

# ACTIVITY REPORT

## Special Italian Culinary and Cultural Education Program at Kokugakukan High School, Akita, Japan

On Friday, June 12, 2026, Billionaire Incorporated collaborated in the organization of a special culinary and cultural education program at Kokugakukan High School in Akita Prefecture, northern Japan.

The event featured Italian Cultural Ambassador, Entrepreneur, and Italian Food Culture Expert Francesco Bellissimo as a guest instructor, with the objective of fostering intercultural understanding through gastronomy while encouraging students to explore the value of their local food heritage within a global context.

During the program, students created original dishes combining ingredients from Akita Prefecture with concepts and techniques inspired by Italian cuisine. Through this hands-on experience, participants gained practical culinary skills while deepening their understanding of the cultural, historical, and economic significance of local agricultural products and regional traditions.

Particular emphasis was placed on the importance of preserving and promoting local excellence, as well as on the role that younger generations can play in shaping the future of regional communities. Through discussions and interactive activities, students explored topics such as internationalization, global mobility, innovation, and the effective promotion of local identity in an increasingly interconnected world.

The program also provided an opportunity to reflect on challenges currently shared by both Japan and Italy, including demographic decline, aging populations, and the need to create new opportunities for future generations. In this context, a strong awareness of cultural roots combined with an open-minded international perspective was presented as an essential foundation for future success.

Speaking during the event, Francesco Bellissimo commented:

*“Akita possesses extraordinary cultural and agricultural resources. I was deeply impressed by the enthusiasm, creativity, and potential demonstrated by the students. I believe that understanding one’s own cultural identity while embracing the wider world represents one of the greatest opportunities for the future of local communities.”*

The initiative attracted significant attention from local and regional media, with television broadcasters and journalists attending the event to document the students’ activities and the educational program.

Through projects such as this, Francesco Bellissimo and Billionaire Incorporated continue to promote meaningful cultural exchange between Japan and Europe, supporting educational development, international understanding, and the sustainable promotion of regional identities on a global stage.

## PROFILE OF THE GUEST INSTRUCTOR

Francesco Bellissimo is an Italian Cultural Ambassador, Entrepreneur, Media Personality, and Expert in Italian Food Culture based in Japan.

For more than 25 years, he has promoted Italian culture, gastronomy, tourism, hospitality, and lifestyle throughout Japan. Through collaborations with corporations, educational institutions, public organizations, and major media outlets, he has contributed significantly to strengthening cultural and economic ties between Japan and Europe.

## **EVENT DETAILS**

**Date:** Friday, June 12, 2026

**Venue:** Kokugakukan High School, Akita Prefecture, Japan

**Participants:** 30 students enrolled in the school's culinary program

**Media Coverage:** AKT Akita Television, AAB Akita Asahi Broadcasting, ABS Akita Broadcasting System

**Organized in cooperation with:** Billionaire Incorporated

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Website: [billionaireinc.jp](http://billionaireinc.jp)