



Announcing the WISE Obuse Founding Advisory Board

JSIE organizes WISE (Women's Initiative for Sustainable Empowerment), a leadership development program that connects local communities with diverse people from Japan and around the world to explore social challenges together and generate new ideas and initiatives. We are pleased to announce the establishment of the WISE Obuse Founding Advisory Board to support the continued development of WISE Obuse and strengthen its long-term engagement with the local community.

JSIE is a nonprofit organization dedicated to creating an environment where individuals can realize their potential and work collaboratively with people from diverse backgrounds to address social challenges. By providing opportunities to engage with different perspectives, experiences, and networks, JSIE seeks to foster individuals who can take on new challenges and contribute to positive social change.

WISE, JSIE's flagship program, has brought together participants from diverse generations and backgrounds in Japan and around the world. Through interaction and collaboration with local community members and mentors, WISE has created a space where participants can explore social challenges together and develop new ideas.

Looking ahead, under the concept of "Obuse as a Campus," we aim to use the town itself—its historic buildings, local businesses, people, culture, and community development—as a place for learning and exchange, further developing WISE Obuse as an initiative that connects the local community with people from Japan and around the world.

To support this vision from a long-term perspective and further strengthen our ties with the local community, we are honored to welcome the following three members to the Founding Advisory Board:

<WISE Obuse Founding Advisory Board>

- Toru Omiya, Mayor of Obuse
- Shuri Fukunaga, President and CEO, Persuade, Inc.
- Michael Brown, Co-founder, nabetomo, Inc.
- Tatsuya Matsui, Founder and CEO, Flowered, Inc.

Bringing together Mayor Omiya's insight into local governance and community development, Ms. Fukunaga's expertise in strategic public relations and communications, and Mr. Brown's experience as an entrepreneur based in Nagano, we look forward to exploring together how WISE Obuse can continue to grow and evolve.

As we grow WISE Obuse into a platform that connects the local community with the world and creates opportunities for new encounters, ideas, and initiatives, we look forward to taking this next step together with the Obuse community as we prepare for WISE Obuse 2027.