

Water business in Japan

~ Now and Future perspective ~

Swing Corporation (水ing株式会社)

Takaaki MASUYAMA (増山 貴明) ※1

Manna WANG (王 曼娜) ※2

※1 General Manager, Next Generation Value Creation Office

※2 Fundamental Engineering Research Center



Self introduction

Takaaki MASUYAMA



2007~2010 Tokyo TECH (B.Sc.) 【Civil, Ecology】

Dept.: International Development Engineering (Civil engineering course)

Research: Ecology and soil environment property at dam reservoir

2010~2011 University of Washington as research fellow 【Chemical】

Research: Kinetics of degradation of a specific medicine by chlorine and bromine

2011~2013 Tokyo TECH (M.Sc) 【Hydrology, Statistics】

Dept.: Civil and Environment

Research: Vulnerability Assessment of Urban Water Supply Systems to Drought

2013~ Swing Corporation

2013~2014 Construction management @Sewage plant in Shiga pref.

2014~2019 Design of night solid treatment & resource recovery plant

@Ishikawa Okayama, Nara, Fukuoka, Oita pref.

2017~2024 PPP proposal, consulting and sales for local government

~Water-related tech +management, financing, taxing, contract, law, labor

2024~Now Promotion of sustainable management

~Humanitarian assistance during disasters, and new business territory

Self introduction

Manna WANG



2012~2016 Renmin University of China (B.Sc.) 【Environmental Science】

Dept.: Environmental Science and Engineering (Environmental Science course)
Research: Occurrence and temporal-spatial distribution of fecal indicator microorganisms in three rivers of Haihe River Basin

2016~2018 Tokyo Tech (M.Sc) 【Civil Engineering】

Dept.: Civil and Environment
Research: Advanced model analysis of *Phormidium* spp. and 2-methylisoborneol productions in a water supply reservoir

2018~2022 Tokyo Tech (Ph.D.) 【Civil Engineering】

Dept.: Civil and Environment
Research: Assessment and modeling of the regrowth of *Escherichia coli* in environmental water after chlorine disinfection

2022~
Swing Corporation
Research Center

Research: biological wastewater treatment, strategies to reduce GHG emissions, etc.

Outline

Q

1. What is Swing Corporation ?
 2. How is global water situation ?
 3. What is water business ? ~Market perspective~
 4. What is plant engineering ?
 5. What is management of water business ?
 6. How is the employment situation of international students ?
 7. Lecture on job hunting
- ※ Q&A

Q1

What is Swing Corporation ?

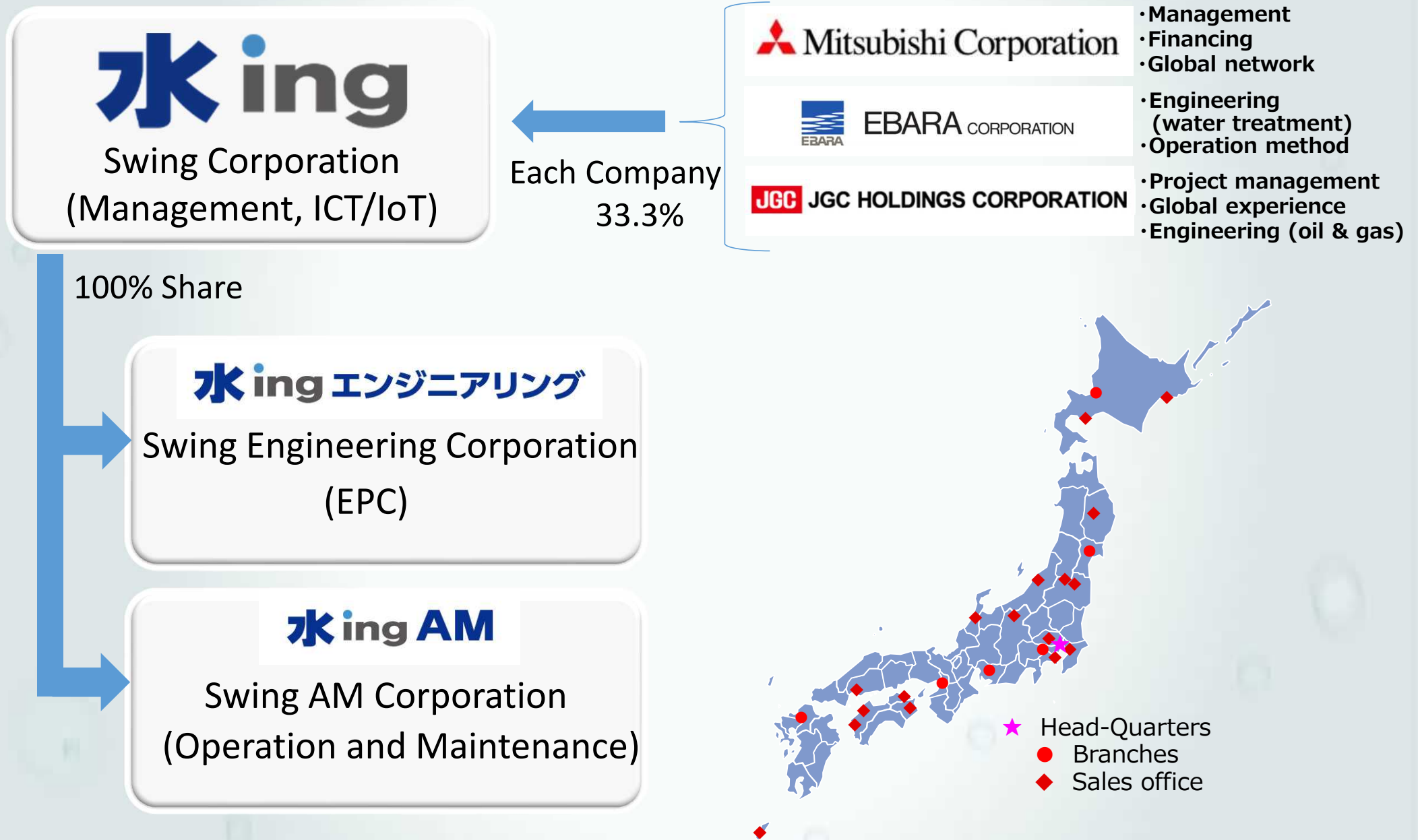
Water

水

Mizu, Sui in Japanese

Formal name : **水ing**
Swing

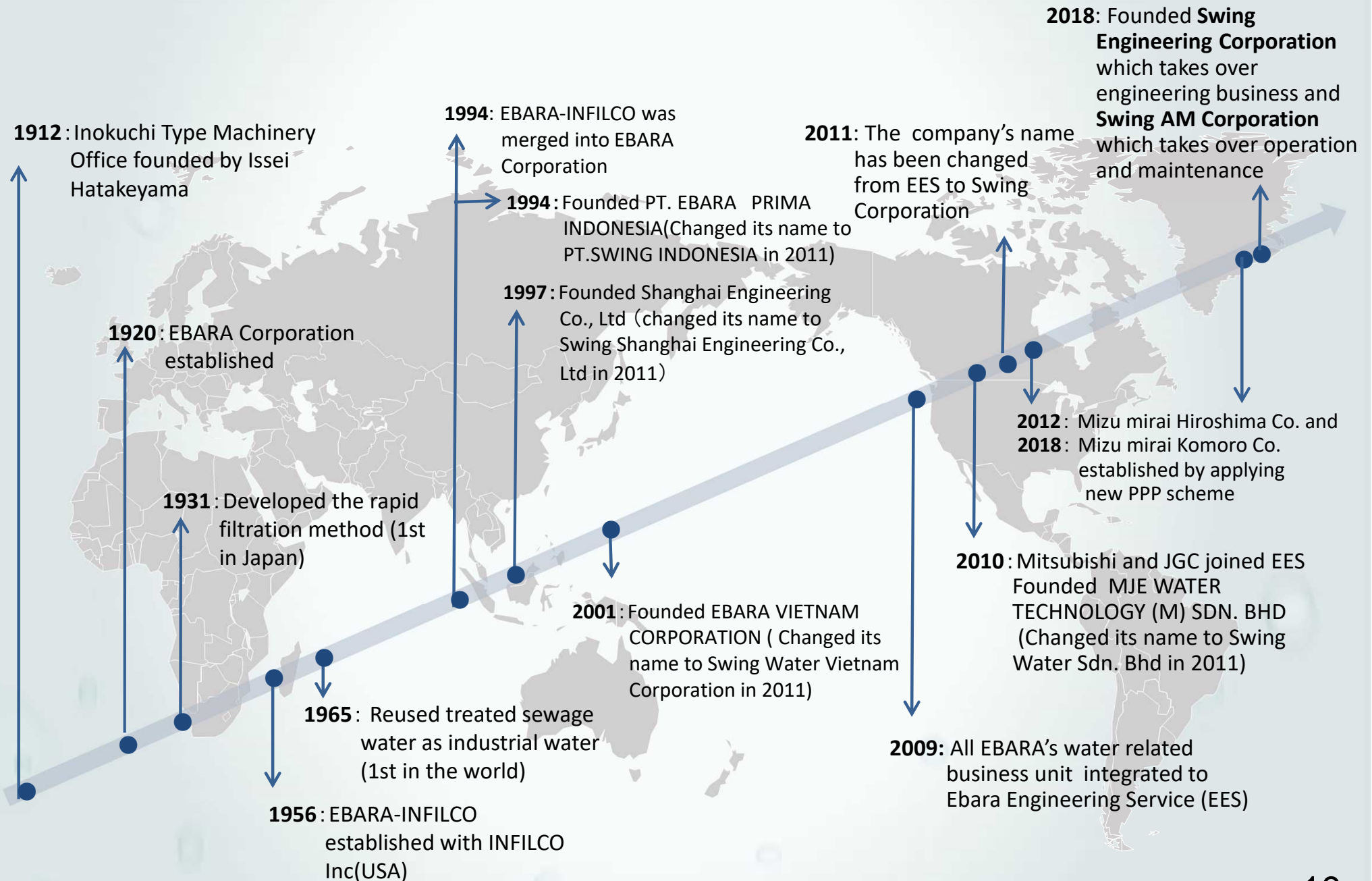
Q1-2 Swing? ~Corporate Group Structure~



Q1-3 Swing? ~Company Overview~

- ◆ **Company Name**
Swing Corporation
- ◆ **Number of Employees**
4,050 (as of April 2025 including subsidiaries)
- ◆ **Paid-up Capital**
JPY 5.5 billion
- ◆ **Net Sales**
JPY 75 billion (FY 2023 including subsidiaries)
- ◆ **Main Customers**
The National Government, Municipalities, and Private Companies
- ◆ **Head Office**
Shiodome, Tokyo
(5 mins away from Tokyo Station by train)
- ◆ **URL**
<https://www.swing-w.com/eng/index.html>

Q1-4 Swing? ~History~



Q1-5 Swing? ~Scope of Works~

-Comprehensive Water Solution Business-



From planning, designing and constructing of facilities to managing business operations,

Design
and
Construction

Operation
and
Maintenance

Business
Management
(Investment)

Swing continues to expand and grow.



Ref: *1 Osaka Water Supply Authority, *2 MLIT, *3 Ishikawa Pref., *4 Fuji City, *5 Kamogawa Seaworld, *6 Idemitsu Kosan Global, *7 Kubota Corp., *8 Clean Authority of Tokyo, *9 Toray Industries, Inc.

Q1-6 Swing? ~Domestic EPC and O&M Experience~

Swing has leading shares for EPC and O&M in Japan and plentiful experience abroad.

EPC

Domestic Market Share **30%**

No.1 share



O&M

Water Purification Plants

82 Under Operation

Septic/ Night soil plants

56 Under operation

Wastewater Treatment Plants

128 Under Operation

Landfill wastewater plants

23 Under operation

Other plants

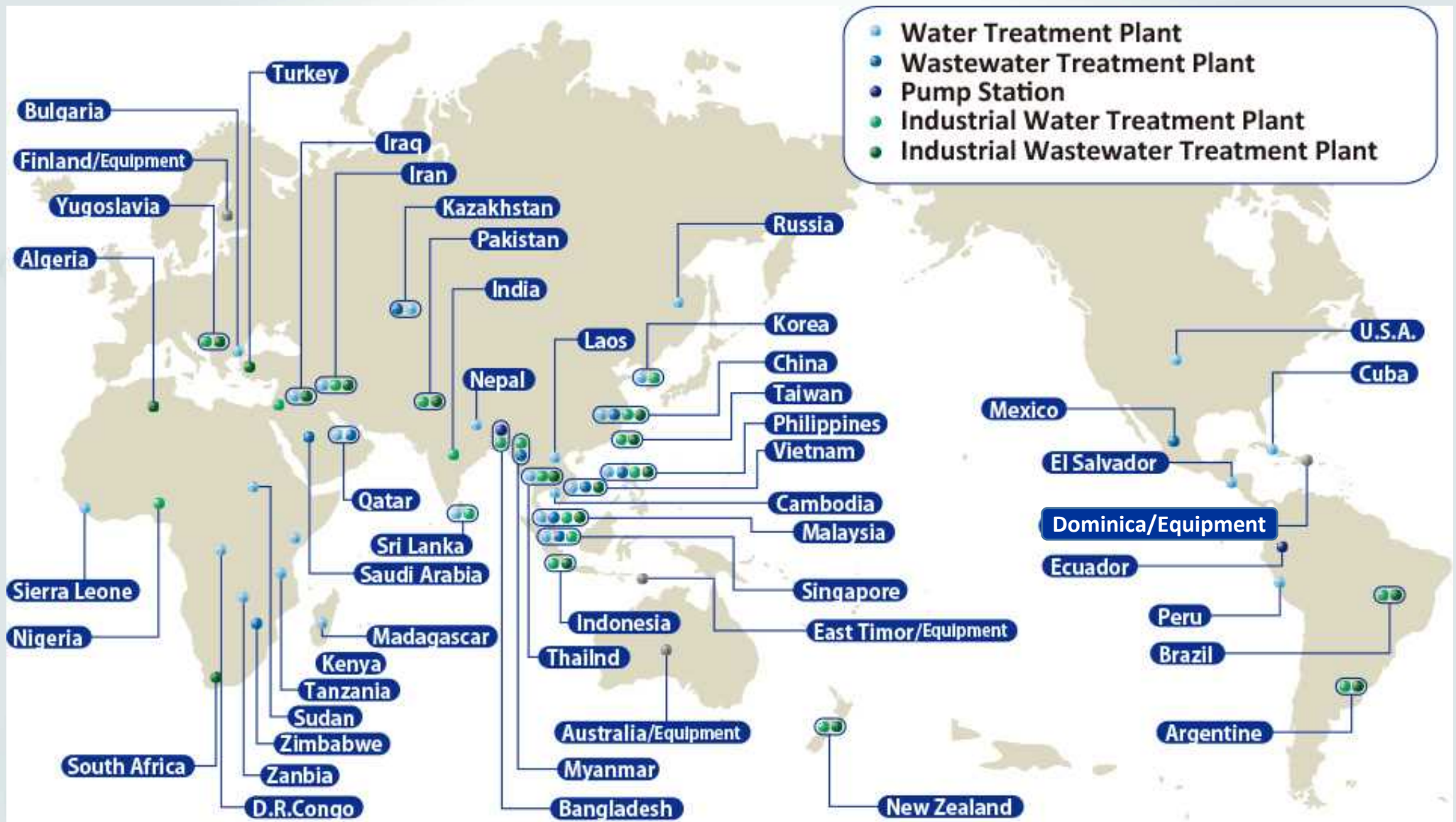
22 Under operation

(Above are experience of Swing Engineering Corporation and Swing AM Corporation, except subsidiary such as Mizumirai Hiroshima and Mizumirai Komoro)

*EPC: Engineering, Procurement, Construction

*O&M: Operation and maintenance

Q1-7 Swing? ~Accomplished 750 projects in over 50 countries~



Q1-8 Swing? ~Research Center~



Research center
(Sodegaura, Chiba)



★ *Established in 1971.*

★ *For now, about 70 members.*

1. R&D

- New technologies of water and wastewater treatment for municipal and industry
- Sludge treatment technology
- Material recovery technology (e.g., phosphorus recovery from sewage)
- Chemicals for efficient water treatment

2. Support for Designing

- Treatability tests in batch or continuous reactors
- Propose appropriate treatment processes

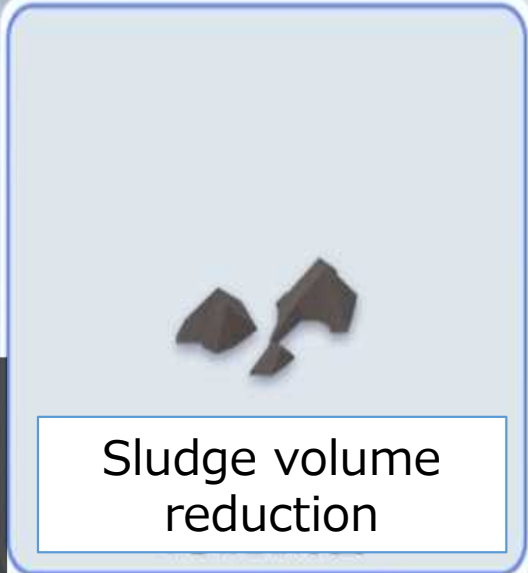
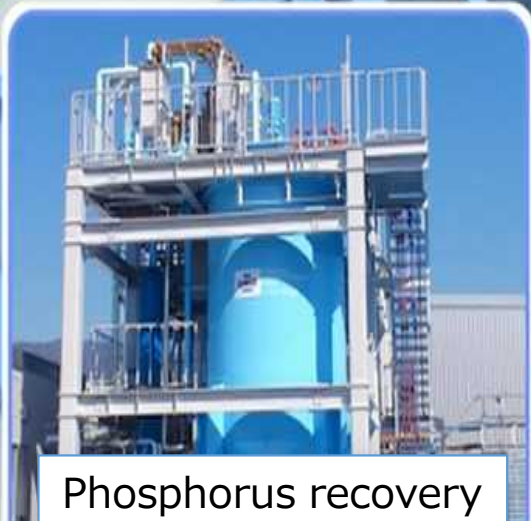
3. Analysis

- Standard analysis
- Customer-by-customer analysis



Q1-9 Case introduction ~Resource circulation~

Swing technology



Sewage system achieving to resource circulation society

Summary in Q1 section

Q1 What is Swing Corporation ?

