



Monthly Glocal News

October 2024



Local Partnership Cooperation Division Ministry of Foreign Affairs of Japan

"Local Promotion Project Abroad" – Initiatives at the Hong Kong Book Fair



Visitors at the Consulate-General's booth



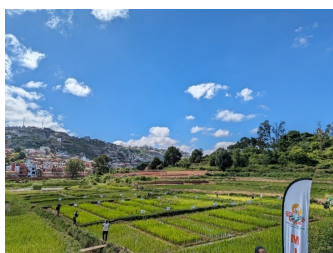
The shooting of promotional video



PR by Minister Jimi

In July 2024, as a part of "Local Promotion Project Abroad," the Consulate-General of Japan in Hong Kong, on the occasion of the 34th Hong Kong Book Fair, conducted PR activities for areas subject to food import restrictions, etc., as well as areas affected by the Noto Peninsula Earthquake. This article introduces the PR activities at the Consulate-General's booth in collaboration with local governments.

Friendly relations and exchanges between Niigata Prefecture and the Republic of Madagascar



The site of JICA's Project for Promotion of Productivity Improvement and Industrialization of the Rice Sector (PAPRIZ)



Agricultural workers from Madagascar experiencing rice planting with a rice planting machine



Kick-off event of "Kosen Open Innovation - Challenges from Africa 2024 -"

Niigata Prefecture and Madagascar have an unexpected commonality: it is rice. Niigata Prefecture is one of the leading rice-producing areas in Japan, and rice is also widely enjoyed as a staple food in Madagascar. With the connection through rice-eating culture, eight Madagascar agricultural workers visited Shibata City, Niigata Prefecture in May 2024 for a farming experience. In addition, in June 2024, Ambassador Abe to Madagascar visited Niigata Prefecture and exchanged views with stakeholders.

Exchange meeting for the 65th Anniversary of sister city relationship between Sapporo and Portland

Since the establishment of a sister city relationship between Sapporo and Portland, Oregon, USA, in 1959, the two cities have been actively engaged in exchange in a wide range of fields, including business, citizen exchange, education, culture and sports. In addition, the mayors of both cities have been visiting each other every five years. As this year marks the 65th anniversary of the sister city relationship between the two cities, Mayor Akimoto, 12 city council members including the city council chairperson Iijima, and the president Iwata and the delegation of the Sapporo Chamber of Commerce and Industry, visited Portland from June 5th to 9th to coincide with the Portland Rose Festival.



Sapporo delegation and Oregon officials participating in the exchange meeting



Graduates from a high school in Portland that had an exchange with a high school in Sapporo also participated

“TOCHIGI Day” co-hosted by Tochigi Prefecture and Embassy of India in Japan



Group photo of participants including Governor Fukuda of Tochigi Prefecture and Sibi George, Ambassador of India to Japan



Presentation by the Indian Auto Parts Industries Association



Exchange meeting

In August, Tochigi Prefecture co-hosted the “TOCHIGI Day” event with the Embassy of India in Japan, as a follow-up to the reception co-hosted by the Minister for Foreign Affairs of Japan and the Governor of Tochigi Prefecture held at Iikura House in March 2023. The event was held at the Indian Embassy in Tokyo under the theme of “Promotion of Mutual Understanding between Tochigi Prefecture and India – Indian Human Resource, Tochigi's Industry and Sports.” This featured presentations by companies from Tochigi Prefecture, traditional Indian dances, and booth displays to promote the attractions of Tochigi Prefecture such as Nikko and Mashiko pottery. The event provided an opportunity to promote future exchanges between Tochigi Prefecture and India.

Bonsai, a Microcosm of Japanese Culture: A Japanese Art Form Conveyed by the British



The author (center) explains bonsai to museum visitors



A bonsai class for foreigners



Zashiki decoration at the Omiya Bonsai Art Museum

Bonsai in Saitama City's Omiya is famous throughout Japan and will celebrate its 100th anniversary in 2025. In this article, Harry Turton, a British staff of the Omiya Bonsai Museum, will introduce the charms of bonsai and the city's efforts for the internationalization.

