

海外に販路学生一役

外国語で商品PR

愛知県立大外国語学部(同県長久手市)の学生が地元の中小企業を取材し、各社のホームページ(HP)に掲載する二カ国語のPR記事づくりに取り組んでいる。海外に販路を求めめる中小企業にとって、外国語での情報発信は大きな「壁」の一つ。学生は「各社の海外展開をお手伝いできた。私たちも語学力を磨くチャンス」と張り切っている。(坂田奈央)



愛知県立大 企業のHP記事作成

この取り組みは、外国語学部が四月に始めた「あいちものづくり・学生共同プロジェクト」。学生がビジネスの世界に飛び込み、販路拡大を探る企業の課題を把握するとともに、語学力を高めるのが狙いだ。学生は英語に加え、スペイン語、ドイツ語、中国語のどれか一カ国語で記事をつくる。「各言語圏の消費者たちの関心を誘うような切り口を」と、記事や写真を工夫している。企業は、学生が客観的な視点でまとめた二カ国語の記事をHPなどに自由に活用できる。今回参加したのはキタムラジャパン(同県北名古屋市)、杉浦味醂(同県碧南市)、丸八テン(同県名古屋市)、船橋(同)の四社。

枕メーカーのキタムラジャパンの取材を担当した四年の前田遙さん(三)ら五人は、英語とスペイン語の記事を約三カ月間かけて作成。スペイン語版では「シエスタ(昼寝)の復活」をコンセプトに、製品の特徴や効能を紹介した。英語版では「睡眠が美をつくる！」のコンセプトで二十代後半から四十代までの女性をターゲットに、日米両国の枕の概念の違いを丁寧に記した。各言語の校正は県立大の外国人講師が担当した。キタムラジャパンは今まさに販路を求め、北村圭介社長(三)が欧米を回っており、近く学生の記事付きのHPも公開する。北村社長は「学生ならではの視点で面白い。単純に日本語を外国語に翻訳するのではなく、現地の人に興味を持つような切り口の発信が重要と感じた」と話している。

①老舗枕メーカー「キタムラジャパン」の英語とスペイン語の資料を作成した愛知県立大の学生グループ＝愛知県長久手市の愛知県立大で
②学生が作成したPR記事の一部

Your new sleep partner

gymnast

Long-established Japanese mattress company Kitamura Japan Inc. have created a unique mattress, "Gymnast Plus" to ensure you achieve a good night's sleep. When it comes to sleep, quality is more important than quantity. People often involuntarily toss and turn in bed, leading to disturbed sleep. The Gymnast Plus has many features to facilitate moving while you sleep, without waking up.

- The Gymnast Plus is beam-shaped. This unique shape helps your head turn naturally, and supports your head in the side and upward positions.
- The mattress height is adjustable. It is divided into four parts, and you can easily adjust the filling depending on your preference.
- The Gymnast Plus is easy to keep clean because it is washable.

Kitamura's size design side items related to sleep, for example, mattress cover. One mattress cover design has a pocket for slippers. Using your favorite slippers at all will help you to relax and so sleep easier and more deeply.

Women's slippers
mattress cover

All Kitamura products are individually crafted by professionals who have been engaged in creating bedclothes for over 40 years. Their extensive knowledge and experience guarantee a quality product to ensure you enjoy a good night's sleep.

Editorial Comments

Spanish: Before I joined the editorial team, I'd never heard of Kitamura Japan and their products. I'm happy to have had the chance to get to know the company and work with them through this article. The small Japanese company combines almost a century of history together with the latest technology, experienced professionals, and more than anything, a real desire to support people with their mattress not only in Japan but also overseas.

Basque: My first usage of Kitamura Japan via their website was that of a creative mattress company. After talking with the Kitamura Japan CEO directly, I was moved by his passion to build more people about their mattress. For example, they held an event displaying all beds and demonstrating how to use mattress in a big experiential store in Tokyo. Also, I think having traditional kits and new ideas in the spirit of Kitamura.

Basque: I hope all readers will be able to have a good night's sleep and become more beautiful with this amazing mattress. Right! I actually read more in addition to a review is enough there to sleep!