

Seeking Workers for Space Industry

(Ehime Shimbun, April 22, 2026)

Niihama National College of Technology launched a program of “Special lecture for training staff members to make use of space system” in fiscal year 2026. The first lecture was held at the school and was also streamed online on April 20th with about 60 students from technical colleges across the country participating.

Two members from “SPACETIDE”, a general incorporated association (Tokyo) engaging in creation of new businesses and training staff members appeared on the stage in order to develop space industry. They gave lectures on “the current situation and the future of space industry”. Fujino Shota told that the space industry market would grow from 95 trillion yen in 2023 to about 270 trillion yen in 2035. He also emphasized that space business has become a reality. taking as examples the projects which companies from both inside and outside Japan have worked on.

Ando Fumika explained that along with space market expansion, 100,000 workers will be required by the early 2030s (now about 30,000). She hoped that technical college students would improve their manufacturing ability (the ability to use their hands and actually create something) and develop various types of perspective on top to their specialty. She said she wanted them to work for space industry in their future.




This special program is a first attempt for National College of technology. Students from any National Institute of Technology other than Niihama can attend lectures. There are 30 classes per year, putting the first and second semester together. In those classes the students will learn the methods to develop space equipment, thinking about the connection between space and society. The first lecture seems like an orientation and 40 students will be chosen by lottery soon
(Tsukioka Gaku)

This newsletter is published by SGG, a volunteer group that helps foreigners living in and around Niihama. If you need any advice, information, or support, please contact SGG. SGG would welcome any suggestions, questions, or ideas for monthly articles.
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* This month's editors are T. Hoshita & T. Masuda .

ONE POINT JAPANESE

「旅行の感想」を言う
(How to talk about your thoughts after a trip)

<p>A : これ、^{おきなわ}沖縄のおみやげです。どうぞ。 Kore, Okinawa no omiyage desu. Dōzo. (This is a souvenir for you from Okinawa.)</p> <p>B : ^{おきなわ}沖縄へ行ったんですか。^{たの}楽しかったですか。 Okinawa e ittandesu ka. Tanoshikatta desu ka. (Oh, you went to Okinawa? Did you have a great time?)</p> <p>A : はい、^{うみ}あんなきれいな海は^{はじ}初めてでした。 Hai, anna kirēna umi wa hajimete deshita. (Yeah, I'd never seen such a beautiful ocean.)</p> <p>B : いいですね。わたしも^{いちど}一度は^い行きたいと^{おも}思っているんですよ。 Īdesu ne. Watashi mo ichido wa ikitai to omotteirundesu yo. (That sounds great. I'd also really to go there at least once.)</p>	
<p>A : ^{とちぎけん}栃木県の^{にっこう}日光へ^い行ってきました。 Tochigi ken no nikkō e itte kimashita. (I went to Nikko in Tochigi prefecture.)</p> <p>B : ^{にっこう}日光…あ、^{にっこうとうしやうぐう}日光東照宮があるところですね。 Nikkō... Ā, Nikkō tōshōgū ga aru tokoro desu ne. (Nikko, oh right...the Nikko Toshogu Shrine place...)</p> <p>A : ^{ねん}400年^{いじょう}以上の^{れきし}歴史が^ああって、^{すば}すばらしかったです。 Yon hyaku nen ijō no rekishi ga atte, subarashi katta desu. (It has over 400 years of history, so it was amazing to see.)</p> <p>B : 「^み見ざる^い言わざる^き聞かざる」の^{さんざる}三猿を^み見ましたか。 “Mizaru Iwazaru Kikazaru” no SANZARU o mimashita ka. (Did you see the famous “see no evil, speak no evil, and hear no evil” monkeys?)</p> <p>A : はい、^み見ました。生きて^いいるようでした。 Hai, mimashita. Ikiteiru yōdeshita. (Yes, I did. They looked like they were alive.)</p>	 

< by Niihama Nihongo no Kai>

NNK also provides Japanese lessons for foreigners living in Niihama.
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What's New?

Niihama City

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Respecting the Past, Protecting the Future

Anamaria Söderberg

Japan is a country admired throughout the world for its history, traditions, beauty, and unique cultural spirit. From ancient temples and seasonal festivals to the quiet harmony of everyday life, Japan offers a cultural richness that continues to inspire people across generations.

As Japan becomes increasingly connected with the world, the importance of preserving its cultural identity becomes even greater. Traditions, manners, local customs, and historical heritage are not simply memories of the past; they are living parts of daily life that continue to shape society today. The spirit of the country can be found not only in famous places or cultural icons, but also in small everyday actions and values quietly carried from one generation to another.