A1

Swing is a joint company invested by 3 companies, based on absolute water related technology which has old history and continuous evolution.

A2

Swing is an integrated water business company covering engineering, consulting, water chemical, equipment manufacturer, O&M and management.

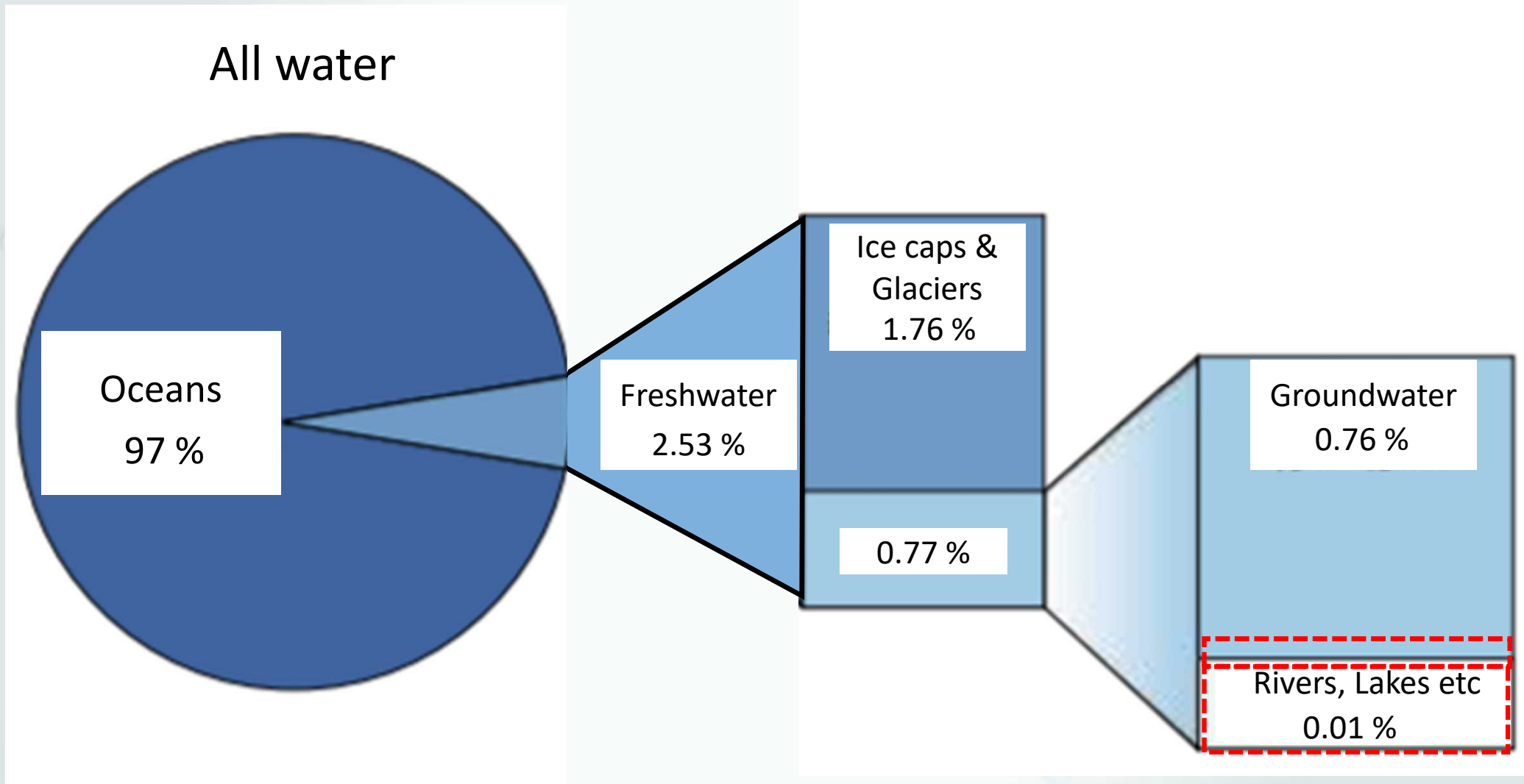
A3

Swing continuously aims to contribute to achievement of resource circulation society with several technologies.

Q2

How is global water situation ?

Q2-1 Accessible water

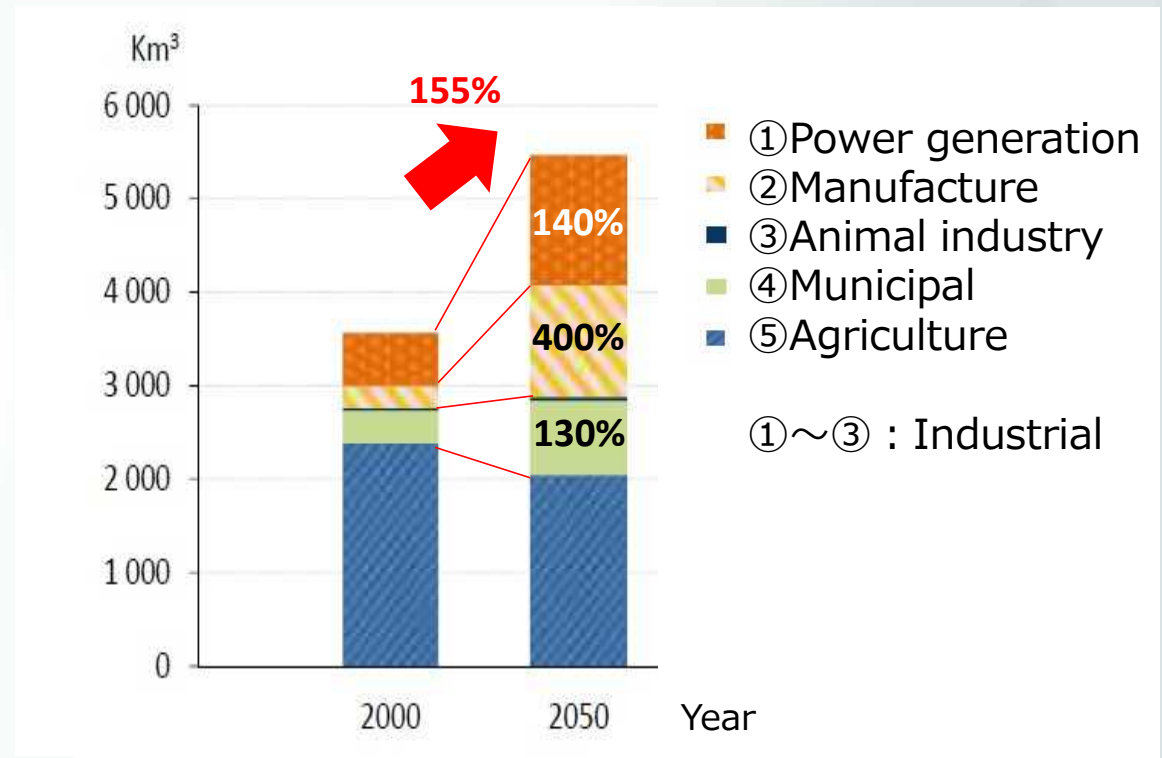
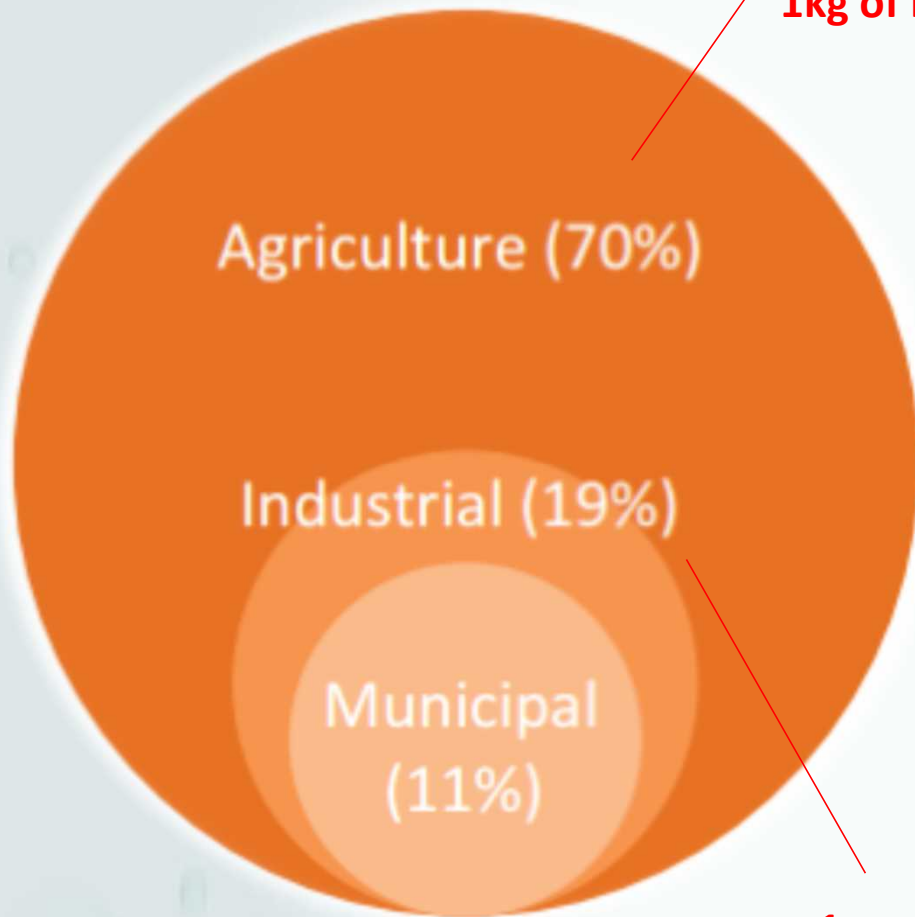


Accessible freshwater

Ref: Current situation of water resource in Japan (tentative English title), MLIT, 2019, originated from World Water Resources at the Beginning of 21st Century ; I. A. Shiklomanov and John C. Rodda , 2003 *Excluding groundwater at Antarctica

Q2-2 Human freshwater use

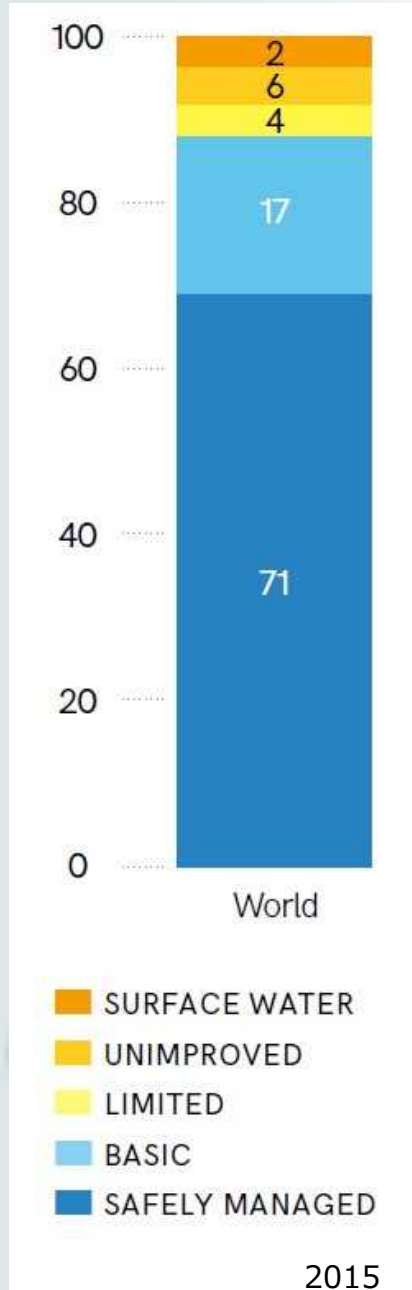
1kg of beef requires 13,000 L of water
1kg of rice requires 1,400 L of water



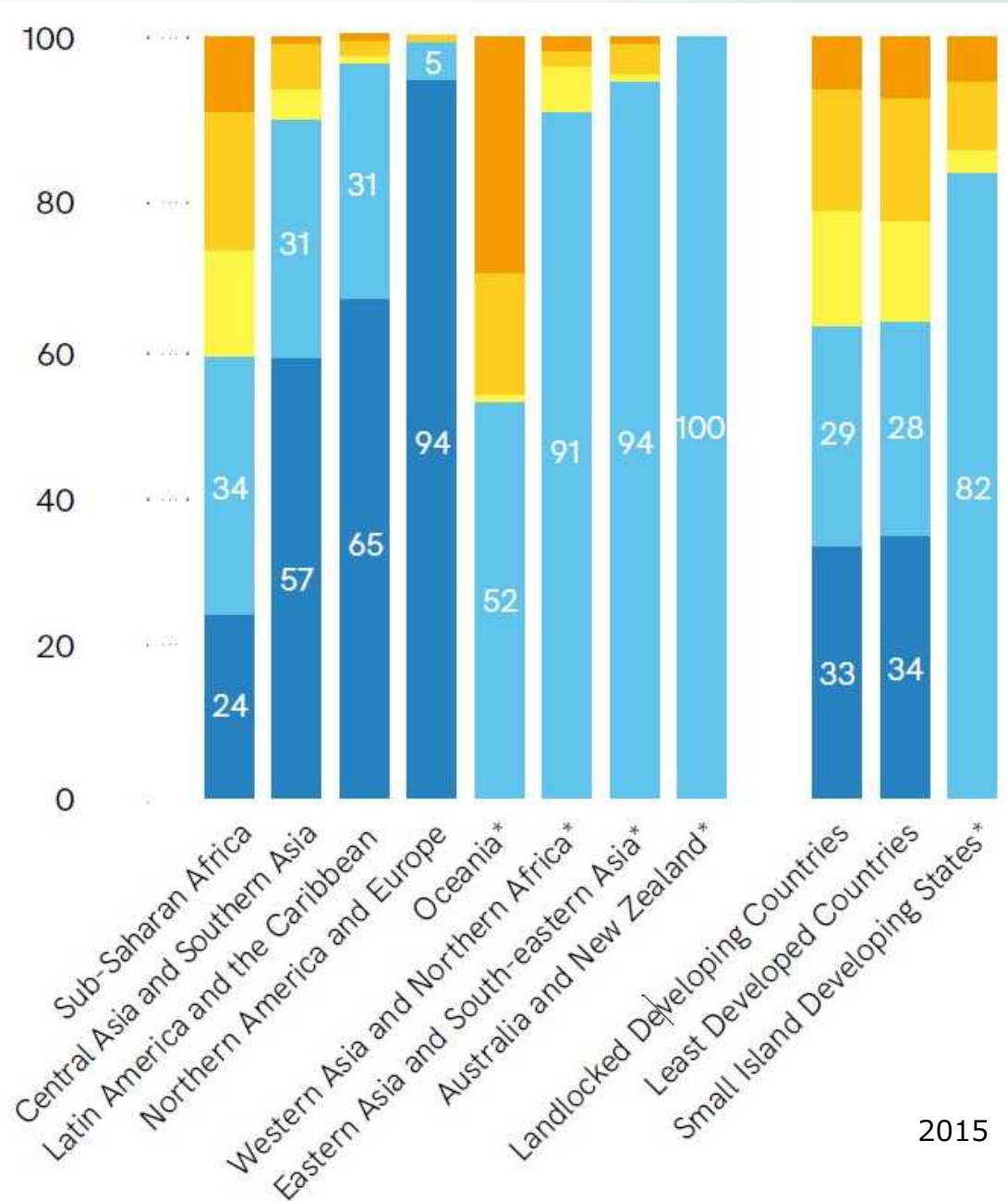
1 search with Chat GPT requires 0.5 L of water
(Cooling water for servers)

