



PRESS RELEASE (2018/3/29)

MOU between Kyushu University and Yoshimoto Kogyo Co., Ltd signaling cooperation for the promotion of Yunus Social Business and new business creation.

Yoshimoto Kogyo Co., Ltd (President: Hiroshi OSAKI, Address: Chuo-ku, Osaka) and National University Corporation Kyushu University (President: Chiharu KUBO, Address: Nishi-ku, Fukuoka) have concluded the Memorandum Of Understanding (MOU) signaling an industry-university cooperation. The objectives are to promote Yunus Social Business and to have a cooperation by taking advantage of the strengths of each party towards creating new businesses. Both parties agree to build a partnership between industry and academia to make contributions to solve social issues.

Summary of Cooperation

Yoshimoto Kogyo Co., Ltd aims for “a society in which everyone laughs and smiles” through comedy entertainment. Their major business is a content creation based on celebrity management. They have various businesses including TV, theaters, events, books, goods and more. Through the businesses, they actively try to solve common issues relating to the environment.

Yunus & Shiiki Social Business Research Center at Kyushu University tries to promote and study Yunus Social Business advocated by a founder of Grameen Bank and Nobel Peace Laureate, Professor Muhammad Yunus.

The intent of this cooperation is to support new business creation, to co-hold events and to study and research social business promotion.

Content of Cooperation

Both parties will develop social business curriculum at Yoshimoto Okinawa Laugh and Peace College in Naha, Okinawa which will open in 2018. They will also cooperate for social business promotion in various regions in Japan.



YOSHIMOTO

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