to avoid the crowds during the corona disaster. My favorite is "Beer & Cafe Utakata" in the neighborhood. "Braised pork braised in beer" is a limited menu item that only appears on Friday and Saturday nights, and it will make your heart flutter when you meet it. At work, he is in charge of promoting health management and DX, as well as disseminating information. The official note has achieved 1,200 views per month, which is twice the goal, and I feel a sense of satisfaction. Turn off such a work mode and spend time with your daughter and friends from far away. The owner and his wife, who have cared about me since I was pregnant, still give me toys when I see my

daughter. The regulars at the counter gently watch over the 3-year-old child cheerfully eating french fries. It is wrapped in warmth like a "second home".

Beer & Cafe Utakata

〒400-0126 466-9 Oshimojo, Kai City, Yamanashi Prefecture

055-277-5155

Business hours: 11:30~14:00 (L.O. 13:30) / 18:00~22:00 (L.O. 21:45)

Closed: Monday and Tuesday



Reader Gift

Answer the questionnaire and apply!

Please answer the following ❶~❺ questionnaire.

Please apply using the "Application Form".

❶ Postal code ❷ Address ❸ Name ❹ Age ❺ Phone number

*Application is limited to one person per person.

Q: What was the most interesting content in this issue and why?

*We may introduce some of the opinions we receive.

Click here for the application form

<https://forms.office.com/r/322yK8gz1n>

Deadline: August 31 (Sun) Postmark valid on the day

We will replace the announcement of the winner with the shipment of the product.

Personal information may be used for shipping products and notifications from the prefecture.

3 people will be selected by lottery for 2kg of Shine Muscat without chemical fertilizers

For "Delicious future Yamanashi", please see the prefectural website.



The contact monthly can also be read in English and Chinese.
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