Q2-3 Drinking water coverage

Global drinking water coverage



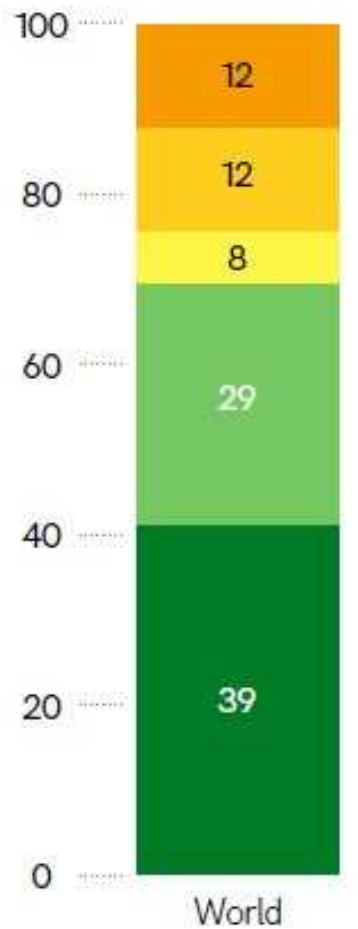
Regional drinking water coverage



Ref: WHO, UNICEF, 2017; Progress on Drinking Water, Sanitation and Hygiene Update and SDG Baselines

Q2-4 Sanitation coverage

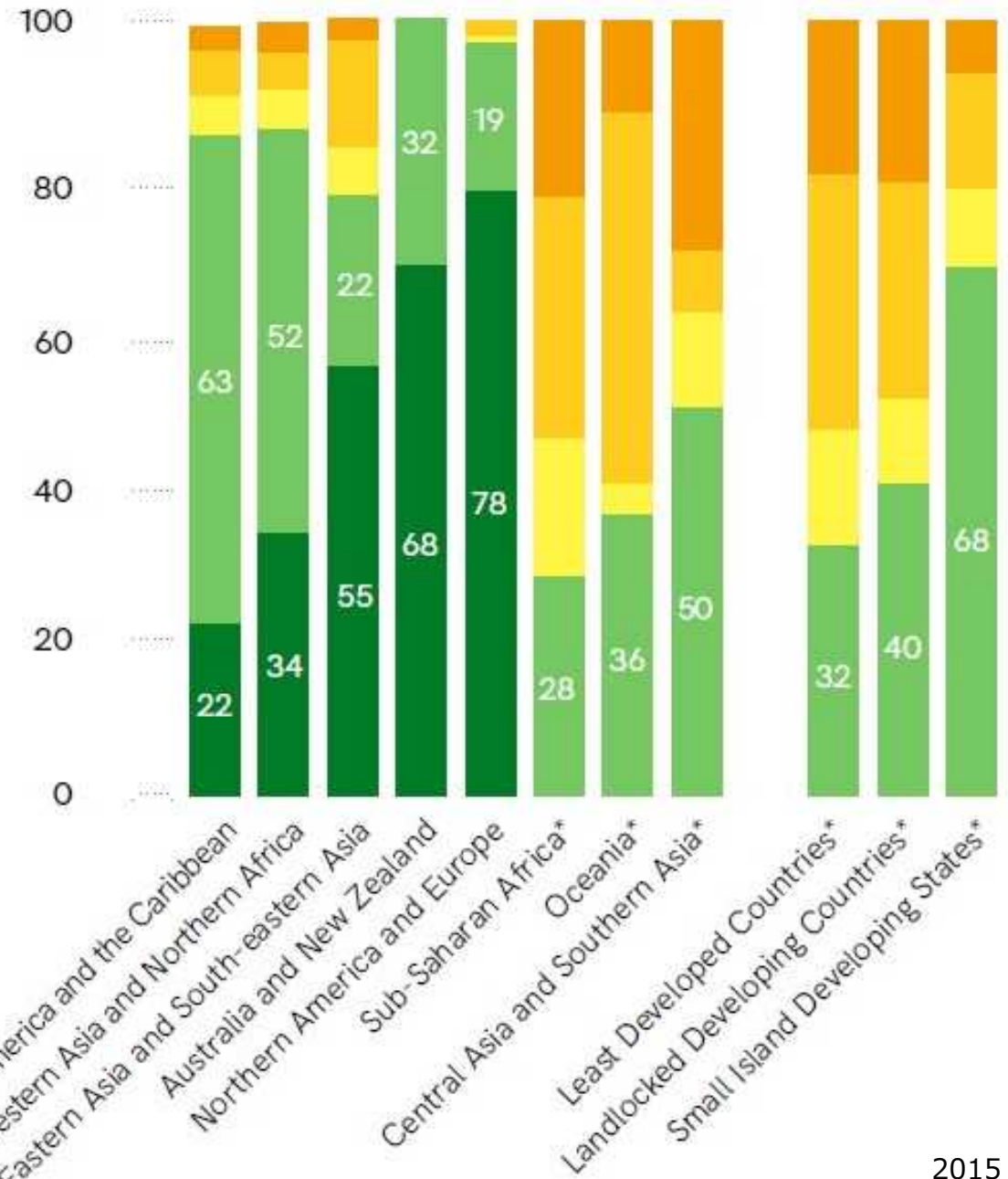
Global sanitation coverage



2015

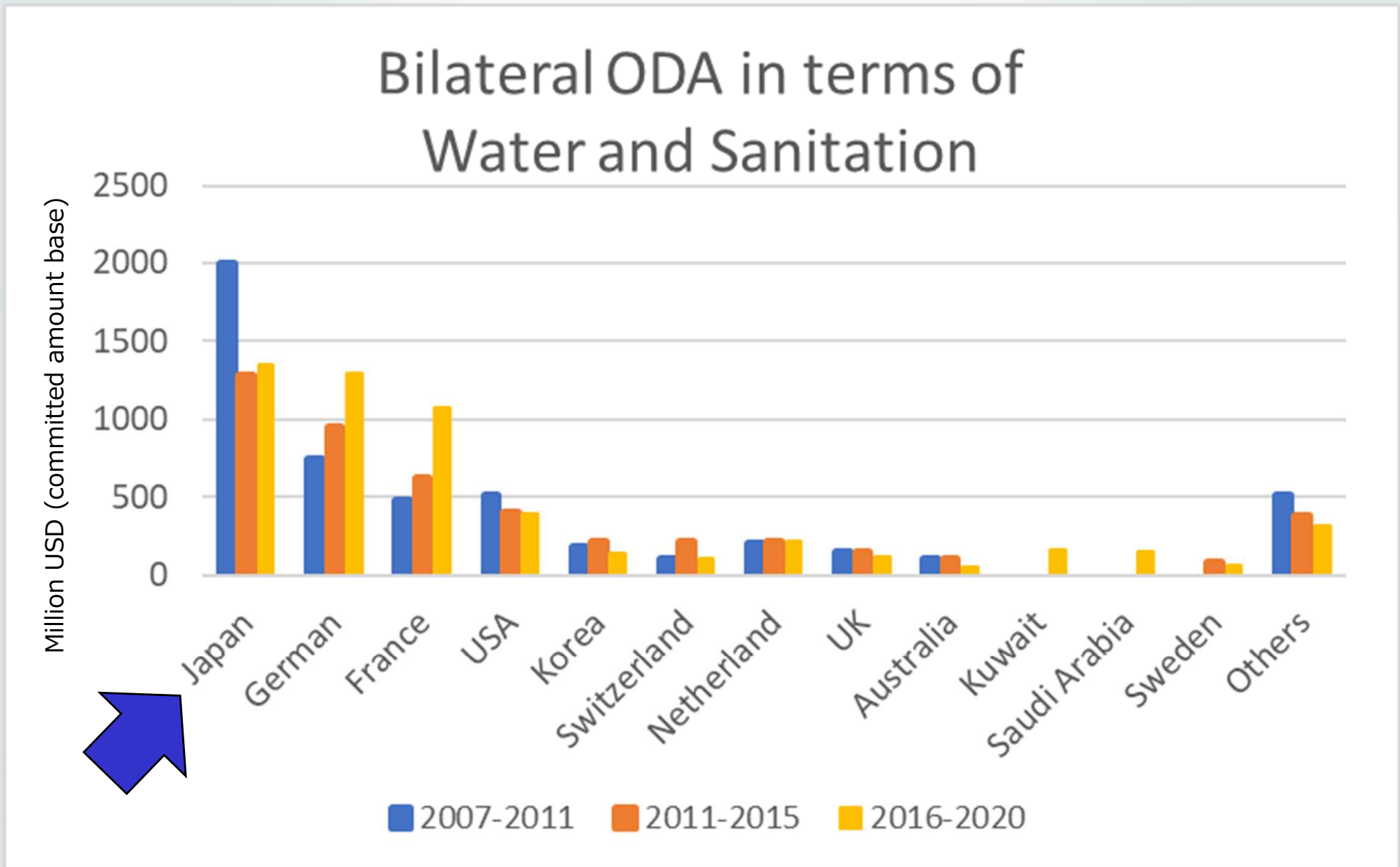
- OPEN DEFECTION
- UNIMPROVED
- LIMITED
- BASIC
- SAFELY MANAGED

Regional sanitation coverage



2015

Q2-5 Japanese cooperation



Kuwait and Saudi Arabia in 2007-2011, 2011-2015: N.D., Sweden in 2007-2011: N.D.

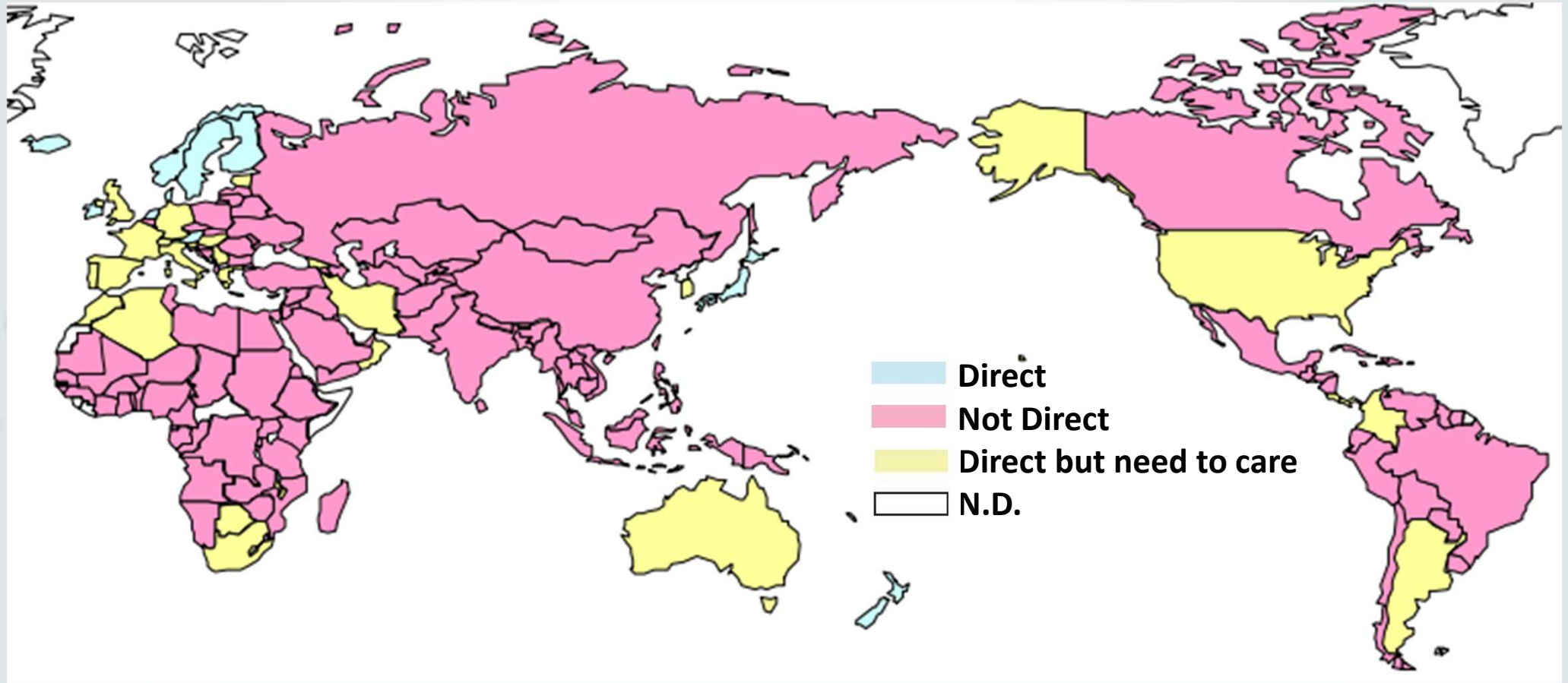
Ref: Revised from MLIT, 2022, 2018 and 2013 (Originally from OECD/DAC, 2022, 2018 and 2013; CRS online database);

Recent situation of water resource in Japan

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Q2-6 Drinkable tap water

What is Japanese know-how?