The beauty of Japan often lives in details that may appear simple at first glance: respect for shared spaces, appreciation of the changing seasons, care for nature, traditional arts, local festivals, shrines and temples, and consideration for others in daily life. These customs have helped shape society for centuries and continue to create the atmosphere that so many people admire around the world today.

In modern society, where lifestyles and values change rapidly, some traditions risk being forgotten or treated as unimportant. However, preserving culture does not mean rejecting progress or closing the country to the world. Rather, it means protecting

the wisdom, spirit, and human connection that have helped shape Japan throughout history.

While studying Japanese history, I noticed the remarkable care and resilience that allowed these traditions to survive through periods of change, hardship, disaster, and modernization. Even during difficult times, many aspects of Japan's cultural identity continued to be protected with pride and dedication. This legacy deserves gratitude, respect, and careful preservation for future generations.

It is especially important for younger generations to understand the value of their own cultural heritage. By learning about history, participating in local traditions, and respecting the customs that continue to exist in everyday life, the spirit of Japan can continue to live on naturally into the future.

At the same time, many foreign residents who come to Japan eventually develop a deep admiration for the country, its people, and its traditions. Respectful cultural exchange allows people from different backgrounds to learn from one another while still preserving the identity and beauty of each culture. Foreign residents like me, who sincerely appreciate Japan, can also become part of the effort to respect and protect the traditions and harmony that make this country unique.

This cultural legacy has survived for centuries because each generation continued to protect it with care, sincerity, and open hearts. By cherishing these traditions and passing them forward with pride and respect, the beauty and spirit of Japan can continue to inspire future generations for many years to come.

Kondo Shuzo Gin Awarded Grand Prize

(Ehime Shimbun : March 11, 2026)

Niihama's Kondo Shuzo "Ehime Mikan Premium Gin Liqueur" went on sale last November and has won the Grand Prize in the New Beverage Product category at the "39th Gourmet Show Spring 2026".

The event is a trade fair introducing high quality commodities for the purpose of creating new markets in the food and beverage industry, sponsored by the Gourmet Show staff office of Business Guide-Sha, Inc. It was held last February in Tokyo, where buyers and other specialists acted as contest judges.

Kondo Shuzo's gin liqueur is made by mixing original craft gin made from Yawatahama's Maana orange with Maana straight orange juice, achieving the rich taste and fresh scent of a freshly peeled orange. The time required to develop the gin liqueur was more than two years.

Company President Kondo Yoshiro said, "We received great compliments like 'it tastes just like eating an orange' or 'I've never tasted anything like this before'. Please give it a try."

The company recommends drinking it on the rocks or with soda. A 500 ml bottle of gin liqueur costs ¥4400. It is available through their web site, liqueur shops in Niihama and Matsuyama Airport.



(Tsukioka Gaku)

Reiwa Sticker Boom

(Ehime Shimbun: February 16, 2026)

The "Reiwa Era (2020-) Sticker Boom" has emerged. The trend seems to have been started by women in their 20s and 30s, often called "Heisei (1989-2019) girls" who spent their childhood in 1990s.

I am one of those Heisei girls. As the boom hit, I visited a sticker shop where I saw girls asking parents to buy them stickers just as I did in my childhood. Today digitalization has become widespread, yet sticker culture has not changed. It reminded me of those old days.

The president of the sticker company said, "You can't find stickers in smartphone apps. Letters have been replaced by emails, and paper planners by digital calendars. The role of paper for recording and conveying information has totally shifted to digital. However, the simple act of pasting a sticker has an unchanging appeal. It strikes a chord with people, which is why this niche market continues to exist."

Taking pictures was not allowed in the sticker factory I visited to cover the story as their original technology such as foil stamping and die-cutting was inside the factory. At a time when paperless practices are widely promoted, it is the perfect time for craftsman, the backbone of the community, to be re-valued.



(Mitsuda Himari)

June Events

Ikeda Pond Park Iris Festival

A stunning early summer spectacle in Niihama with beautiful iris in full bloom. A famous spot where about 13,000 beautiful irises bloom. During the festival, tea houses (offering matcha) and local vegetable markets are open, attracting many photography enthusiasts and families. It will be held at Ikeda Pond Park during early to mid-June. Free admission. Parking lot is available free.

Ihei Kimura Exhibition "Living in Photography"

A retrospective of the work of photographer Ihei Kimura (1901-1974), who left a significant mark on the history of Japanese photography. It is being held at Akagane Museum until June 21st.

Admission fee: 1,000 yen for adults, 800 yen for seniors 65 years and older, free for college students and under.

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