



CONNECT · COMMUNICATE · DISCOVER

JAPAN 301

Collaboration Portfolio

Supporting Japanese organizations in reaching
French and European audiences

International communication

Cultural Promotion & Outreach

Education support

Tourism & regional promotion

Japan-related projects support

Portfolio overview

Bruce ARGUEL

International communication Specialist, Japan-related project support and founder of Japan 301.

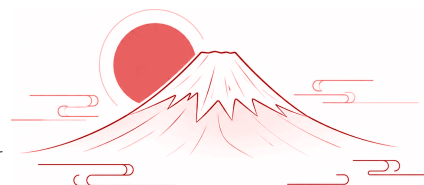


japan301.com

Mission

What Japan 301 is designed to do

Japan 301 helps Japanese and Japan-related organizations make their activities, services, products and destinations **clearer, more accessible and easier to connect with** for international audiences, with a particular focus on French-speaking and European markets.



Build on 3 complementary foundations



Web Communication Background

20+ years in web communication, content, website management and digital project support.



Practical Experience in Japan

Hands-on experience in education, tourism, hospitality, events and local activities.



Intercultural Project Support

A bridge between Japanese initiatives and international audiences through clearer communication.

Core positioning



International Communication



Cultural Promotion & Outreach



Education & Learner Support



Tourism & Regional Promotion



Product, Services & E-commerce



Japan-Related Project Support

Connecting Japan with French-Speaking and European Audiences

日本とフランス語圏・ヨーロッパのオーディエンスをつなぐ

Who I Can Support

Designed for diverse Japan Expo interlocutors

Tourism boards, cities & regions

Regional promotion, visitor information, local culture and destination storytelling.

Japanese language schools

Program presentation, student guidance, local life explanations and enrollment-oriented communication.

Cultural organizations & events

Traditional arts, workshops, cultural practices, events and educational introductions for beginners.

Products, shops & services

Product presentation, service explanations, e-commerce pages and customer-oriented communication.

Services for travelers or residents

Guide services, relocation support, travel planning and practical information for foreign users.

Events & cultural exchange projects

Project support, communication materials, follow-up documents and visibility support.

Future Initiative: Japanese Crafts & Product Makers

Many Japanese artisans and small makers have products with international appeal but limited access to overseas audiences. Japan 301 is exploring an initiative to help selected makers present, promote and sell their work abroad through communication, cultural promotion and e-commerce experience

Open to strategic partners interested in sustainable cross-border opportunities.

Supporting Japan-Related Organizations, Projects and Services

日本関連の団体・プロジェクト・サービスをサポート

What I Can Do

Clear, adaptable support for Japan-related organizations and projects

Examples below can be adapted
to each project's needs

Tourism Boards, Cities & Regions



Visitor-facing materials, destination presentation, basic on-site support and follow-up content to help international audiences better understand local places, culture and initiatives.

Japanese Language, Culture & Craft Schools



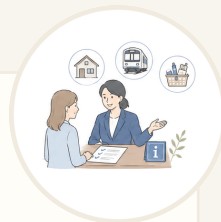
Program presentation, student-oriented information, beginner-friendly materials and activity support for international learners or cultural introduction sessions.

Cultural Organizations, Events & Local Initiatives



Event presentation materials, introductory content, public-facing support and follow-up documents for cultural activities, workshops and local initiatives.

Tourism, Relocation & Japan-Life Services



Service presentation materials, practical information pages, customer-facing content and basic support for providers working with travelers, residents or future visitors to Japan.

Products, Shops & E-commerce Projects



Product pages, service descriptions, e-commerce content, promotional materials and field promotion support, based on practical experience with online store management.

Project & Partnership Support



Project presentation, communication materials, meeting follow-up content, clear summaries and practical support for Japan-related initiatives involving international contacts.

Helping Japan-Related Projects Communicate Clearly and Connect Internationally

日本関連プロジェクトのクリアなコミュニケーションと国際的なつながりをサポート

Practical Experience in Japan

Field experience beyond personal interest

My understanding of Japan-related communication is based on extended stays and practical field experience in education, tourism, hospitality, events and local activities.



C-Flat Freespace
Language & intercultural exchange

French conversation facilitator

Conversation practice and language support for learners.



Ganbaro Miyagi
Education & intercultural exchange

English camp activity facilitator

Activities and workshops for children aged 6–12.



France Travel Center
Travel agency

Airport welcome & first-step support in Japan

Airport welcome, hotel escort, check-in assistance and basic guidance on etiquette and local customs.