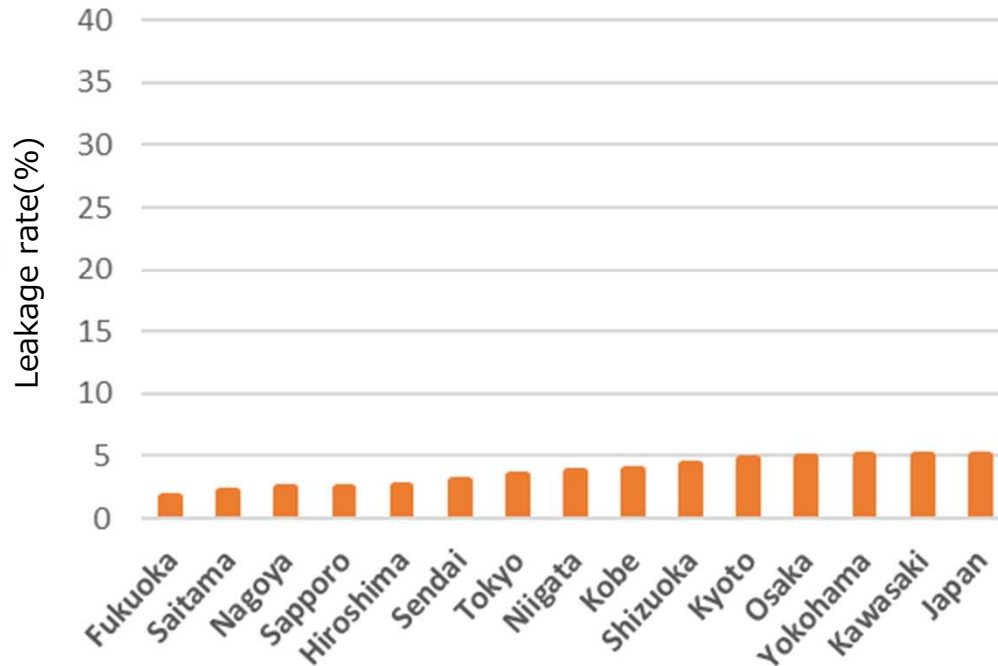
Europe	1. Iceland, 2. Norway, 3. Sweden, 4. Finland, 5. Denmark, 6. Netherland, 7. Ireland, 8. Slovenia, 9. Austria
Oceania	10. New Zealand
Asia	11. Japan ←

* South Africa, Mozambique, Lesotho, Australia, Switzerland, UAE, Canada, Iran etc
 ↑
 Depending on reviewers

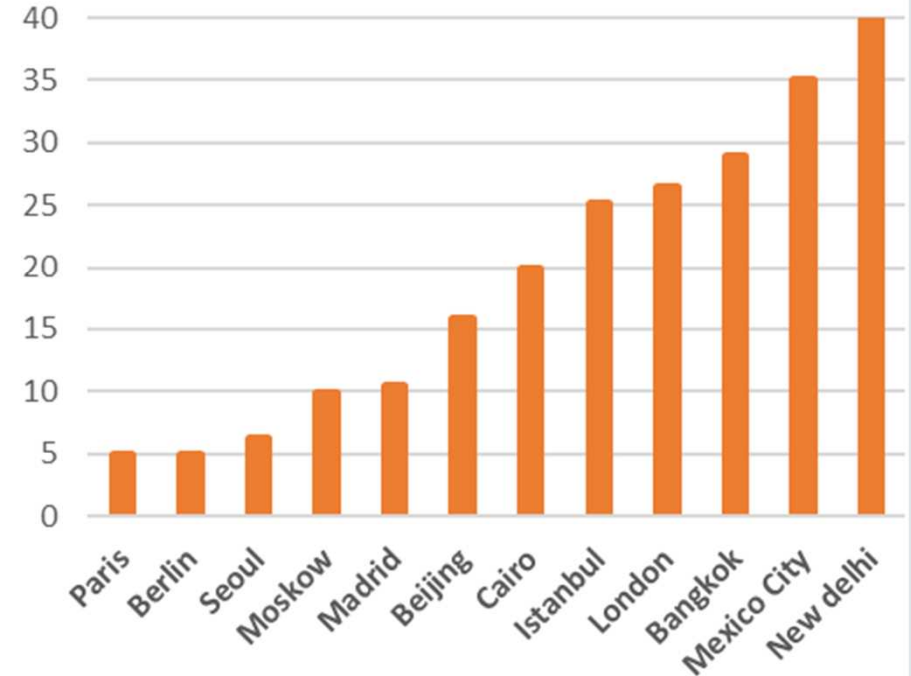
Q2-7 Water leakage rate

What is Japanese know-how?

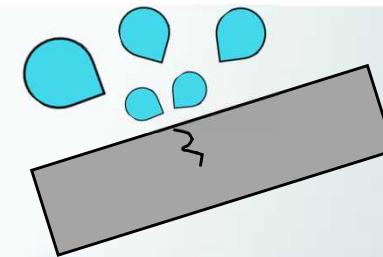
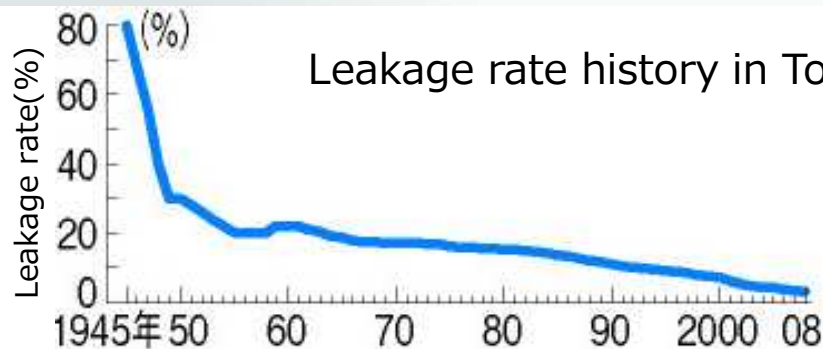
Leakage rate at major cities in Japan



Leakage rate at major cities in the world



Leakage rate history in Tokyo

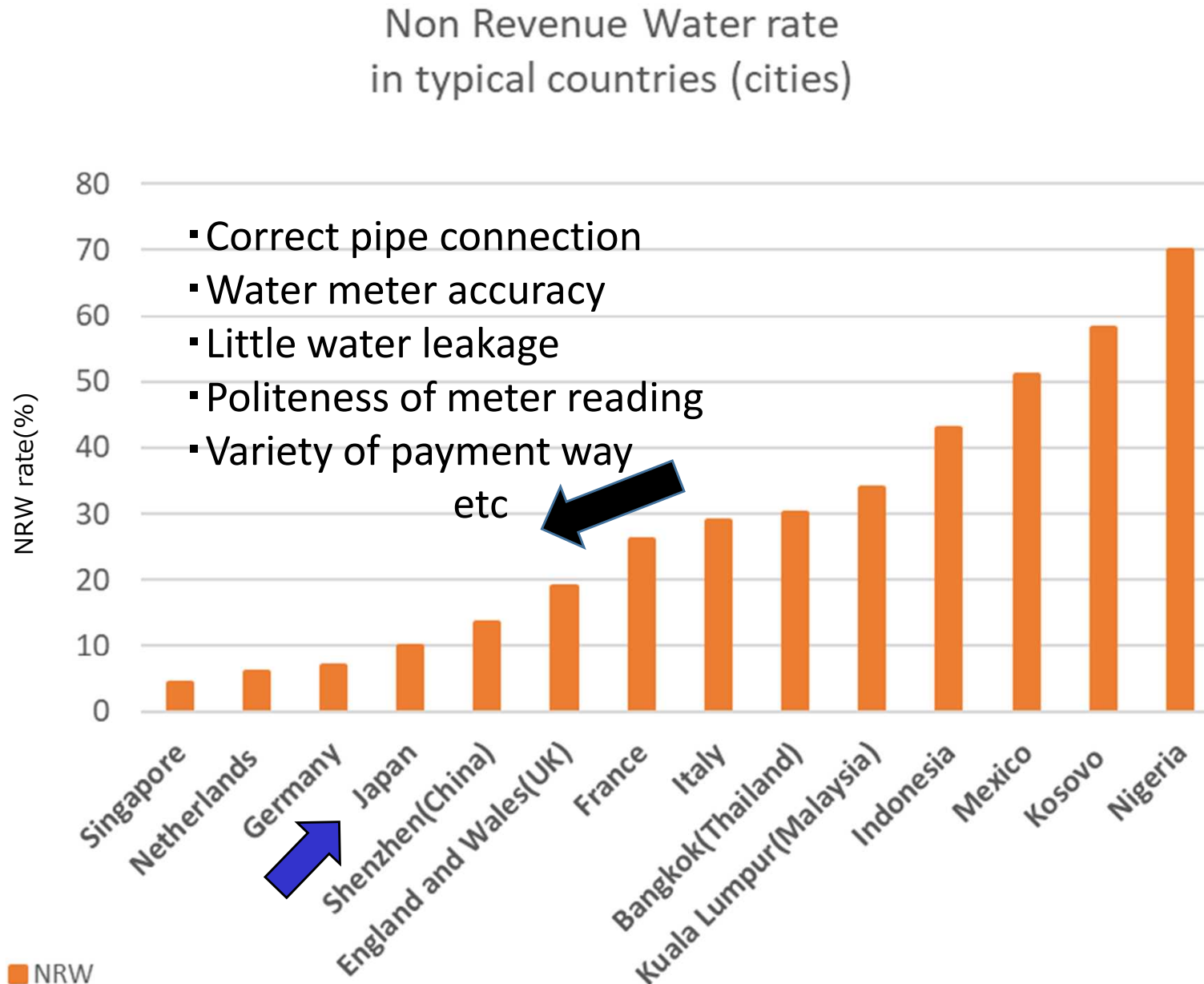


- Replacement of aging pipe
- Investigation of leakage sound & vibration

Ref: Revised from Japan Water Works Association, 2017; Service index based on water works guideline and Tokyo Water Works Bureau, 2011 (Japan: data in 2017, World: in 2008 except Beijing in 2006, Bangkok in 2007, New Delhi in 2007)

Q2-8 Non revenue water

What is Japanese know-how?



Ref: Revised from Asian Development Bank and National University of Singapore, 2012; Good Practices in Urban Water Management, Japan Water Research Center, 2012; water supply hot news, Vewin, 2012; Vergleich europaeischer Wasser- und Abwasserpreise, 2005, Pencapaian PALYJA, 2018, World Bank, 2018; Water Security Outlook for Kosovo, USAID, 2012; SUWASA Nigeria: Water Sector Reforms in Bauchi State

Summary in Q2 section

Q2 How is global water situation ?

A1 0.01% of total mass of water on Earth are available for use.

A2 Only 7 out of 10 people have access to safely managed drinking water services, and there is uneven distribution in the world.

A3 Index such as drinkable tap water, leakage rate and NRW can evaluate the quality of water supply management.

Q3

What is water business ?

~Market of water business~

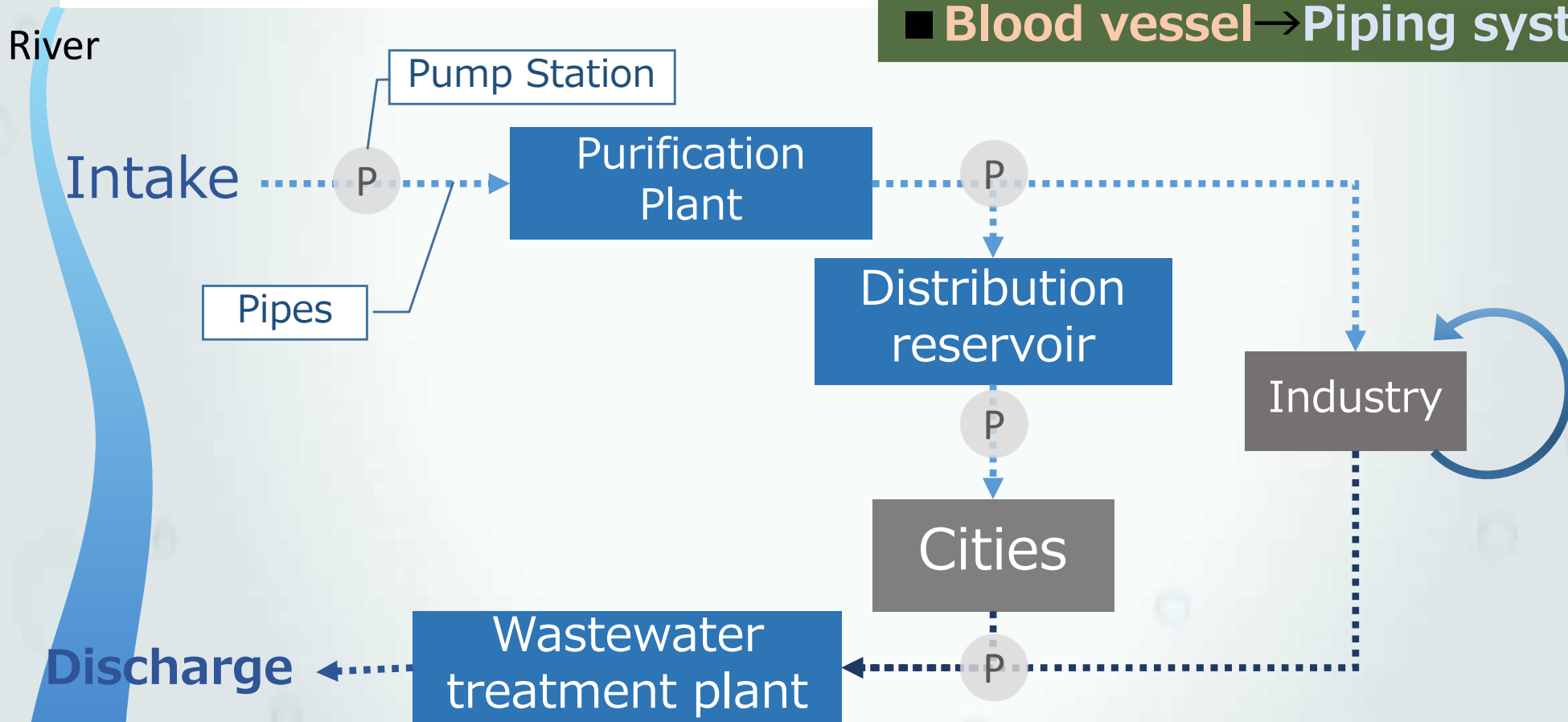
Q3-1 It supports water infrastructure

■ Water infrastructure is the series of constructions that :

- ① Intake water from water resource,
- ② Purify it,
- ③ Treat wastewater and
- ④ Discharge it.

If water supply system is compared to human body...

- **Renal** → Purification plant
- **Heart** → Pumping station
- **Blood vessel** → Piping system



Outline of water infrastructure

Q3-2 What we do

Publics

Water treatment plant

For:

- Tap water
- Industries



*1

Wastewater treatment plant

For:

- Rain water
- Sewage /Sludge
- Resource recovery



*2

Night soil treatment plant

For:

- Night Soil
- Resource recovery



*3

Governmental wastewater treatment plant

- Leachate
- Resource recovery



*4

Privates

Water treatment

For:

- Factories
- Aquariums
- Beverage
- etc.



*5

Wastewater treatment

For

- Factories
- Resource recovery
- Methane Fermentation



*6

OUR PRODUCT IS
WATER FOR:

Water
(Tap water)

Sewerage

Water
(Bottle)

beverage

Theme parks
&
Aquariums

Ref: *1 Kyoto City Water Supply and Sewerage Bureau, *2 Miyakonojo City *3 Tsuyama regional sanitary association (tentative English translation) *4 Clean Authority of Tokyo, *5 Kamogawa Seaworld * Fuji City

Q3-3 Global annual market size

Automobiles	68 trillion yen
Electronics	68 trillion yen
Information technologies	46 trillion yen
Communication	32 trillion yen

112.5
trillion yen

Water Business

33.4 trillion yen

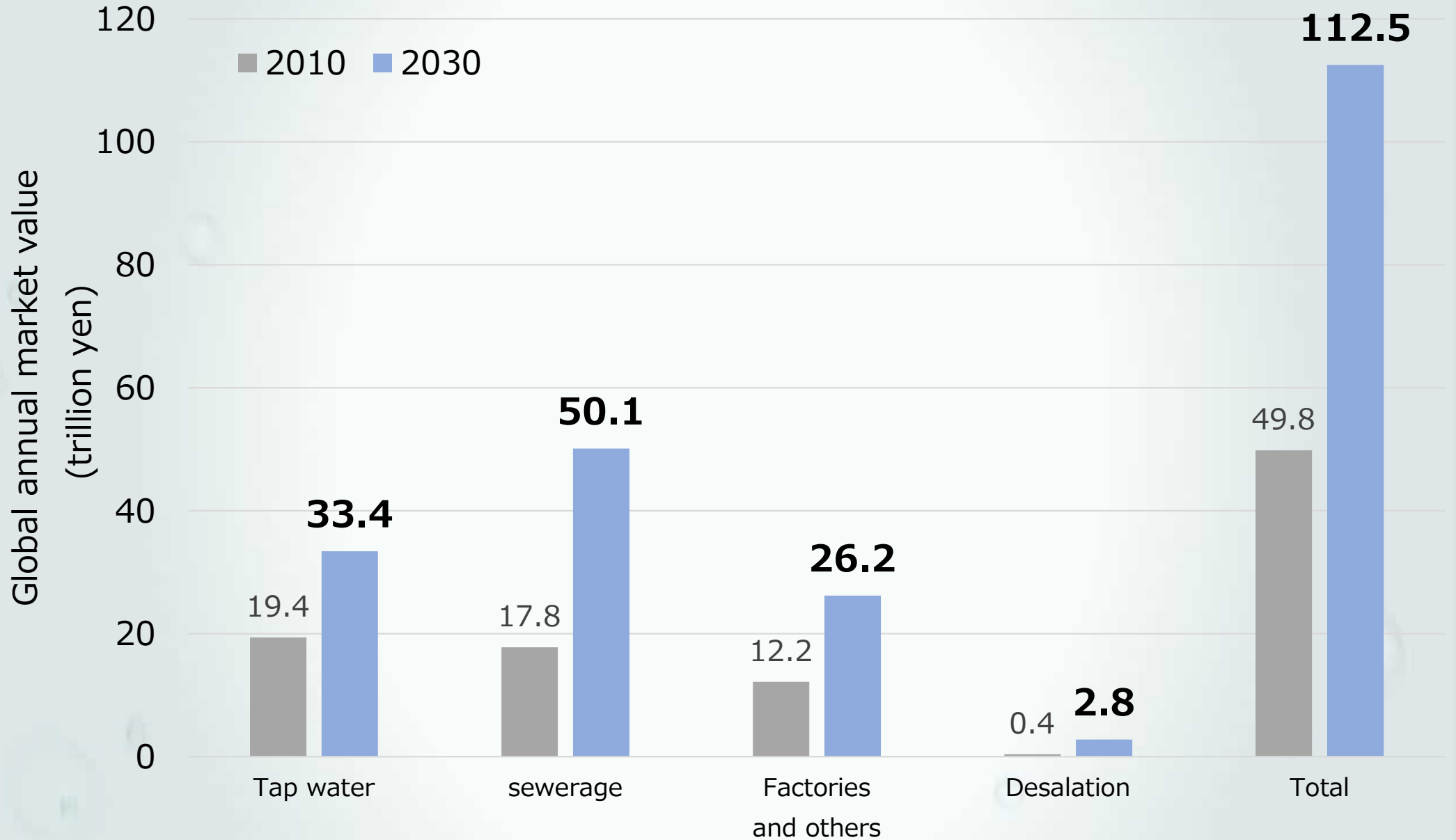
2010

2030

Predicted by Global Water Market predicted in 2019

(Ministry of Economy, trade and industry, Originally from: Global Water Intelligence)

