

Monthly Glocal News

April 2023

Local Partnership Cooperation Division
Ministry of Foreign Affairs of Japan

Exchange between Otama Village and Machu Picchu Village connected by Japanese emigrant (Otama Village, Fukushima Prefecture and Peru)



Commemorative lecture



Visit to Mr. NOUCHI Yokichi exhibition corner



Visit to the corner of the Friendship City with Machu Picchu Village at the Adatara no Sato shop

In December 2022 Ambassador KATAYAMA of Japan in Peru visited Otama Village in Fukushima Prefecture and followed in the footsteps of Mr. NOUCHI Yokichi whose devotion to improve the life of Peruvians led to the establishment of the friendship cities between Otama and Machu Picchu. Also, this year is an anniversary of establishment of the relationship between Japan and Peru. It is expected that the friendly exchanges between the two countries will be further developed.

Years of Ties between Yamanashi Prefecture and the State of Minas Gerais, Brazil



Photo with staff of the Yamanashi International Association and Brazilians from the State of Minas Gerais



The Minas room in the Yamanashi International Association



Meeting with officials of the Yamanashi Prefectural Government and officials of the State of Minas Gerais

As the 50th anniversary of the Sister City relationship between Yamanashi Prefecture and Minas Gerais State, Brazil will be celebrated in 2023, Consul General HASHIBA of Japan in Rio de Janeiro visited Yamanashi Prefecture in January 2023. In March of the same year, Mr. HASHIBA and officials from the Yamanashi Prefectural Government who visited Brazil had a meeting with officials from the State of Minas Gerais to exchange views on holding commemorative events for the 50th anniversary of the Sister City relationship.

Living with the Greatest Lake in Japan

(Émilie Lamont-Cardinal, Coordinator for International Relations in Shiga)



A view of Lake Biwa from Otsu with the Otsu Port fountains and Hira Mountains



The torii for Shirahige Shrine in Lake Biwa



On the Cruise boat in kimono

In Shiga Prefecture, Ms. Émilie Lamont-Cardinal from Canada, is actively working as a Coordinator for International Relations (CIR). She arrived in Shiga Prefecture in 2017 and has been working in the prefecture for about 6 years in translation and interpretation, cultural exchange, and tourism. She is interested in the impact of Lake Biwa on neighboring municipalities and the lives of people living around the lake, and is committed to promoting the importance of the lake's existence and its attractions.

[Living with the Greatest Lake in Japan \(Émilie Lamont-Cardinal, Coordinator for International Relations in Shiga\)](#)

Global expansion of local products in collaboration with foreign designers: a case of Japanese sword “Honsekito” in Gifu Prefecture



Sword forging demonstration



Japanese sword “Honsekito”



Launch event in the Gifu Prefectural Office

Gifu Prefecture has been pursuing the development of new products in collaboration with foreign designers and its local companies to promote the Gifu brand to the world. As a part of this project, a cutlery manufacturer in Seki City, famous for its cutlery, produced and unveiled a Japanese sword “Honsekito” in January this year, in collaboration with a Swiss design firm. Ideas from foreign designers had a positive effect on a Japanese sword, which is one of the prefecture’s traditional crafts, leading to products with new attractiveness. Gifu Prefecture hopes to continue to promote the development of overseas sales channels for its local companies through such initiatives.

Local Promotion Projects Abroad



Video of Hirosaki City, Aomori Prefecture



Event held in China



Stage performance at an event held in Hong Kong

From last July to the end of March in 2023, the Ministry of Foreign Affairs, the Embassy of Japan in China and the Consulate-General of Japan in Hong Kong had held the Local Promotion Projects Abroad in close collaboration with Japanese local governments, organizations and private companies. The objective of this project is to spread the information on tourism, local culture and cuisine/food in various parts of Japan widely. We posted a lot of attractive videos from various parts of Japan where Chinese influencers are experiencing Japanese culture and food. In addition, events were held to spread the charm of Japan's regions in China and Hong Kong.