

Monthly Glocal News

December 2021

Local Partnership Cooperation Division
Ministry of Foreign Affairs of Japan



Beautiful tone with heartfelt hospitality (Shimabara City in Nagasaki Prefecture and Germany)



A woman playing the German national anthem on the flute from just outside of the athletics track field



Students sending cheering messages to the German team at the local famous place

“We want to greet the athletes with cheers somehow! ...” Shimabara City in Nagasaki Prefecture hosted pre-games training camps of German Para-athletics athletes for the Tokyo 2020 Games. Since face-to-face interactions were obliged to be limited due to COVID-19, residents in Shimabara City had developed their various ideas to send the hospitality to the athletes: A woman played the German national anthem on the flute for the athletes at the timing after they just finished their incredibly hard training. Students planned an online exchange event with the German team and sent their cheering messages by movie. Some of local high school students offered their local meals (“Nagasaki Champon noodle” and “Sasebo Hamburger”) arranged in German-style as a dinner for the athletes. Unfortunately they could not communicate each other face-to-face, but the heartfelt hospitalities might reach to the hearts of German athletes directly.

Regional Promotion Seminar (Fiscal year 2021)



Presentations by Mie Pref., Kashihara City in Nara Pref., Kagoshima City, Amami City and Yakushima Town in Kagoshima Pref., and Awaji Island Tourist Association in Hyogo Pref.

Diplomats' Study Tour to Kazuno City in Akita Prefecture



Oyu Stone Circles in Kazuno City, Akita Pref.



Top of Hanawa Ski Jumping Hills

The Ministry of Foreign Affairs (MOFA) and Kazuno City held a Diplomats' Study Tour to Kazuno City, titled by “Tales of Gold Tour” from November 18 to 19. In this tour, the participants visited Oyu Stone Circles, one of the components of “Jomon Prehistoric Sites in Northern Japan”, which was registered as UNESCO World Cultural Heritage site this summer. They also visited mine historic sites, enjoyed Hanawa Bayashi (traditional musical accompaniment), and had an experience of traditional textile dyeing with nature plants. Their traditional culture, including rich dietary one, has been succeeded even now and the participants deepened their understanding of this local culture, as well as the history of ancient life of Kazuno dating back to 4000 years ago.

MOFA and local governments co-host seminars to introduce various features of local regions to the diplomatic corps in Japan. The 27th seminar was held on October 28th online for the first time, and about 150 people, mainly diplomatic corps in Japan, enjoyed the presentations held by Mie Pref., Kashihara City in Nara Pref., Kagoshima City, Amami City and Yakushima Town in Kagoshima Pref., and Awaji Island Tourist Association in Hyogo Pref. Local authorities presented their strong PR points through skillful presentations with full of beautiful images and videos. Local products of each region were delivered to participants in advance so that they could simultaneously taste it and feel virtual traveling. Check the digest movie:

<https://twitter.com/LocalMofa/status/1464074649155747844>

Training program for officials from the Japanese local governments at the Toyota Tsusho Corporation



Lecture



Q & A scenes

M OFA implements the personnel exchange program with local governments of Japan in which officials of local governments work OJT at MOFA in Tokyo and Japanese diplomatic establishments (Embassies, Consulates General, etc.) as a diplomat for several years. On October 26, these officials visited Toyota Tsusho Corporation and took lectures about its activities and efforts such as Next Mobility, business in Africa, renewable energy, infrastructure plants and global healthcare. The officials, hearing the project stories from employees in charge of the Middle East and Africa, were inspired by their global atmosphere. It was a valuable opportunity for officials to have a practical image on the work abroad.

"Local Specialty Products Live Distribution PR Project" by Toyama and Iwate Prefectures at the official residence of the Consul-General of Japan in Shenyang (Consulate-General of Japan in Shenyang)



Promotion by Toyama Prefecture



Promotion by Iwate Prefecture

A s the first attempt co-sponsored by the Consulate-General of Japan in Shenyang and the Dalian Offices of both Toyama and Iwate Prefectures, the "Local Specialty Products Live Distribution PR Project" was held at the official residence of the Consul-General. Traditional crafts such as Takaoka-Shikki Lacquerware from Toyama Pref. and Nanbu Tekki Ironware from Iwate Pref. were introduced in this event. In a lively questions and answers session participants were interested especially in the history and manufacturing method and asked many questions. Its charming points were fully introduced to over 11,000 of audiences! It is exactly a new style of PR.

International contribution through the world agricultural heritage "Noto's Satoyama Satoumi" / Exchanges with Ifugao, Philippines (Ishikawa Prefecture)

N oto's Satoyama Satoumi" was certified as a Globally Important Agricultural Heritage System (GIAHS) launched by the Food and Agriculture Organization of the United Nations (FAO) in June 2011. This registration as a GIAHS was the first case not only for Japan but also for developed countries. Ishikawa Prefecture, using this registration as a kind of detonator, has been making various efforts over the 10 years to promote Noto area. One of such examples is the signing of MoU to launch the "Ishikawa Globally Important Agricultural Heritage International Contribution Program" with FAO, the United Nations University, JICA, Kanazawa University, and Ishikawa Prefectural University in November 2017. Ishikawa Pref. is also engaged in active people-to-people exchanges with Ifugao province, Philippines, which have common local issues.



Signing Ceremony for MoU on International Contribution Program (Ishikawa Prefecture)



People-to-people exchanges with Ifugao province, Philippines (Ifugao)

TWEET THE BEST from @LocalMofa OCT. 16 TO NOV. 15

Twitter / @LocalMofa



W hat a beautiful dream ball!
The tweet that gained the most attention this month was the one which introduced the award for a high school student in Shizuoka Prefecture for "2021 Youth with Refugees Art Contest" initiated by UNHCR. This student was selected among more than 1,600 applicants from around 100 countries. Among them are Mt. Fuji, national flag of Japan, the cherry blossoms, and the eye-catching Kanji (Chinese character) "Wa" (和 meaning peace, harmony, unity and also Japan itself). The contest's theme "Together through sports" is exactly expressed!