Q3-4 The market consists of:

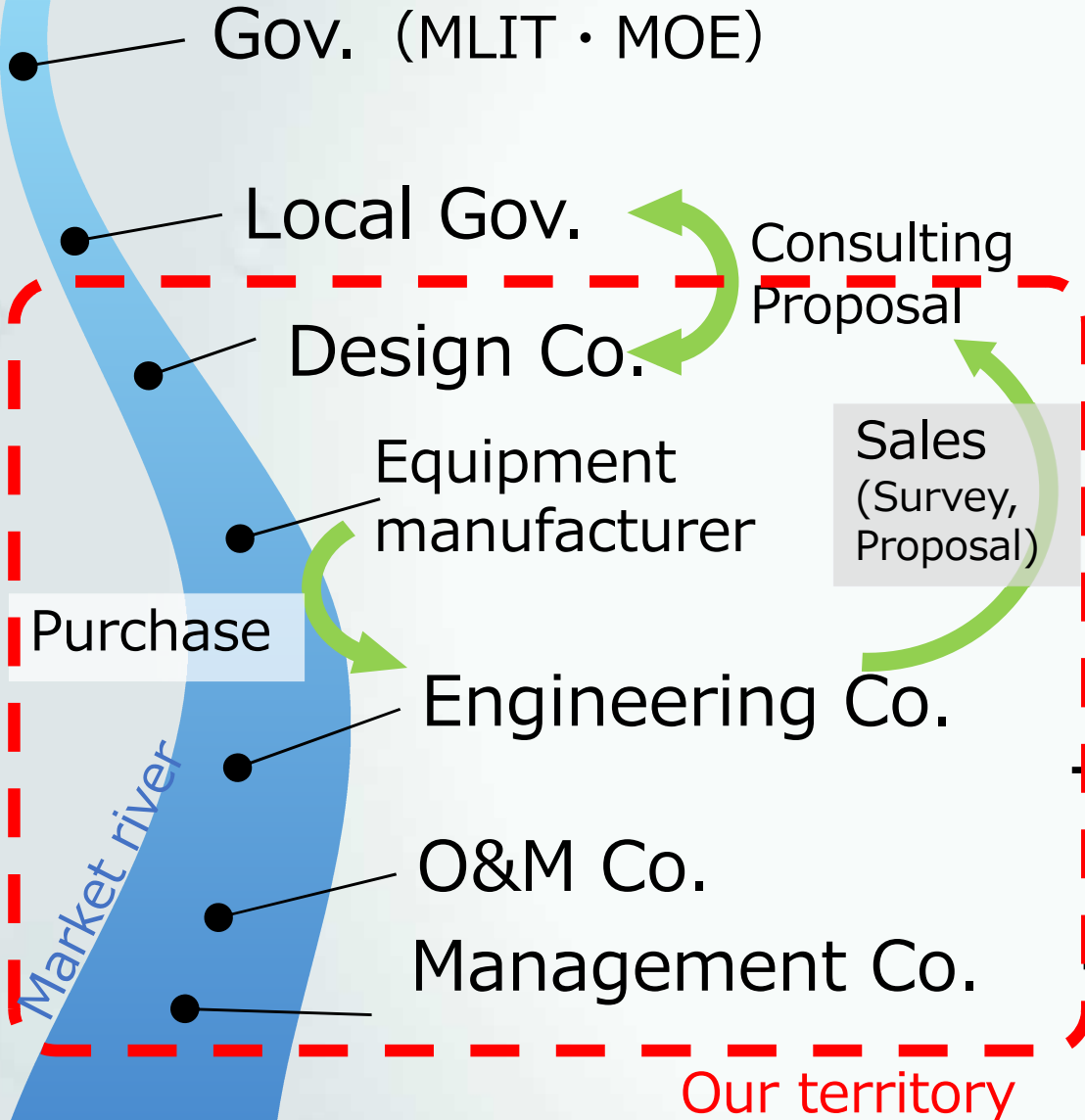


Predicted by Global Water Market predicted in 2019

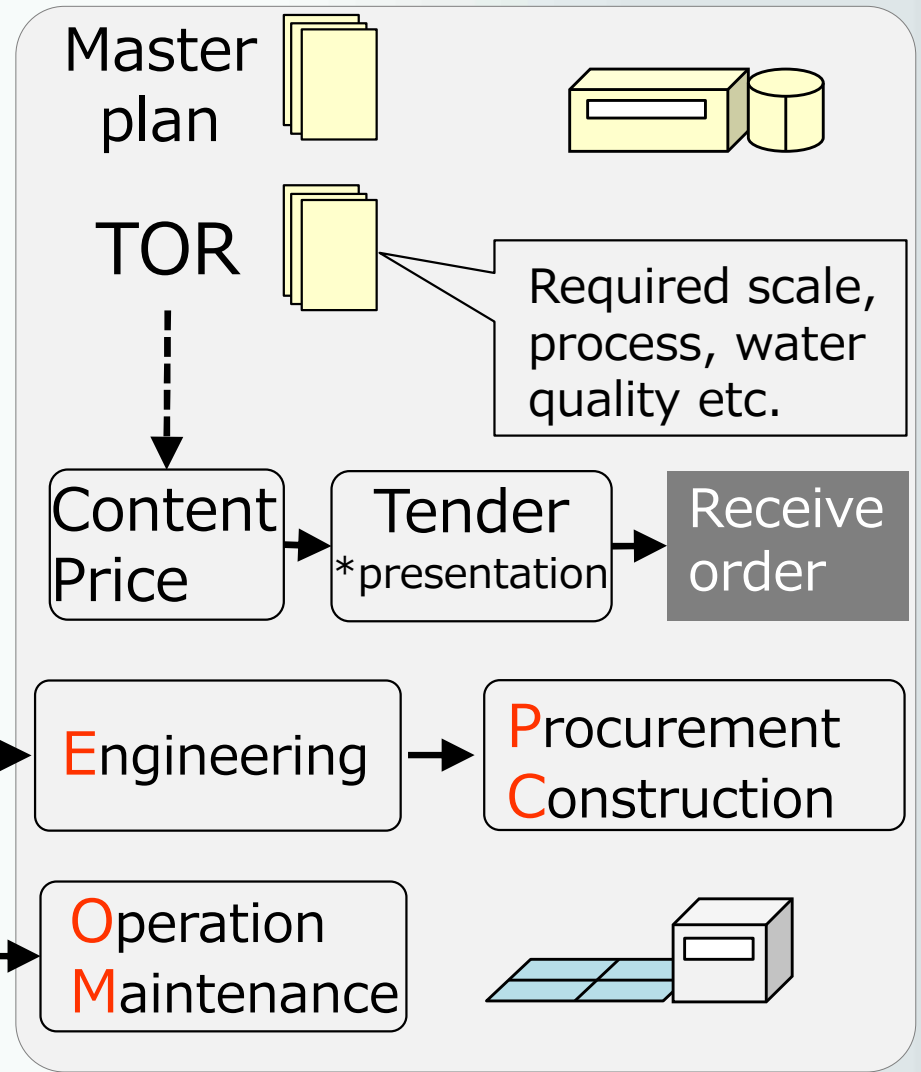
(Ministry of Economy, trade and industry, Originally from: Global Water Intelligence)

Q3-5 Treatment plant and Swing

From nature



Workflow



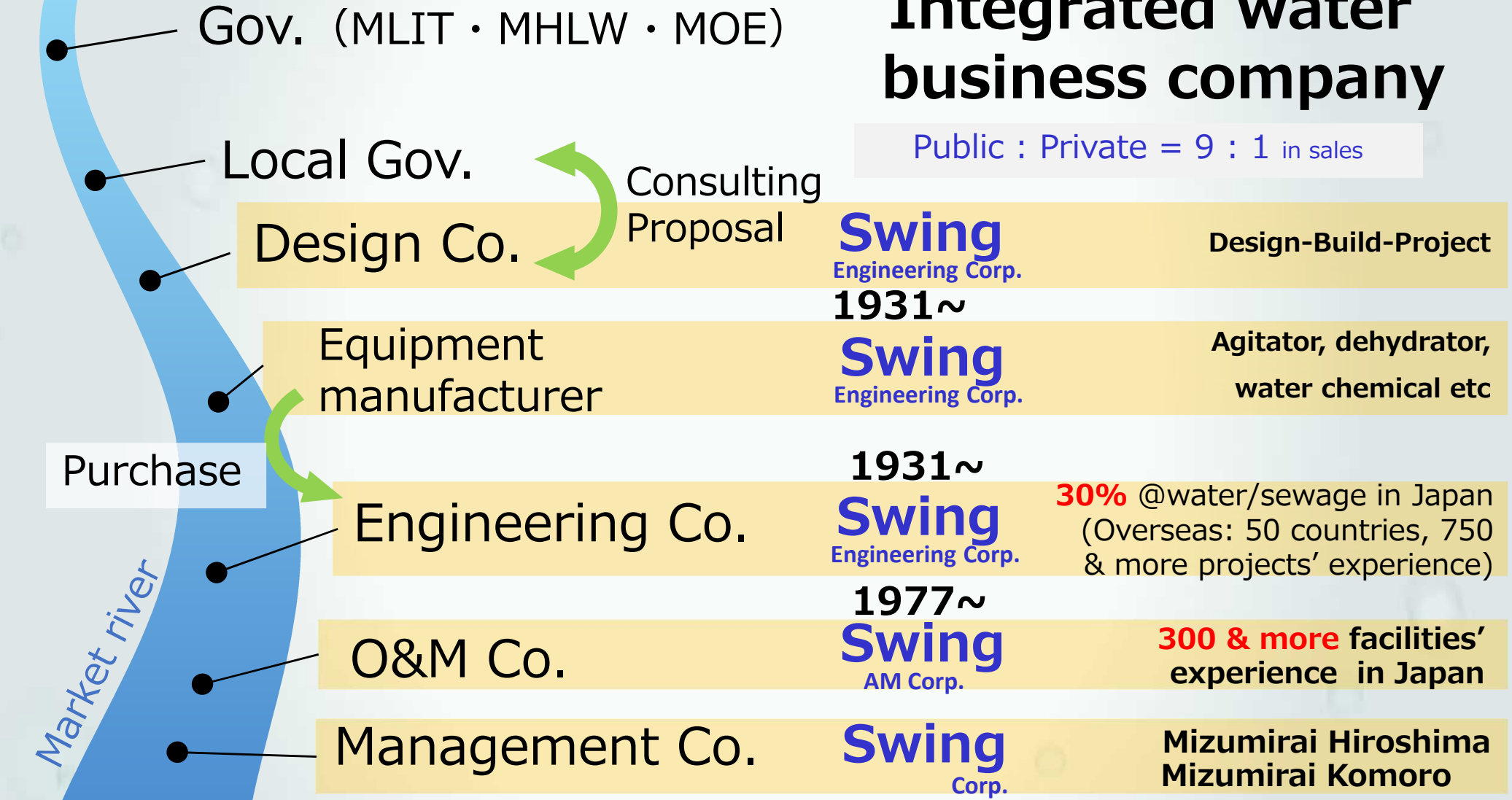
※In cases local gov. itself does design, O&M.
 Almost all local gov. itself does management

Q3-5 Treatment plant and Swing

From nature

Integrated water business company

Public : Private = 9 : 1 in sales



To Consumer

※ There are the cases local gov. itself does design, O&M
Almost all local gov. itself does management

Q3-6 Urbanization and water infrastructure

- Water infrastructure depends on developing stage.
- It is possible to spread Japanese technologies into the world.

Water infrastructure level	Urbanization	Region	Challenges	Requirements
Undeveloped	<30%	India Africa etc.	<ul style="list-style-type: none"> • Undeveloped infrastructure • Env. problems 	Water business
Maintenance and Strengthening phase	50%	Indonesia Vietnam etc.	<ul style="list-style-type: none"> • Health, safety and environment • Water quality 	Upgrading water and wastewater facilities
Operation and Renewal	80%<	Malaysia Middle east Australia U.S.	<ul style="list-style-type: none"> • Rapid industrialization • Cost increase 	Efficient operation and Sewer improvement
Advanced level	90%<	Japan, Europe etc.	<ul style="list-style-type: none"> • Improving Env. Standards • Ecology • Pop. shrinkage 	Big data IT SDGs

Q3-7 Water business players

JPN. Companies Int. Companies

Equipment, apparatus

Engineering and
Construction (operation)

Business and
management

Veolia Environment, Suez Environment, GE water & process technology

Siemens water technologies, Dow chemicals

Thames water utilities, Hyflux, Keppel

*[Equipment companies]
Asahi Kasei
Ebara
Kubota
Toshiba
Etc.*

*[Engineering companies]
Swing Corporation
Metawater
JGC
Kurita
JFE engineering
Etc.*

*[Trading companies]
Mitsubishi Corp.
Sumitomo Corp.
Marubeni Etc.*

*[O&M Companies]
Swing Corporation
Water Agency
Metawater Etc.*

Local Government

Summary in Q3 section

Q3

What is water business ?

~Market perspective~

A1

Domestic and overseas water business markets will grow considerably in the future.

A2

The use of water and thus, water business is different for each country and depends on regional characteristics and culture.

A3

Water business is a key for infrastructure business but maintenance after construction is also important.

Q4

What is plant engineering ?

Q4-1 What is engineering ?

- What's meaning of "Engineering" ?

What **solve problems** for human life, society and environment to use **math, science and technology**



IT
Engineering
(Programming,
System design)

*1



Machine
Engineering
(Auto engine,
robot design)

*2



Plant
Engineering

*3

What is work of plant engineering concretely ?

