

Regional Exchange Promotion Program training in India for local government officials

J.CLAIR Singapore

From 3 to 13 September 2025 (inclusive of a three-day training program in Japan), J.CLAIR Singapore and the Japan Intercultural Academy of Municipalities (JIAM) jointly conducted the Regional Exchange Promotion Program. Titled “Overseas Strategy of Local Governments ~Promoting Inter-regional Exchange with Vibrant Asia~”, this year’s program was held across two cities in India – Delhi and Mumbai.

Ten participants, which included a mix of local government officials among others, participated in the program. The Delhi segment included visits to local Delhi institutions, such as IIT-Delhi, the All India Institute of Local Self Government, and technical intern trainee sending organizations, as well as Delhi-based Japanese institutions and offices such as the Embassy of Japan in India, the JETRO New Delhi Office and JNTO Delhi Office.

For the Mumbai segment, participants visited local Mumbai institutions such as the Brihanmumbai Municipal Corporation, as well as Mumbai-based Japanese institutions and offices such as the JETRO Mumbai Office and the Wakayama Prefectural Office in Mumbai.

Through these visits, participants learnt about the differences across both cities in the areas of inbound tourism to Japan and overseas business expansion. Dialogue sessions were also incorporated into the program for participants to experience a genuine ‘exchange’ with the locals. In spite of the limited time spent in both cities, participants were able to visit a total of 17 destinations.

1 JNTO Delhi Office (Delhi)

At the JNTO Delhi office, participants received an overview of JNTO's business activities and the current tourism scene in India. They learnt about India’s travel destination trends, food preferences of Indian travelers, how to promote Japan travel to a highly diverse India, and which aspects of Japan appeal to Indian travelers.

Participants were also active in the dialogue, asking many questions related to their own areas of work, which indicated a high level of interest in inbound tourism from an administration level.



Commemorative photo with JNTO Staff

2 Exchange with students in H&A India Pvt Ltd (Delhi)

H&A India Pvt Ltd is a technical intern trainee sending organization based in India. Participants were given an overview of the current industry situation and challenges of sending Indian technical interns to Japan. With ‘local exchange’ being the key purpose of this training, participants also exchanged opinions with students enrolled in the Japanese language school of H&A India.

The students of H&A India spend about six months to one year in the training facility, where they study Japanese and learn about Japanese culture. During their interactions with the students, participants actively asked about the cultural and lifestyle differences between Japan and India, and the students’ impressions of Japan.



Participants asking Japan cultural questions to the students

3 JETRO Mumbai Office (Mumbai)

At the JETRO Mumbai office, participants received a briefing on JETRO's business activities and the current economic situation in Mumbai, the economic center of India.

There was a lively exchange of opinions as participants actively asked questions about the types of inquiries received from Japanese companies that are considering to expand into Mumbai and strategies to maneuver India's unique corporate culture.



Participants being briefed on the activities of Japanese companies in Mumbai

4 The Brihanmumbai Municipal Corporation (Mumbai)

Participants visited the Brihanmumbai Municipal Corporation Head Office, located in the heart of Mumbai. The Deputy Commissioner personally shared an overview of Mumbai City, its unique urban structure as well as existing administrative policies and challenges such as severe flood control measures and urban congestion faced by Maharashtra State.

Participants also entered the "Disaster Management Room," where resident enquiries are received. They were able to have a valuable exchange of opinions with executive officers of the Brihanmumbai Municipal Corporation Head Office, and asked questions about AI utilization in administrative policies and initiatives for attracting tourists.



Participants being briefed on the administrative challenges that Maharashtra State is facing.

This training program provided opportunities for participants to deepen their knowledge about the various public and private initiatives in Delhi and Mumbai, and learn about the differences between Japan and India across a wide range of fields, in both the public and private sectors.