OPPLE / Kansai Hikes
Nightlife & hiking events

Event logistics, photo & video support

Participant support, photography and promotional video editing.



Addd-Link
Regional tourism promotion
& talent solutions

Translation & promotional support

Hotel website translation (EN > FR) and street promotion support.



Glocal Nagoya
Backpackers hostel / hospitality

Hospitality & housekeeping assistant

Room and common-area maintenance; visitor reception.

Practical Experience Built Through People, Places and Local Projects in Japan

日本の人・地域・ローカルプロジェクトで積み重ねた実践経験

20+ Years in Web Communication

Professional background used as a bridge

Before developing Japan 301, I built a long career in web communication within marketing and communication teams, combining content production, website management and digital project support.

Often acting as a bridge between communication needs, technical constraints and audience expectations, this background helps me clarify messages, structure online content and make Japan-related offers, services or initiatives easier to understand for international audiences.



Web Communication & Content

Content structure, website management, UX-oriented writing, SEO pages and online information architecture.



Marketing & Communication Support

Support in marketing and communication contexts, turning ideas, offers and services into usable materials.



Communication / Technical Interface

Clarifying needs, preparing briefs and coordinating web implementation through CMS, WordPress, Shopify or templates.

Applied skills

Website management

WordPress

Shopify

HTML/CSS

Content structure

UX writing

SEO pages

Accessibility basics

Presentation documents

CMS onboarding

French / English content adaptation

Audience-oriented messaging

Digital project support

A Web Communication Background Serving Japan-Related Projects

ウェブコミュニケーションの経験で、日本関連プロジェクトをサポート

Selected Projects & Proofs of Work

Concrete examples, positioned with transparency

These references show practical experience and relevant project contexts — not an exhaustive client list or a claim of full strategic ownership.



Miyuki Japan Store

E-commerce project / Japan-inspired products

miyukijapanstore.com

ROLE Founder & E-commerce Project Manager

CONTRIBUTION

Independent Shopify project covering product selection, market research, UX/UI design, SEO product pages, social media and newsletter campaigns, advertising visuals and daily store management.



Cel Oasis

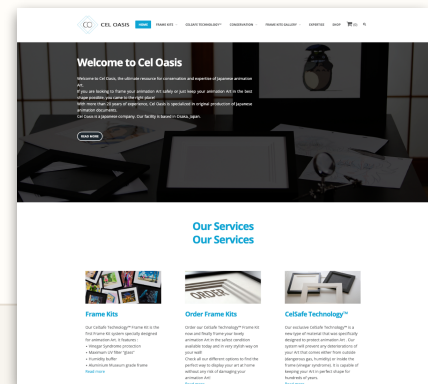
Japanese animation cel conservation & collectibles

celoasis.com

ROLE UX/UI Designer & Content Manager

CONTRIBUTION

Website content integration, visual improvement, template customization, CSS adjustments and usability enhancement for a niche Japan-related cultural product service.



JJP Visas Consulting

Visa consulting and administrative support services

jjp-visas-consulting.com

ROLE Digital Communication & WordPress Consultant

CONTRIBUTION

Brand identity development, logo creation, UI page template design, multilingual WordPress implementation, plugin configuration, Stripe payment integration, CMS onboarding and client training.



Nikka Zubon

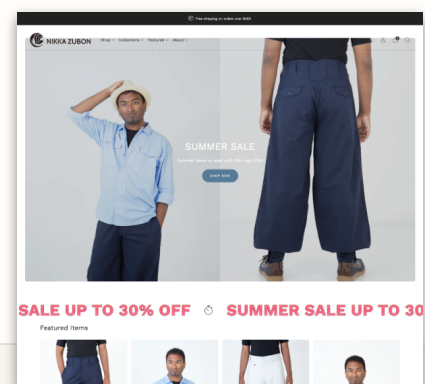
Japanese apparel brand / online pants store

nikka-zubon.com

ROLE Web Communication Consultant & Technical Advisor

CONTRIBUTION

E-commerce platform selection, communication strategy advice, marketing guidance and early-stage social media orientation for a Japanese apparel brand.



Let's Discuss a Collaboration

Next steps after Japan Expo

I am open to discussing collaboration opportunities with Japanese organizations interested in developing their communication, visibility or services toward French and European audiences.

POSSIBLE COLLABORATION FORMATS

- Digital communication or website management support
- Tourism, education or cultural promotion projects
- Long-term collaboration with a Japanese organization
- Project-based consulting, content adaptation or web improvement
- Remote, France-based or Japan-based cooperation depending on the project

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