Q4-2 What is plant ? ~example of plant~

■ Examples of plant

Oil plant



Chemical plant



Food plant



Power plant



Waste treatment plant



Purification plant



*1*2 Mitsui E&S Co., Ltd., *3 Nissin Food Products CO., LTD., *4 Tokyo Electric Power Co *5 Toda Corp., *6 Osaka Municipal Waterworks Bureau

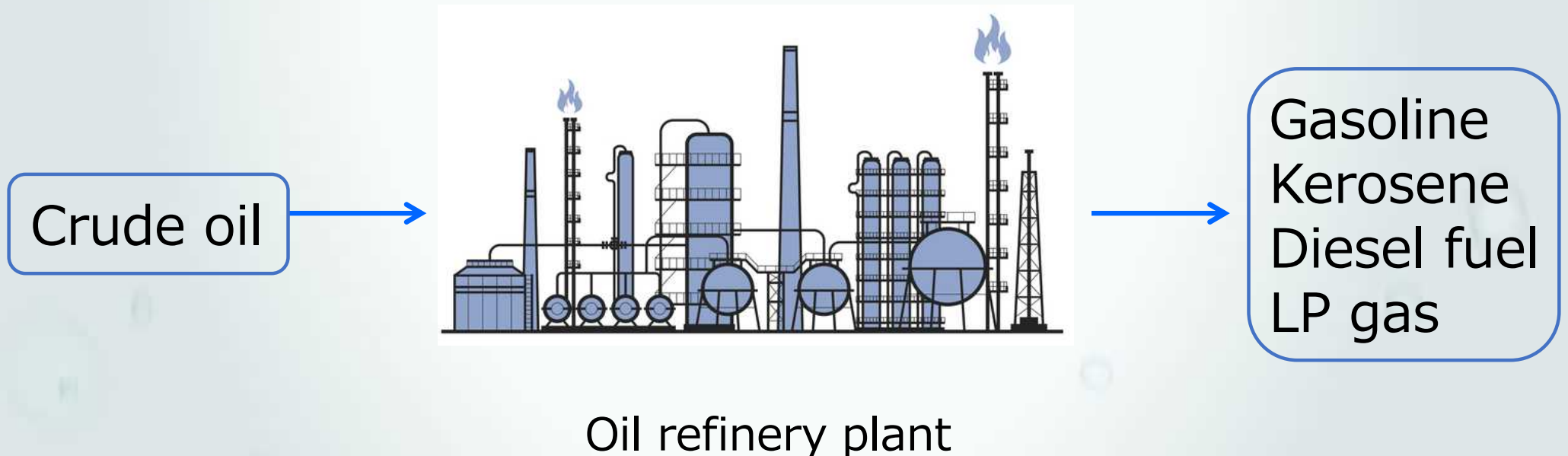
Q4-3 Plant engineering is

● Works of “Plant” engineering

To make plant (factory/equipment) in combination of engineering ways for customers' requests and solving problems

For example...

◆ Oil refinery plant



Q4-3 Plant engineering is

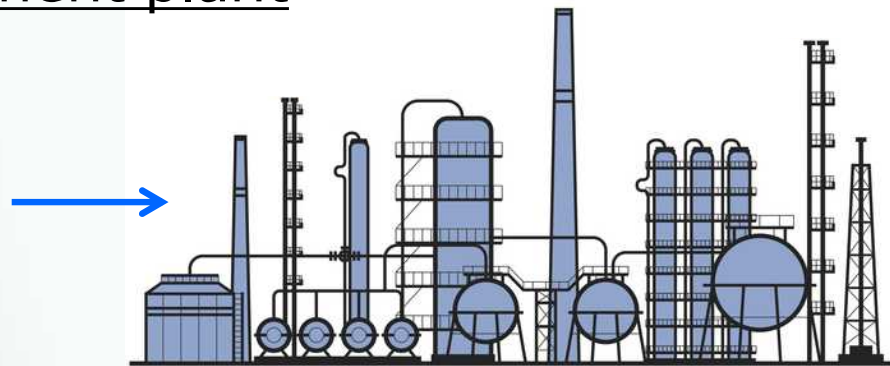
● Works of “Plant” engineering

To make plant (factory/equipment) in combination of engineering ways for customers' requests and solving problems

For example...

◆ Water treatment plant

- Surface water
- Sewage
- Sea water

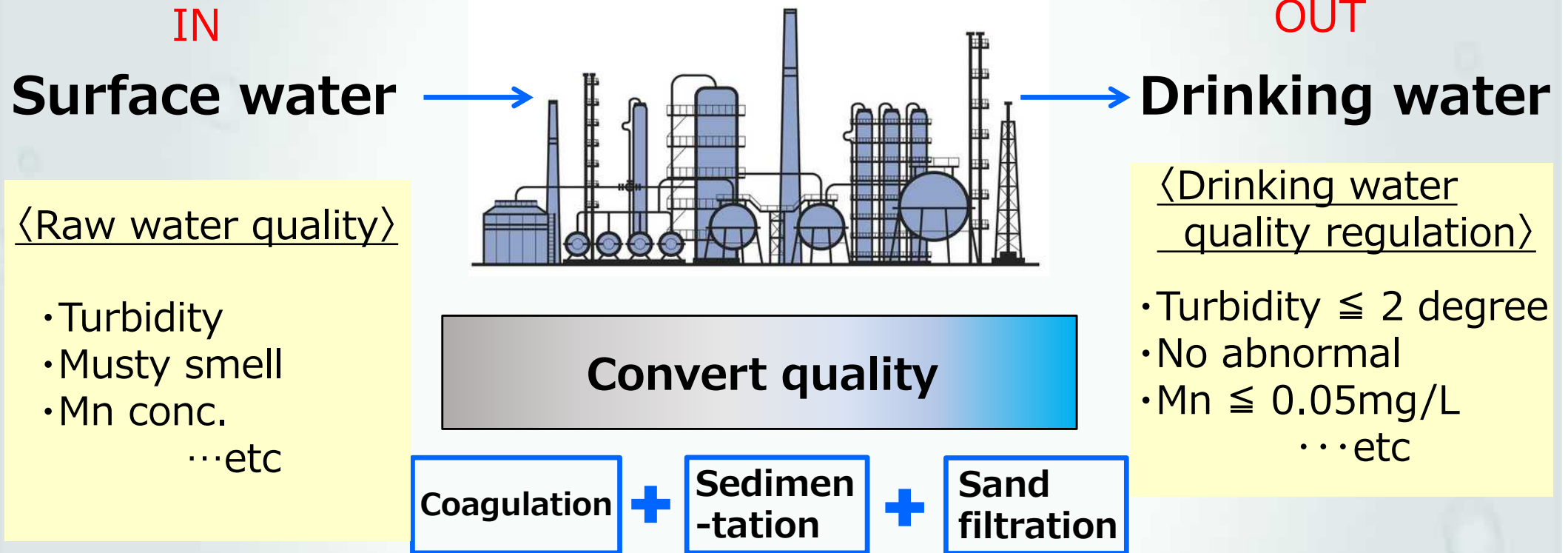


- Drinking water
- Discharge
- Recycled water
- Fresh water

Plant equipment :
equipment to create valuable product by converting quality of raw material

Q4-3 Plant engineering is

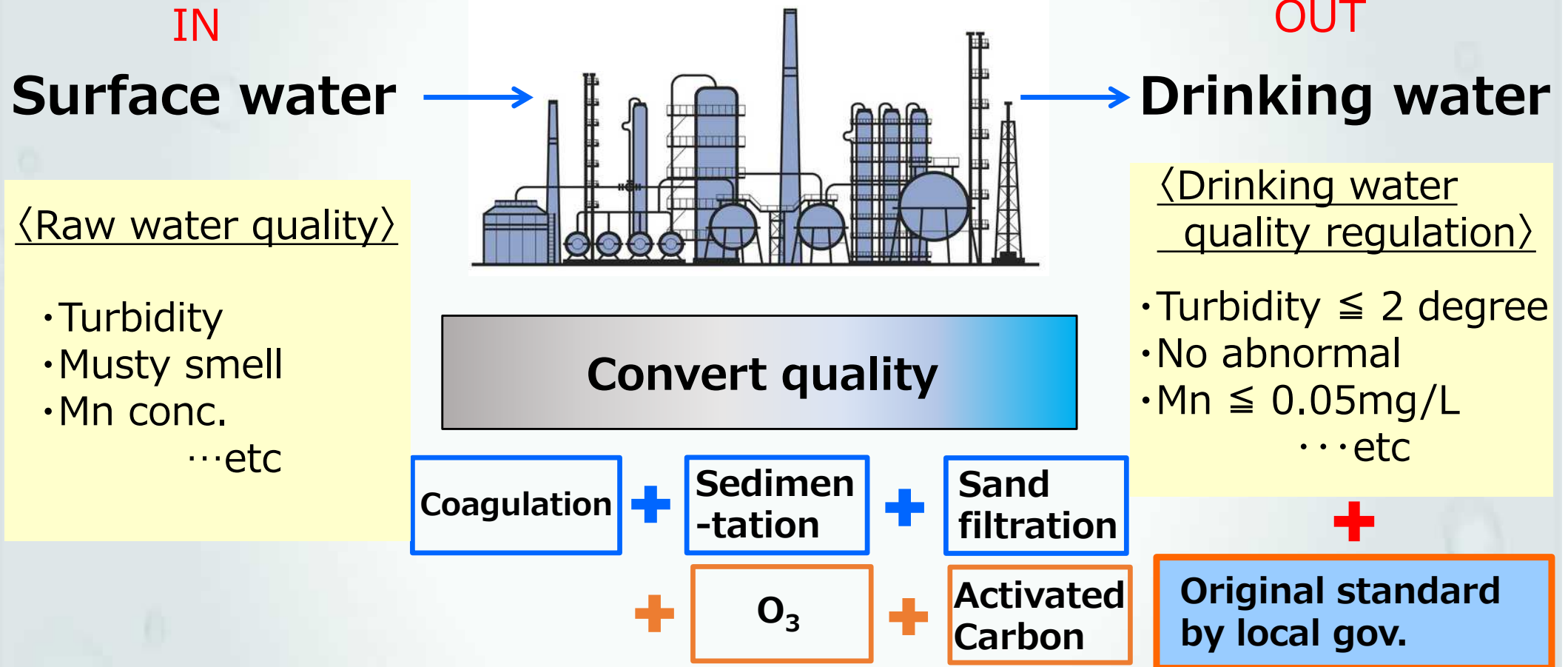
● Example of purification plant



Decision of water treatment process based on information about raw water quality [IN] and drinking water quality regulation [OUT]

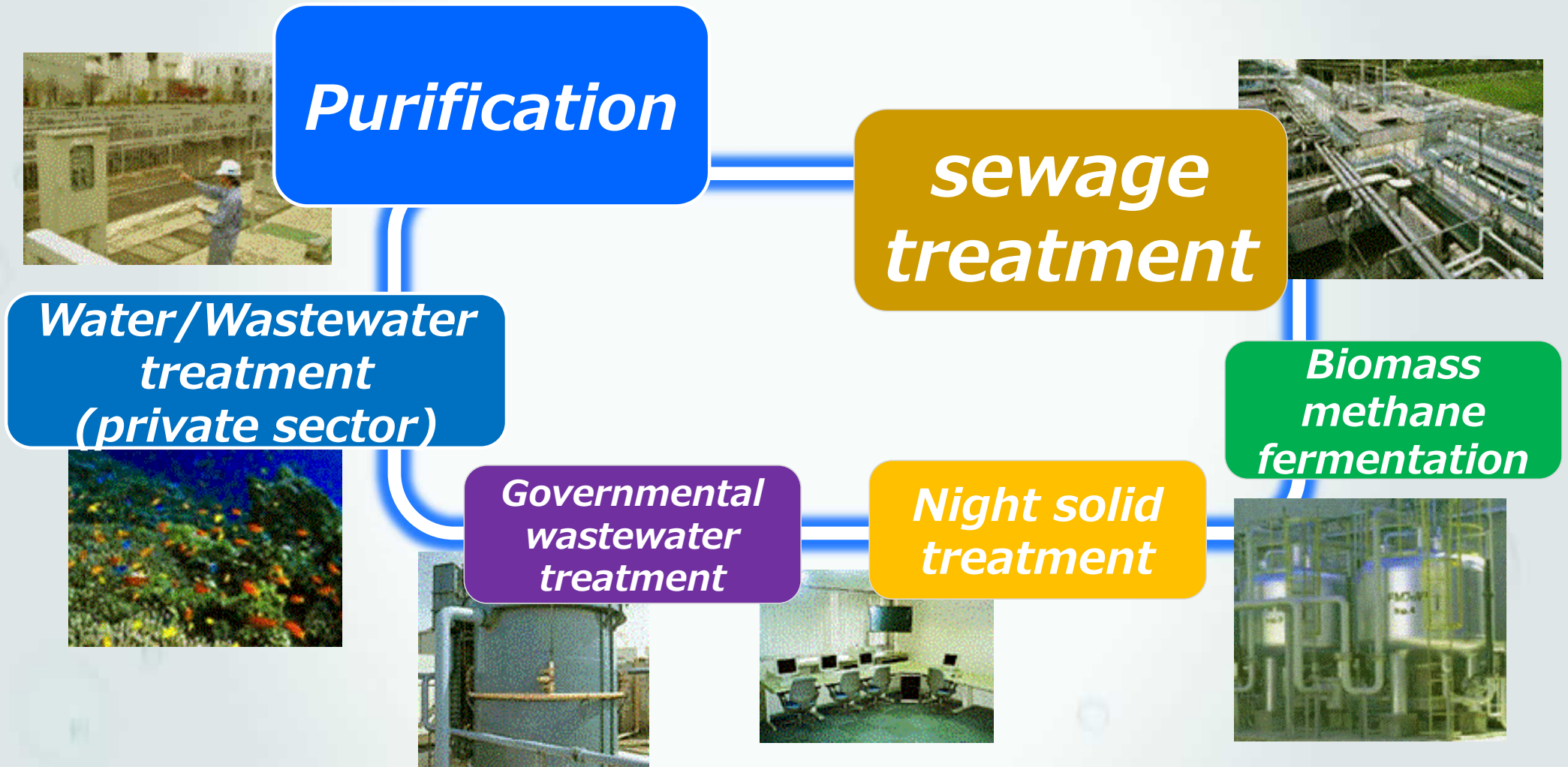
Q4-3 Plant engineering is

● Example of purification plant



To make **custom-made** plant system in order to satisfy required standard by customers

Q4-4 Several water treatment plant



Summary in Q4 section

Q4

What is plant engineering ?

A1

Engineering is what solve problems for human life, society and environment to use math, science and technology.

A2

Plant creates valuable product by converting quality of raw material.

A3

It is necessary to make custom-made plant system in order to satisfy required standard by customers.

Q5

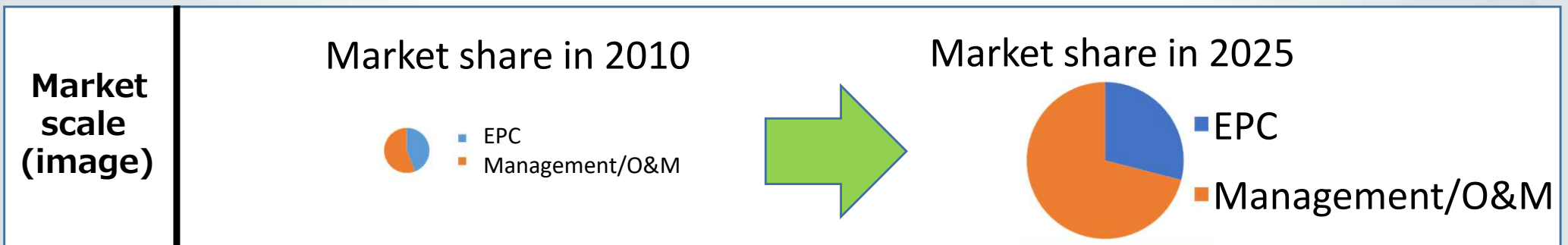
What is management of water business?

Q5-1 Growing global water business

● Annual market scale at water business

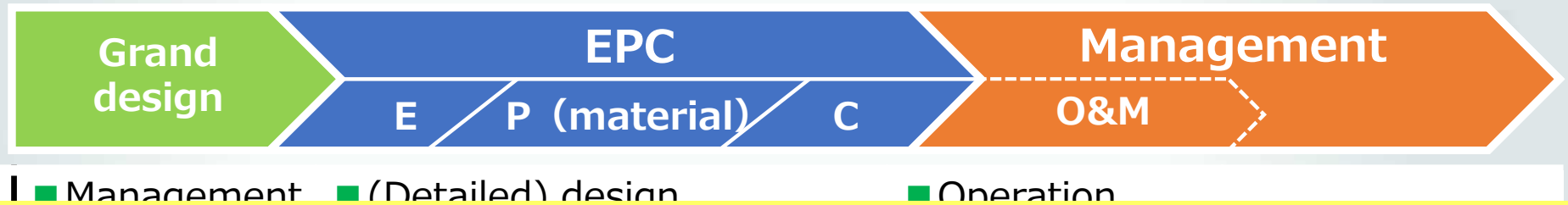


Market	<ul style="list-style-type: none"> Management strategy Basic design 	<ul style="list-style-type: none"> (Detailed) design Procurement Construction 	<ul style="list-style-type: none"> Operation Maintenance 	<ul style="list-style-type: none"> Management
Term	<ul style="list-style-type: none"> 1 year 	<ul style="list-style-type: none"> 1~3 years 	<ul style="list-style-type: none"> several years ~ decades 	<ul style="list-style-type: none"> several years ~ decades
Price	<ul style="list-style-type: none"> ~tens of M of yen 	<ul style="list-style-type: none"> ~several B yen 	<ul style="list-style-type: none"> ~tens of B of yen 	<ul style="list-style-type: none"> ~tens of B of yen



Q5-1 Growing global water business

- Annual market scale at water business



Requirement is changing:
not only technical discussion,
but also 「How to manage」

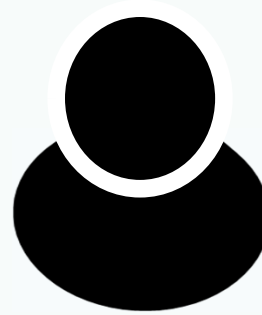


Q5-2 Why is PPP ?

