



# Monthly Glocal News

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Local Partnership Cooperation Division  
Ministry of Foreign Affairs of Japan



## PR utilizing receptions celebrating the Emperor's Birthday at Japanese diplomatic missions (Fukushima Prefecture)



PR of Japanese sake made in Fukushima (Singapore)



Fukushima Prefecture officials serving Fukushima peaches (Indonesia)



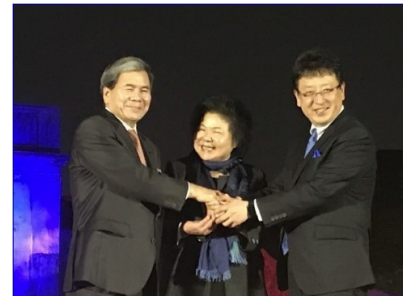
Fukushima Prefecture officials and travel agents promoting tourism information (Vietnam)

Fukushima Prefecture took opportunity of the Emperor's Birthday receptions held at Japanese diplomatic missions around the world to share with the international community both the progress of its reconstruction and the appeal of the prefecture. These outreach efforts are conducted in a total of 15 countries. This article introduces the PR activities in three of those countries, which particularly focused on the unique appeal of Fukushima.

## Kumamoto New Era - be open, be vibrant, and be chosen!



The then mayors of Kaohsiung City and Tainan City visiting Kumamoto immediately after the Kumamoto earthquake (2016)



The then governor of Kumamoto Prefecture, the then mayors of Kumamoto City and Kaohsiung City, who concluded a friendship exchange agreement (2017)



"Kumamon" promoting Kumamoto in Kaohsiung City

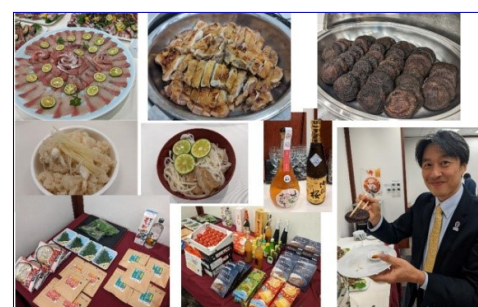
In recent years, exchanges between Kumamoto Prefecture and Taiwan have become increasingly active encompassing not only people-to-people exchanges but also economic ones. In this written interview, Kumamoto Prefecture introduces its international initiatives including exchanges with Taiwan, and their vision for regional revitalization.

## Tokushima's food promotion in Hong Kong, a great success!

Tokushima Prefecture held an event "TOKUSHIMA NIGHT" in Hong Kong on April 25 to promote its local products. The event was a great success, featuring Tokushima's proud food, such as "Awaodori" chicken and "Naruto Kintoki" sweet potatoes. This article introduces Tokushima's aspirations for internationalization and regional revitalization, as well as the lively atmosphere of the event.



Opening remarks by Governor Gotoda of Tokushima Prefecture



The appealing food of Tokushima



## Interview with Toyama City, selected as “52 Places to Go in 2025”



The parade (the mayor dressed in armor)



The parade (Owara dance performance)



Armor dressing experience at Japan Street Fair

In January 2025, Toyama City was selected as one of the “52 Places to Go in 2025” by the New York Times. We conducted a written interview with Toyama City regarding the impact of this selection, the city’s initiatives, and its future prospects for regional revitalization. The responses were provided by the Tourism Policy Division of the Commerce, Labour, and Tourism Department of Toyama City.

## Interview with Minoru Makino, a former JICA Japan Overseas Cooperation Volunteer in Sri Lanka and a staff of Ama Town, Shimane Prefecture.



Enjoying football with children in Sri Lanka (Mr. Makino at the far right)



Japanese poetry contest Mr. Makino is currently in charge of



With JOCV members in Ama Town

Mr. Minoru Makino, now a member of the Ama Town Board of Education, previously participated in the “JICA Japan Overseas Cooperation Volunteers (JOCV)” program, where he taught football in Sri Lanka. After returning to Japan, he moved to Ama Town, Shimane Prefecture, where he spent his JOCV pre-assignment training in the “Glocal Program,” and has since been working to preserve and pass on the history and culture of the town. In this article, drawing on his past experiences, he shared his thoughts on regional development of Ama Town as well as broader regional revitalization efforts.

