



# Monthly Glocal News

## MAY 2018



Local Partnership Cooperation Division  
Ministry of Foreign Affairs of Japan



To visit our website: [Click HERE!](#)  
Local Partnership Cooperation

Vol. 111  
April 27, 2018

### Local promotion activities at receptions celebrating the birthday of His Majesty the Emperor



Booth of Kanazawa City at Consulate-General in Strasbourg



Booth of Takasaki City at Embassy in Czech Republic

Local Promotion activities are held each year at the receptions celebrating the birthday of His Majesty the Emperor in many of Japan's diplomatic/consular facilities abroad. Last year's examples are shown above.

### Minato City World Festival



Event of Collecting series of stamps at Embassies or other facilities located in the City



Special Cards are distributed to the customers at stores in the shopping avenue.



Stage event held in Tokyo Tower

Minato City, Tokyo is home to over 80 Embassies, which account for more than half ones located in Japan. Minato City, with such an international character, organizes the event to deepen international understandings and exchanges.

### Bond as a medical pioneer Noguchi's legacy — Exchanges between Ecuador and Aizu-Wakamatsu City & Inawashiro Town —



Exhibition dedicated to Dr. Noguchi Hideyo



Sake named "Dr. Noguchi", produced by a local brewery

2018 marks the 100th anniversary of the establishment of diplomatic relations between Japan and Ecuador. 1918 is also the year in which Dr. Hideyo Noguchi, a prominent Japanese bacteriologist traveled to Ecuador to conduct research to develop a vaccine for yellow fever. At Municipal Museum of Guayaquil, an exhibition dedicated to him was organized to commemorate the 100th anniversary.

### From the Seminar

Learn more about the regions participated in our Regional Promotion Seminar on June 21, 2018!

### Asakura Sansho is a Magical Spice

### Yabu City in Hyogo Prefecture

The secret of magic is "Tingling numbness". Sansho pepper acts just like a magic! Surprising effect on your taste buds. Bewitched by the magic, your sense of taste becomes intense and you will sense richer and more delicate taste with full of flavor. Among other kinds of sansho, "Asakura Sansho" is especially a well-known and upscale product with a long and honorable history of 400 years. Such preeminent daimyo lords as Hideyoshi Toyotomi and Ieyasu Tokugawa also liked this premium spice.



Asakura sansho



Sampling various dishes using Asakura sansho



A member of the Diplomatic Corps tasting Asakura sansho

For more information

**Visit:**  
[Asakura Sansho is a Magical Spice](#)

