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Press Release on April 15, 2025
SAAF Holdings Co., Ltd.
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SAAF Holdings Group

“Amakusa Studies” lecture series begins at Ibaraki University, focusing on the efforts of Amakusa City, Kumamoto Prefecture, to attract businesses

We are pleased to announce this time that Mr. Motoki Oya (hereinafter referred to as "Mr. Oya"), Director and COO of Mirai inc. (Head office: Hiroshima City, Hiroshima Prefecture; CEO: Mr. Akira Seno; hereinafter referred to as "Mirai"), a member of our group companies, will be speaking as a special lecturer in the course "Amakusa Studies (First semester: Regional Revitalization and Leadership, Second semester: Local Politics)" taught by Professor Tsuyoshi Mawatari (specializing in political science; hereinafter referred to as "Professor Mawatari") of the Department of Contemporary Sociology, College of Humanities and Social Sciences, Ibaraki University, a National University Corporation.



Students taking the Amakusa Studies course at Ibaraki University



Professor Mawatari of Ibaraki University and COO of Mirai Co., Ltd., Mr. Oya

[Background to the course]

After learning about the success of Amakusa City, Kumamoto Prefecture (hereinafter “Amakusa City”) in attracting businesses and promoting regional development, Professor Mawatari invited Mr. Oya to be a lecturer on “Local Politics” in November 2024 through a mutual acquaintance. Students who took the course provided many positive feedback, saying things like, “It was interesting to hear about a case where local human resources were used to successfully attract companies,” “The collaboration between the government and private sector was impressive,” and “As someone from a rural area, my values have changed.”

Later, in December 2024, Professor Mawatari visited Amakusa City himself, and through conversations with many local stakeholders, he realized that Amakusa City possesses the three Ts (technology, talent, and tolerance) that are essential for a city's prosperity, as proposed by American sociologist Richard Florida in his book “Creative Investment.” He then thought, “I want to take up this region’s efforts as an academic subject and share it with students at Ibaraki University,” and decided to offer "Amakusa Studies" as a year-round course at Ibaraki University. The selection of the lecturers was left to Mr. Oya, whose activities are rooted in Amakusa City, and he asked carefully selected members from among the businesspeople in Amakusa who have been working together with him to revitalize the local area to be lecturers.

[Inquiries regarding this press release]

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[The thoughts behind “Amakusa Studies”]

Mirai aims to build a “sustainable local community model” and is working with Amakusa City to revitalize the area. We believe that fostering pride in the community, or civic pride, is what will create the foundation for building a resilient community. In that sense, “Amakusa Studies,” which will produce more than 20 special lecturers at national universities in Amakusa City, which does not have a university, is a highly significant initiative.

Through Amakusa Studies, we hope that students will gain a deeper understanding of the various urban development issues and initiatives facing the local community, such as population decline and the outflow of young people, and that they will go on to become brilliant, active members of the community who will help create a new society.

■ Related press release dated on March 14, 2019:

“Industry creation project launched in collaboration with and support of Amakusa City, Kumamoto Prefecture”

<https://ssl4.eir-parts.net/doc/1447/tdnet/1683992/00.pdf>

■ Inquiries regarding this release

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