PPP: "Public Private Partnership"

Mass retirement

Technique succession

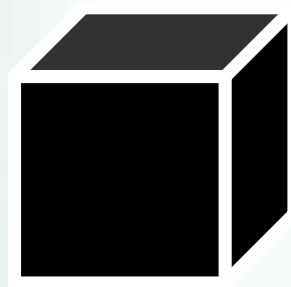


Population shrinkage
(Nationwide, Rural side)

Lack of technique in specific area

Human resource

Facilities aging



Goods

Revenue decline on water sales

Financing



Non-profit sector

Money

Lack of material in specific area

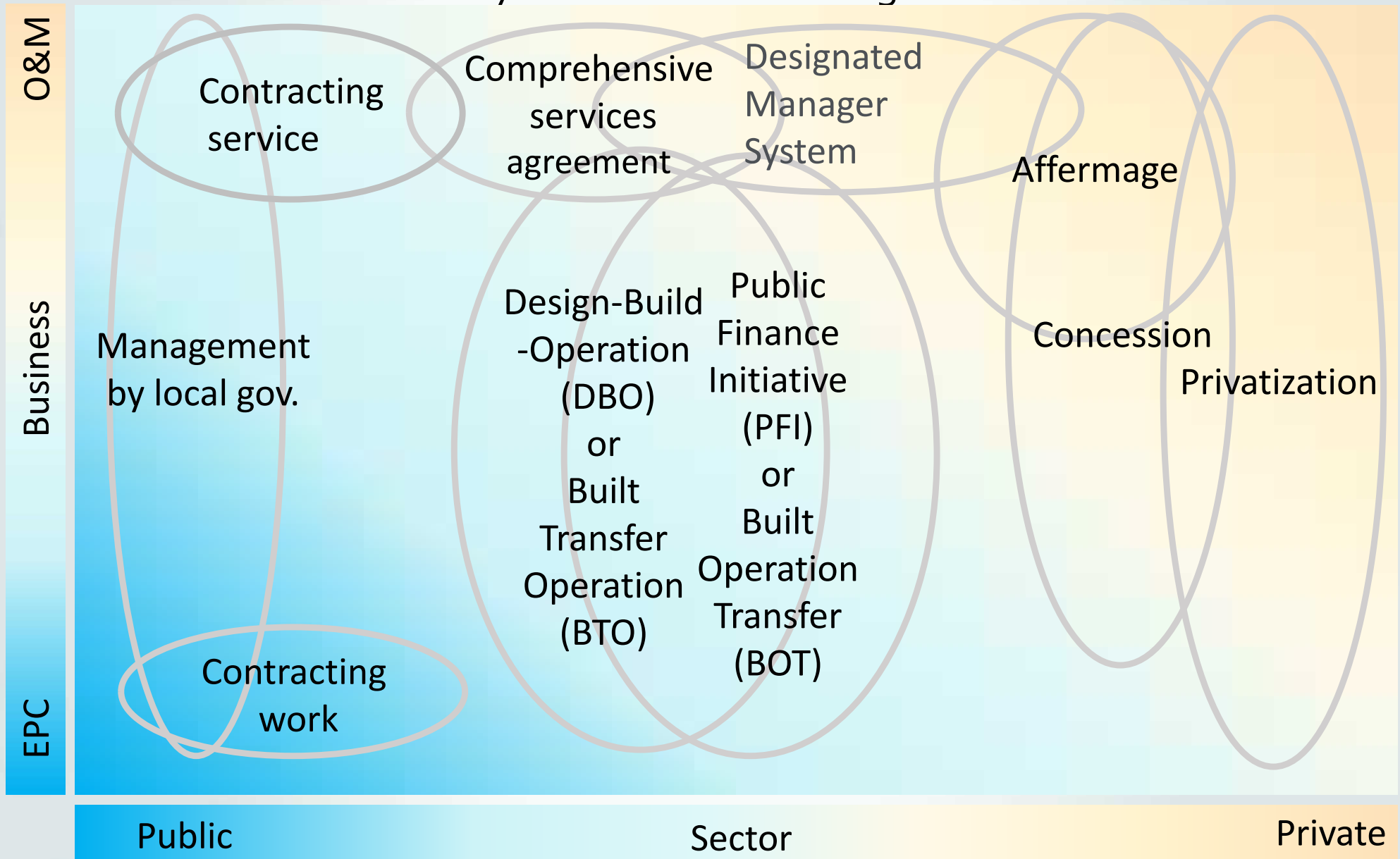
Single business year

Proper business

Q5-3 What is PPP?

PPP is "Public Private Partnership"

PPP is one of the keywords about management method



Q5-4 Case introduction~Mizumirai Hiroshima Co.~



PPP scheme for water supply management

Q5-4 Case introduction ~Mizumirai Hiroshima Co.~

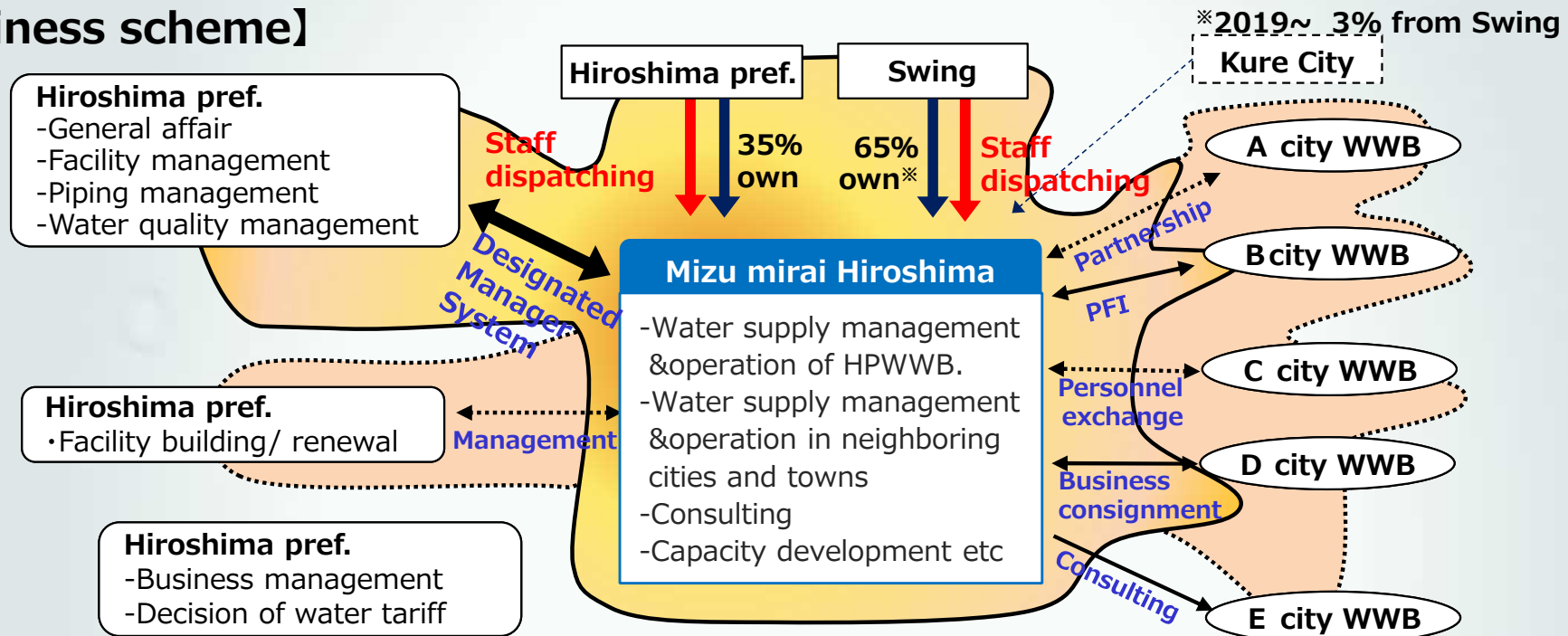
【Aim】 To supply good quality water stably and safely with refraining from water tariff raising through solution to several problems of Hiroshima Prefecture Water Works Bureau (HPWWB)

【History ~Problem and Action~】

Problems	Revenue decline on water sales due to population shrinkage	Replace/maintenance cost increasing due to facilities aging	Problems about technique succession due to mass retirement of staffs
Direction	Promotion of outsourcing to the private sector		Expansion of water supply area including business integration
2005~	New PPP scheme		
New awareness	Limitation of private sectors' originality due to specification order	Weakening of staffs' technological capacity due to outsourcing	No progress of expansion of water supply area
Counter-measures Jul 2011	Utilization of private sectors' originality	To keep/succeed staffs' technological capacity	Creation of promoter to expand water supply management area
<ol style="list-style-type: none"> ① Establishment of public and private jointly-owned company (private: majority) ② Application of Designated Manager System to water supply business and outsourcing as comprehensive services agreement to the company ③ Dispatching staffs from HPWWB to the company and to keep/succeed/enhance their technological capacity ④ To secure various source of revenues in addition to water sales 			

Q5-4 Case introduction ~ Mizumirai Hiroshima Co. ~

【Business scheme】



Point 1	Point 2	Point 3	Point 4	Point 5
<p><u>Public-build/ own & private-operation</u></p> <p>Application of Designated Manager System to WWB</p>	<p><u>Private leadership</u></p> <p>Private sector as majority owner to maximize originality and flexibility</p>	<p><u>Staff dispatching</u></p> <p>Staffs dispatching from HPWWB due to pref.'s owner for smooth succession and enhancement of technological capacity</p>	<p><u>Role of promoter to expand water supply management area</u></p> <p>Various contracts depending on requests from each city</p>	<p><u>Stimulation of local economy</u></p> <p>New business and technology development due to collaboration of local companies</p>

Q5-4 Case introduction ~Mizumirai Hiroshima Co.~

【Effectiveness : Optimization by IT tool】

- Inspection and maintenance situation could be visualized by IT system
- All operators with tablet could share current info

Equipment inspection by using **tablet**

Asset management using by **cloud service**

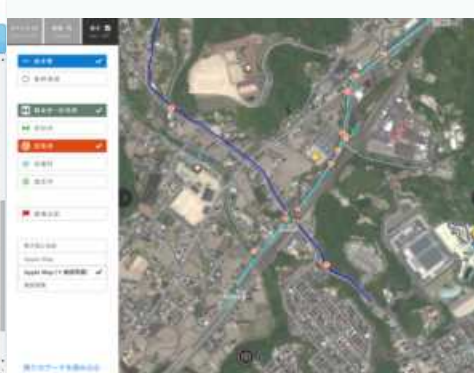
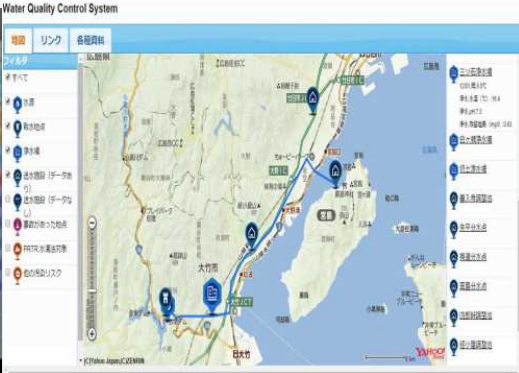
Standardization of technique using by **video manual**



Remote control/monitoring by using tablet

Info. management of water quality by using tablet

Info. management of pipe by using mapping system



Effectiveness

- Visualization of facilities situation
- Several operation information sharing
- Standardization of technique and know-how
- Optimization of inspection and maintenance
- Quick response of emergency situation
- Homogenization of services
- Optimization of LCC and achievement of facilities to long-life

Q5-4 Case introduction ~Mizumirai Hiroshima Co.~

【Effectiveness : Capacity development】

Training utilized **resources of public and private sectors**

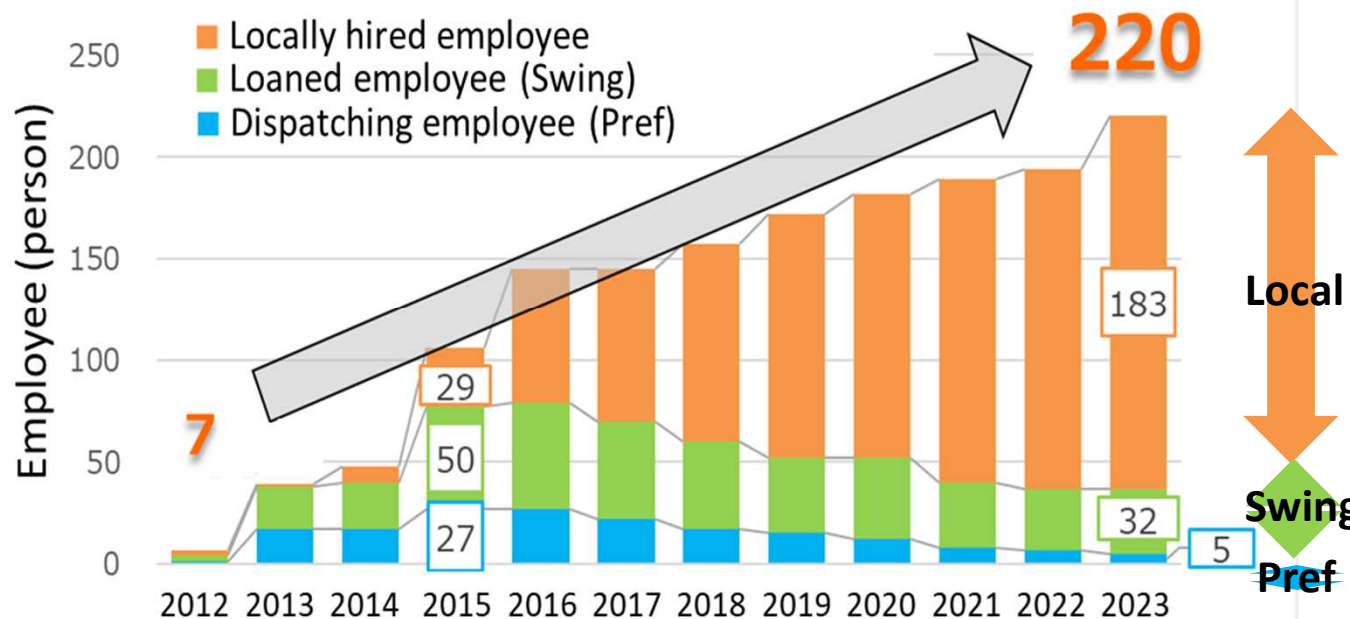
Technique succession from experienced to young members



There are 29 types/ 64 times training in a year

Effectiveness

- Enhancement of technical skills due to much training
- Outsourcing to Insourcing
- Improvement of skills of emergency response
- Stimulation of local economy due to employment in local area





Noto Peninsula Earthquake

Q5-5 Case introduction ~Disaster recovery support~

Infrastructure recovery support

Recovery support for water treatment facilities



Operation management support

Continued water treatment support (on irregular facility conditions)



Delayed infrastructure (esp. distribution pipes) recovery

Cannot deliver water to citizens quickly in case of emergencies

Support activities carried out during disasters since before

Q5-5 Case introduction ~Disaster recovery support~

NEW

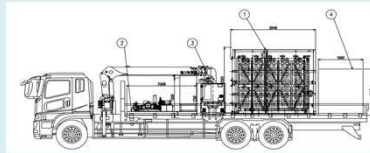
Water supply to the community

Provision of water by using portable water purification equipment and water trucks



For drinking

1,000 t/d water purification trucks



As a substitute for water purification plant

Water trucks



As emergency water supply

For laundry

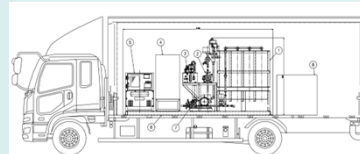
Pre-treatment device + washing machine



As laundry water

For wash/shower

100 t/d water purification trucks



As base water supply to evacuation centers

Water reuse hand-wash stand



As handwashing station in evacuation centers and hospitals

portable water reuse system (Shower kit)



As private showers in evacuation centers

Future PPPs require mechanisms where private companies with speed and solutions actively participate.

