

# *Japan Connect*

Your Guide to Engaging with Japanese Students

Issue Sakura, 2024



Tokyo has been adorned with sakura (cherry blossoms) in full bloom this month!

## **Launching "Japan Connect" Newsletter**

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Konnichiwa from Tokyo, Japan!

Whether we've met in person or exchanged emails before, I'm thrilled to reconnect with you.

Throughout my solo practice as an educational consultant, curator, and content creator, my mission has been simple: to empower individuals through curation of valuable insights and resources.

This newsletter is a reflection of that mission—a space where we can learn from and connect with one another.

I want to ensure that my content resonates with you and adds value to your life, whether professional or personal.

If you find that this newsletter doesn't align with your needs, feel free to [unsubscribe](#) at any time. (I won't take it personally, I promise!)

Please note that this newsletter will be sent quarterly, so rest assured it will not clutter your inbox.

Now, let's dive in! Enjoy!



Education Consultant,  
Curator, and Content Creator

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## **Spotlight on Japan's Education Trend**

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### ***Japan's Booming Study Abroad Market***

The Japanese study travel market is surging, with a 50% business increase for agencies between 2022-2023, according to [an agency survey by Study Travel](#).

Here are some key trends:

**Sector Growth:** Language courses still dominate at 88%, but higher education (8%) and work/travel (2%) are seeing notable expansion. Secondary education (2%) also showed 60% increase during this period.

**Shifting Destinations:** Canada remains the top choice, but the USA, Australia, and European destinations like the UK (11%) and France (4%) are gaining ground. Canada's share rose from 22% to 28%, the USA from 8% to 20%, and Australia re-entered the top 3 at 18%.

**Recruitment Tactics:** Agencies leverage seminars (21%), websites (19%), word-of-mouth (18%), and events to recruit students and find new school partners.

**Student Motivations:** Pursuing further studies (54%), future work (24%), and personal enrichment (18%) drive Japanese students abroad.

Stay informed on this evolving market to attract and support Japanese students effectively.

## **Unveiling Japan's Education System**

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### *Navigating the Japanese Academic Calendar*

Understanding the nuances of the Japanese academic calendar is essential for effective engagement and travel plans.

Here is an overview of the generic Japanese academic calendar.

It's also important to note that many international schools may follow different schedules.

**Overview:** The Japanese Education System encompasses elementary schools (6 years), junior high schools (3 years), and high schools (3 years), with compulsory education spanning 9 years.

**Academic Calendar Structure:** The academic year in Japan runs from April to March, divided into three semesters.

Notable school breaks include summer (late July to late August), winter (late December to early January), and spring (late March to early April).

Japanese schools typically assign homework for summer and winter breaks but are less likely to give assignments in spring, allowing students a bit more freedom during that time.

**National Holiday Seasons:** "Golden Week" (late April to early May) and "Silver Week" (mid-September) are significant holiday periods in Japan.

These times can be tricky as families may be unavailable due to travel plans. However, contacting them early enough could be advantageous, especially for meeting families in remote areas as they could plan to travel to Tokyo.

Also, expect crowded tourist destinations and potential transportation disruptions during these peak travel periods.

For further insights and detailed information on the Japanese academic calendar, you can refer to this comprehensive article: [JAPANESE EDUCATIONAL SYSTEM by JNTO](#).

## **Recommended Resources**

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## ***Exploring Networking Events in Japan***

Looking for networking opportunities in Japan? Here are some examples to get you started.

### **Upcoming Networking Events in Tokyo:**

1. ST Alphe Japan ([website](#))

Date: December 12 - 13, 2024

2. ICEF Japan - Korea Roadshow 2025 ([website](#))

Date: February 25 - 27, 2025

### **Sector-Specific Events:**

In addition to general networking events, government agencies and sector-specific associations host many events tailored to specific destinations and sectors.

For example:

1. Boarding School Fairs by [TABS](#)
2. New Zealand Education Fair by [Study with New Zealand](#)

I encourage you to find relevant organizations and events that align with your specific market.

If you're planning to visit Tokyo, let me know—I'd love to connect and share insights on navigating the education landscape in Japan!

## **Let's Connect and Explore!**

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As I wrap up my first issue, I want to express my gratitude for your readership and support. This is a new challenge for me, and I'm honored to have you as part of it.

If you found value in today's content, I invite you to stay connected, and I'll continue to delve into the world of Japanese education and culture in my upcoming issues.

If you have any thoughts, questions, or suggestions, I'd love to hear from you.

Until next time! Sayonara!

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