

「Slow-life to loosen your heart, in Miyakonojo」

— Wrapped in Nature and Humanity's warmth —

Hello everyone, I hope you're well.

Through a string of fate, after 10 years of living in Tokyo, I came to Miyakonojo for the sake of my marriage. My name is Behe, from Mongolia. Mongolia, well known for Sukh's white horse, Asashōryū Akinori (first ever Mongolian Yokozuna), and the drama *VIVANT*. However, even though I'm Mongolian I'm weak to the cold and I can't ride a horse. Mongolia is well-known for its blue skies and great plains so please consider traveling there someday. Mongolia's starry-night is also quite famous but I was advised by my wife to not say that to the people of Miyakonojo. Because Miyakonojo's starry-night beauty doesn't fall behind. (lol)

My wife, Hishige, is currently employed as the Mongolian Coordinator for International Relations at Miyakonojo's town hall where she endeavors every day to forge cross-cultural bridges between Mongolia and Japan. Among you, there may be some that are already acquainted. Our first meeting stretches all the way back to 15 years ago. While I was serving as the moderator for a Japanese Language speech contest, sponsored by the Japanese embassy in Mongolia, there was a contestant who delivered a beautiful speech — my future wife. After some time had passed, we reunited last year, began dating, and in February of this year, we completed the betrothal gift exchange ceremony. As of now, while being supported by the locals of nature-blessed Miyakonojo, and as husband and wife, we are enjoying our spiritually rich slow life.

At the National University of Mongolia I majored in Japanese culture, and through fate, I was able to come to Japan. In the blink of an eye, I'm about to welcome my 11th year as a working adult in Japan. Throughout this time, I've walked my path while experiencing Japan's richly beautiful culture and while being supported by many warm-hearted people.

My first step into adult society wasn't in my home country, but in Japan, through my completion of my MBA (Master of Business Administration) at Meiji University's Graduate School. During the time before I migrated to Miyakonojo, I worked at the major advertising agency "CyberAgent Group" as a Digital Marketing Consultant. Through everyday business affairs, I was able to compile valuable experience and knowledge.

As for my hobbies, I deeply appreciate Japanese cul-

ture through tea ceremonies (Omotesenke school) and flower arrangement (Sogetsu school). Coming into contact with that sort of beauty and spirituality is something I cherish among the mundane. I take time to reflect on myself as a way to calm my mind, and I make a conscious effort to approach each day with care.

Currently, I work at SHIFT PLUS Inc.'s main branch (Miyakonojo), participating in hometown tax marketing strategies. Among the three pillars of local branding [Sightseeing, Livelihood, and Specialty Products], I particularly focus on utilizing [Brand Specialty Products] to transmit the region's allure and value.

Additionally, I have a big dream of, in the future, establishing [Behe University: name pending] in order to support the learning and growth of youths that will shoulder the next generation. I have a goal of using education as the axis of establishing society, and in the future, I want to try walking the path to be a politician. As a part of that plan, I am studying Japan's successful precedential regional branding and hometown tax system, and am searching for how to apply my findings to Mongolia's systems and regions. I feel that the practical experience and on-the-ground learning I've gained in Miyakonojo will offer valuable insights that can contribute to regional revitalization and community development in Mongolia.

Lastly, while my life and work in Miyakonojo are still very much a journey of learning, I hope to continue deepening my connection with the local community, engaging as a member of Miyakonojo, and contributing to international exchange efforts alongside everyone here. With the concept of "Bringing happiness to the community. Finding joy in beauty," I will continue striving to create new value.

To everyone in Miyakonojo, I sincerely look forward to your continued support and connection.



Movies info

C-Plaza Cine-port (Tel: 0986-24-2571)

17-9 Nakamachi, Miyakonojo, Miyazaki Map-Code (GPS): 117 488 540*55



- Kakukaku Shikajika
- Ki no Ue no Guntai "The Troops in the Trees"
- Elio
- Detective Conan: One-Eyed Flashback
- Superman

- Demon Slayer The Movie: Infinity Castle
- Jurassic World Rebirth