

Building a New International Collaboration Model Centered on Agri-Food and Tourism

— Transforming Shared Potential between Shimonoseki and Batu into a Sustainable Business Model —

On November 6, 2025, a delegation from Shimonoseki City University paid an official visit to Batu City in East Java, Indonesia, to discuss shared regional challenges and explore future directions for cooperation. During the meeting, a new international collaboration initiative focusing on “Agri-Food Business” and “Tourism Business” was presented.

Although Batu City possesses a rich natural environment, abundant agricultural resources, and a vibrant local culture, it faces the challenge of not fully utilizing its potential. A similar situation can be observed in Shimonoseki, where our university is located.

To address these issues, Shimonoseki City University proposed the creation of a new business model integrating agri-food and tourism, in collaboration with universities, research institutions, and local industries in both cities. Moving forward, the two sides plan to promote joint research, cooperation with regional companies, and practical learning opportunities for students, with the goal of fostering both regional economic growth and international academic exchange.

This initiative is expected to become a new model for regional revitalization, demonstrating how universities can serve as key actors in connecting cities and transforming shared potential into sustainable development.