Summary in Q5 section

Q5

What is management of water business?

A1

“Management” has been required in addition to technology and will be main business as market share in water business.

A2

PPP is an effective countermeasure to current problems in related to Human resources, Money and Goods.

A3

Mizumirai Hiroshima adopts new PPP scheme and has been highly effectively utilized by private sectors' originality.

A4

To prepare for changes in social issues such as disasters, PPP initiatives where private companies actively participate are necessary.

Q6

How is the employment situation of international students ?

Q6-1 Situation ~Where international students find jobs~

Rank	Country	Estimated Proportion of where international students find jobs
1	United States	25%
2	United Kingdom	15%
3	Canada	15%
4	Australia	10%
5	Germany	5%
6	Japan	5%
7	France	5%
8	Other countries	20%

Sources:

- [UIS Official Website](#)
- <https://www.oecd.org/education/>
- [World Bank Education Data](#)

Q6-2 Situation ~Employment of international graduates~

The proportion of international graduates who get employed post graduation.



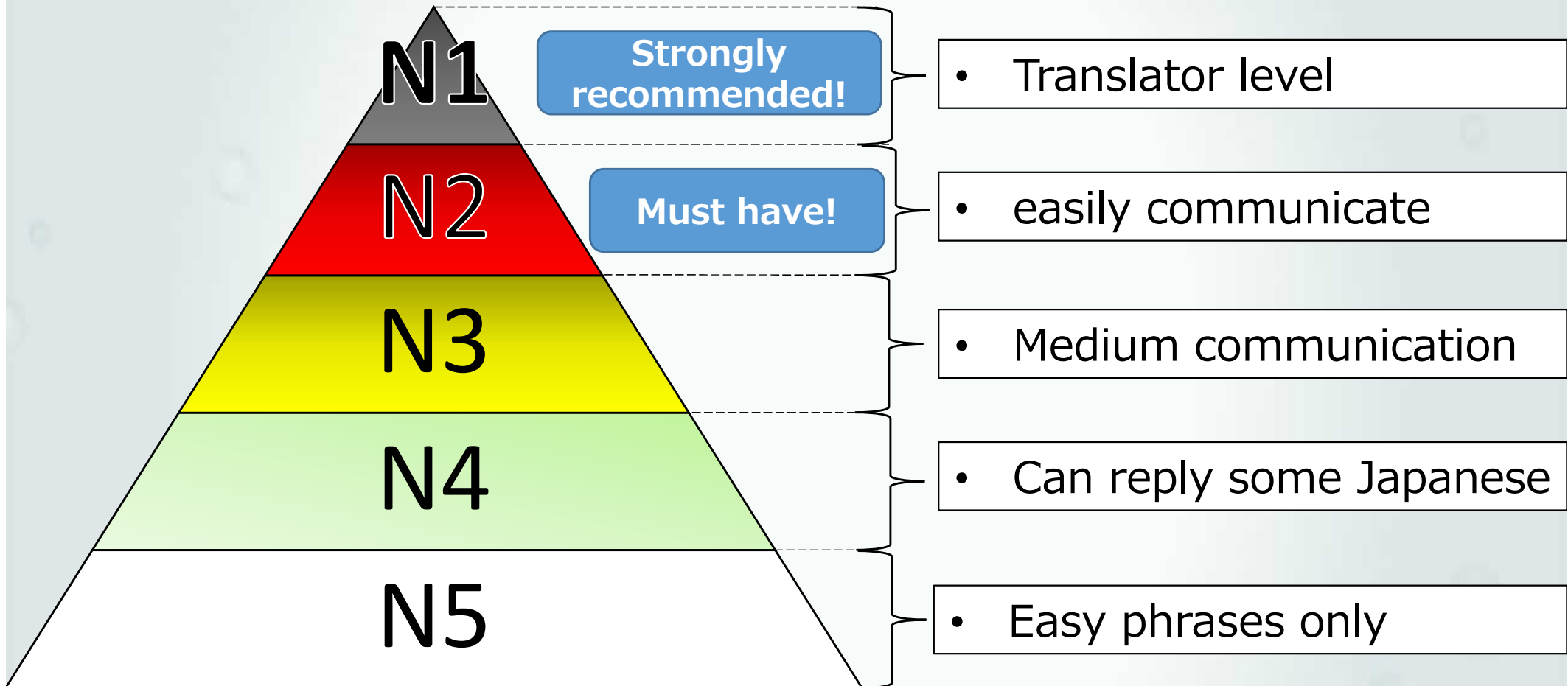
Country	Employment Rate	Challenges in Securing Employment		
United States	85-90%	- Visa Restrictions	- Job Search Culture	- High Competition
United Kingdom	80-85%	- Visa Competition	- Experience Requirement	- Competition
Canada	88%	- Visa Application Complexity	- Networking in Canada	- High Competition
Australia	70-80%	- Job Market Competition	- Regional Disparities	- Local Experience
Germany	85%	- German Language Requirements	- Visa Procedure	- Non-EU Citizen Competition
Japan	50-60%	- Language Barrier	- Cultural Differences	- Recruitment Timing
France	60-75%	- Language Barrier	- High Competition	- Cultural differences

Sources

- <https://www.nafsa.org>
- <https://www.hesa.ac.uk>
- <https://www.prospects.ac.uk>
- <https://www.statcan.gc.ca>
- <https://www.canada.ca/en/immigration-refugees-citizenship.html>
- <https://www.abs.gov.au>
- <https://www.daad.de/en/>
- <https://www.jasso.go.jp/en/index.html>
- <https://www.campusfrance.org/en>
- <https://www.enseignementsup-recherche.gouv.fr>

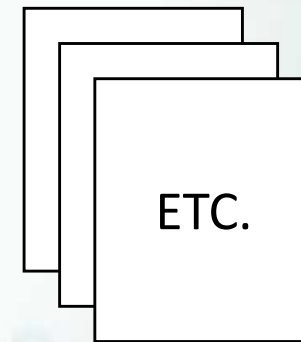
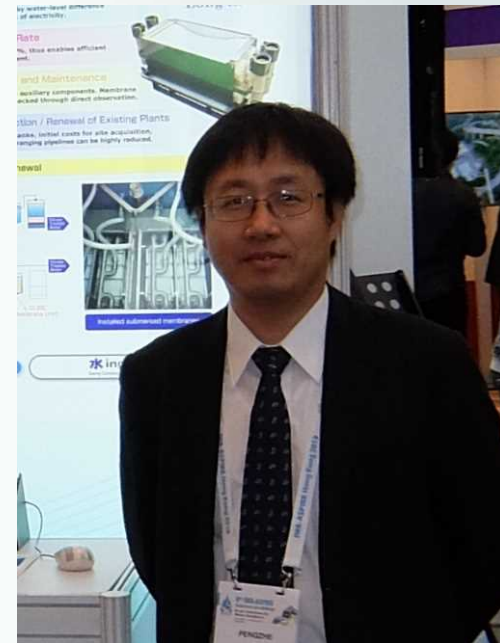
Q6-3 Working in Japan and JLPT

JLPT: Japanese Language Proficiency Test



Obtaining JLPT N1 is strongly recommended if you want to work in Japanese companies.

Q6-4 Foreign employees in Swing Corp.



About 20 in our company
(in major career path)

Q6-5 Job hunting website in Japan

Internationally-oriented Job-Hunting Websites (for non-Japanese, bilinguals, foreign firms)

My Navi Global *For international students and bilinguals	https://global.mynavi.jp/
Robert Walters Japan	https://www.robertwalters.co.jp/
Career Forum Net (CFN)	https://careerforum.net/ja/
en world *Focused on career change options	https://www.enworld.com/
Dai job.com *Focused on career change options	https://www.daijob.com/
The Japan Times Jobs *Focused on career change options	https://job.japantimes.com/
Career Support Network System for International Students in Japan	https://www.ajinzai.com/college/personal/exist/?admin_corporation_cd=142&school_cd=2766
International foreign students associations	http://www.ifsa.jp/index.php?r2021

Other: Linked In, Facebook and seminars in your University

Source: <http://en.apu.ac.jp/careers/page/content0014.html/>

Summary in Q6 section

Q6

How is the employment situation of international students ?

A1

Western countries are more popular job destinations for international students.

A2

International students face various challenges in securing employment.

A3

In Japan, Japanese skill is required :
JLPT-N2(MUST) and
JLPT-N1(Strongly recommended).

Q7

Lecture on job hunting

Q7-1 The purposes

Students (You)

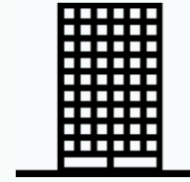


I want to break through the selection and **get a job offer**

You should tell them:

- What you've done or can do
- Your dream or career plan
- What you are!

Companies(Us)



Contribute to the **long-term growth of company**

We want to know:

- Can he/she work?
- What is his/her dream(or plan)?
- Can we work together?(culture)

Q7-2 What we are looking for;

Students (You)



I want to **break through** the selection and get a **job offer**

You should tell them:

- What you've done or can do
- Your dream or career plan
- What you are!

Companies(Us)



Contribute to the **long-term growth** of company

We want to know:

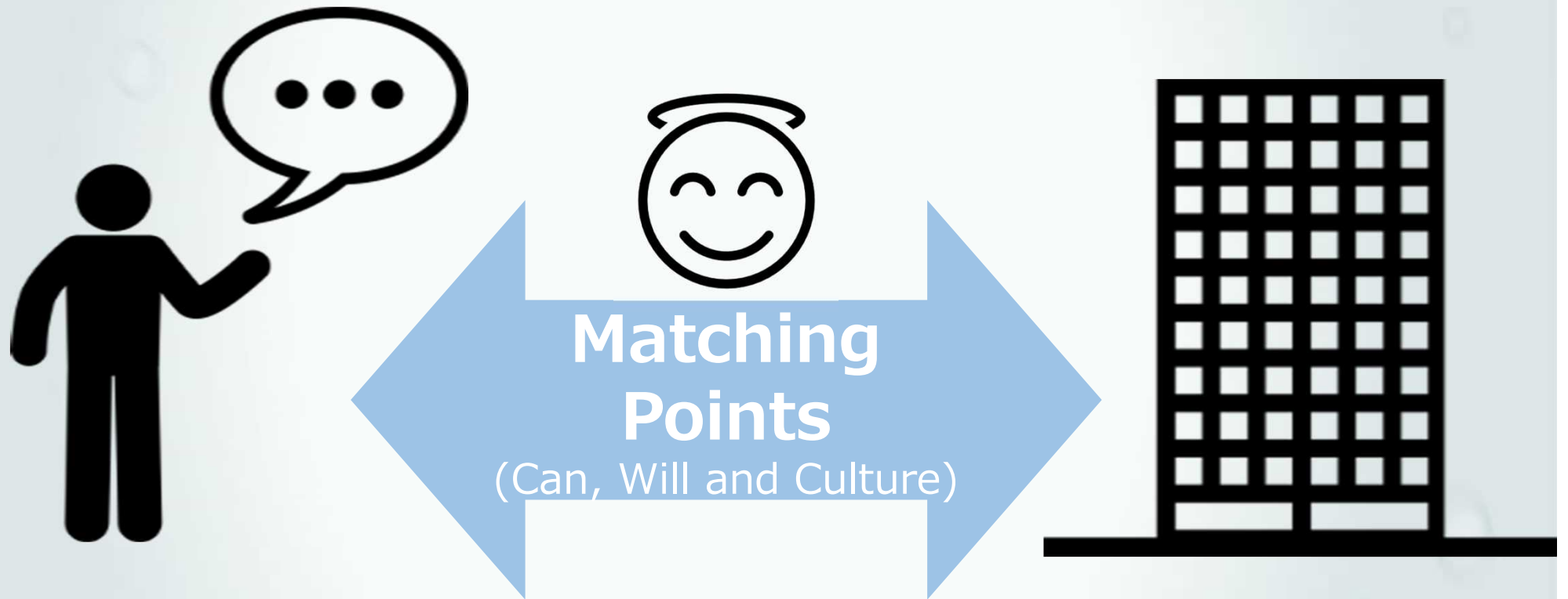
- Can he/she work?
- What is his/her dream or plan?
- Can we work together? (culture)

CAN

WILL

CULTURE

Q7-3 And...



Q7-4 Important skills for job hunting;

■ The most important skills/attributes of applicants for companies
(Questionnaire to companies on recruitment of new graduates in 2018)

*経団連「2018年度新卒採用に関するアンケート調査結果」

<Top 5>

- | | |
|------------------------|---------|
| 1. Communication Skill | (82.4%) |
| 2. Responsibility | (64.3%) |
| 3. Challenging mind | (48.9%) |
| 4. Cooperativeness | (47.0%) |
| 5. Integrity | (43.4%) |



Q7-4 Important skills for job hunting;

■ Comparison of Required Skills During Job Hunting: Japan vs. Overseas

Skill Category	Japan	Overseas (Primarily Western Countries)
Communication Skills	Emphasis on reading the atmosphere, harmony, and active listening	Emphasis on clear self-expression, logical explanation, and assertiveness
Language Proficiency	Formal language proficiency tests are often prioritized	Practical language skills (debate, negotiation, presentation) are more valued
AI & Digital Skills	Primarily valued in tech and IT sectors; still developing in other fields	Critical in almost all industries; even non-tech jobs demand data literacy
Teamwork Interpretation	Emphasis on maintaining harmony within a group	Emphasis on achieving results through individual roles and collaboration
Job Hunting Process	Highly structured with emphasis on academic background, written exams, and interviews	More flexible with portfolios, internships, and skills tests; emphasis on practical experience

Sources:

https://booklive.jp/product/index/title_id/1599973/vol_no/001

<https://forbesjapan.com/articles/detail/77273>

<https://prtmes.jp/main/html/rd/p/000001420.000044800.html>

Q7-5 How to sell yourself

Interviewing is the first step of your business career

“Three Steps” of the presentation:

1. Strategy

- 3P: Place, People and Purpose

2. Scenario Construction

- Arrange the overall configuration, priority time distribution

3. Delivery

- Believe in yourself and convey your story to interviewer using your visuals



Q7-6 How to sell yourself (Step1: Strategy)

Clarify WHAT YOU WANT TO CONVEY

Remember:

- ✓ Presentation is the **"PRESENT"** to your Interviewer.
- ✓ You are taking the Interviewer time . So **Prioritize** what the Interviewer wants to hear, **not what you want to talk about.**

Tips for better presentation:

- Clarify your **role** as presenter (**Place**)
- **Who** is/are audience/you ? (**People**)
- Clarify the **relationship** between you and the Interviewer, and imagine **what** you want from the Interviewer to be **effected** (**Purpose**)



Q7-6 How to sell yourself (Step2: Scenario)

Think “Interviewer First”

Remember:

- ✓ Imagine what your Interviewers want to hear from you.
- ✓ Imagine the goal **FROM beginning** of conversation.
(make the scenario that effects your Interviewer as YOU WANT)
- ✓ Don't exaggerate.

Scenario is the **MAP** leads your interviewer.

So it MUST be :

- Simple (easily understandable)
- Reflex regarding the interviewers reaction
(especially for body language)
- One sentence, One message



Q7-6 How to sell yourself (Step3: Delivery)

Do your best to **“Deliver your message”**

Remember:

- ✓ It shouldn't be **one-side** talking. **MIND YOUR INTERVIEWER** and ...
- ✓ Convince them to hire you! (WHY YOU?)

How to communicate:

Verbal communication

Exceptional scenario, wording, etc.

Non-verbal communication

Voice tone, attitude, eye contact, body language



Summary in Q7 section

Q7

Lecture on job hunting

A1

Companies are looking for **Matching Points**.
(Can, Will, Culture)

A2

For better presentation, mind 3P:
Place, People and Purpose.

A3

Audience understanding is everything.

~A total solution provider for water and the environment~

Thank you for your kind attention!



Our Water for Your Life



*We will harness our "comprehensive strengths"
to realize a sustainable society.*

