

## [Manufacturing &amp; Human Resource Development]

**The Asahi Shimbun Company**

# 朝日新聞

<http://www.asahi.com/ajw/>

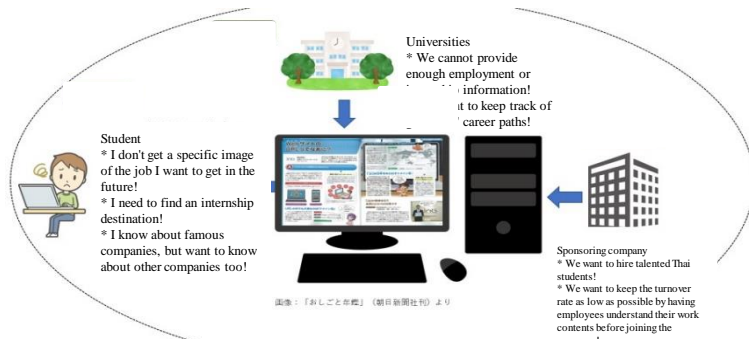
- ❑ Address: Kita-ku, Osaka
- ❑ Number of employees: 3966
- ❑ Established in 1879
- ❑ Business: Production, publication, and sales of various newspapers and publications, sales of content to electronic media, real estate, broadcasts under the Broadcasting Act, cultural businesses such as lectures, human resources businesses, and travel businesses.

## Outline of the demonstration project

- Career education media platform business for Thai university students

## Cooperation with local companies/governments

- Local partners:  
Ozaki Consulting Co, Ltd. (Production and operation of job information website Jobsugoi.com)



## Targeted economic/social issues and solutions

- To resolve social issues such as the shortage of highly-skilled personnel and employment mismatch in Thailand, produce content for Thai using the expertise of the “Oshigoto Nenkan (Occupations Yearbook)” published as part of occupational education for primary and middle school children in Japan. Provide it free mainly to Thai university students on an online platform.
- Work with a company operating “Jobsugoi.com,” a job-finding website for new graduates and mid-career workers in Thailand, and provide articles and videos to introduce jobs at Japanese companies, requisite internship, and recruitment information by cooperating with local universities.