

# Promoting the charm of Fukuyama to the world!



## About Fukuyama

Fukuyama ( Hiroshima Prefecture ) is known as the "City of Roses" with over one million roses blooming throughout the city. The tradition of growing roses began after World War II, when citizens planted 1,000 roses to bring **hope and beauty** back to their hometown.

Since then, both citizens and the government have worked to **make roses a symbol of this city**. Their efforts have been recognized worldwide, and Fukuyama was honored to host the World Rose Convention.

Fukuyama is also a "City of Manufacturing", with home to industries such as steel, textile, woodworking, and food production. Many world-renowned companies create unique and high-quality products here.



## About Us



Eisugakkan High School Interpreting Translating Service (E-STORY) was a group founded by two students from Eisugakkan High School.

In May 2025, Fukuyama hosted the World Rose Convention, an international event welcoming visitors from around the world. As high school students we thought about how we could contribute to this event using our skills and passion. Our strength is English, which we have been learning since early childhood. To help visitors enjoy their stay in Fukuyama, we created this **bilingual guide map**. We also share helpful tips and updates on **social media**. During the convention, we did **volunteer work as interpreters** to assist visitors.



## About Our Project

1

### Creating English/Japanese Guide Map



SCAN ME!



Introducing about **gourmets, souvenir shops, and hotels**. Available at the JR Fukuyama Station Tourist Information Center and other locations.

2

### Active posting on social media



SCAN ME!

We share information about guide map featured shops on social media too! Discover details that couldn't fit enough in the guide map!

3

### Interpreting Volunteer



During the conference, we also volunteered as an interpreter! We made it our mission to share the wonders of Fukuyama with people around the world.



## Reflection

Our activity started by walking around the city and looking for shops to introduce. At first, it was difficult to explain our project to other people. But as we talked with the city office, businesses, and local residents, we had more chances to develop planning skills and learned how to promote our ideas. We also learned how to gather members and work together. Our project was introduced in newspapers and on the radio, and we even received a special letter from Fukuyama City. We hope to keep using our abilities to help the internationalization of our community.