

Monthly Glocal News

August 2025

Local Partnership Cooperation Division
Ministry of Foreign Affairs of Japan

Promoting Regional Charms at the Emperor's Birthday Reception in Indonesia



Showcases of Fukushima, Ishikawa, Shizuoka, Ehime, Higashi-kagawa City (Kagawa), and Tokachi-shimizu Town (Hokkaido)



A message of appreciation for contributions to the Noto Peninsula Earthquake Relief Fund



Fukushima municipal staffs promoting local peaches

The Embassy of Japan in Indonesia hosted the annual Emperor's Birthday reception. Six local governments set up booths to showcase their unique specialties and tourism attractions, contributing to the event's great success. This article introduces the local partnerships in these receptions and explores the key factors behind the popularity of the local government booths.

Gifu Prefecture's PR Activities during the Emperor's Birthday Receptions in Japanese Embassies



Display of Gifu's local products at the reception in Republic of Korea.

Gifu Prefecture is currently carrying out the "Hida/Mino Overseas Promotion Strategy," which promotes the tourism, cuisine, and local products of its key areas, such as Hida and Mino, as a unified brand overseas. As part of this initiative, the prefecture actively participates in Emperor's Birthday receptions hosted by Japanese embassies worldwide, showcasing Gifu's attractions to diplomats, government officials, media, and business professionals. In fiscal year 2024, Gifu participated in exhibitions in five countries, including Singapore, India, and Republic of Korea. Guests experienced the charm of Gifu through tastings of Hida beef and sake, as well as displays of traditional crafts such as Mino ware and Mino washi paper. The receptions received enthusiastic responses, with comments such as "I'd love to visit!" and "Is this available online?", reflecting growing interest in the Gifu brand.

The Significance and Potential of Global and Local Activities

- Written interview with overseas researcher of NPO "The Most Beautiful Villages in Japan"



, Researcher serving as an interpreter and local coordinator for the Japanese delegation, at the 2025 General Assembly of "The Most Beautiful Villages of the World" International Federation in Riquewihir, France.



The Kiso Dance performed at "Japonismes 2018" at the Japan Cultural Institute in Paris, France.



Group photo at the 2025 General Assembly of the "Most Beautiful Villages of the World" International Federation, in Eguisheim, France.

We conducted a written interview with Ryunosuke Takatsu, a former secretariat member of "The Most Beautiful Villages in Japan" Association and currently a researcher based in France. Drawing inspiration from France's "Les Plus Beaux Villages de France" movement—an initiative regarded as being on par with UNESCO World Heritage designations—he shares insights into how Japan's farming, mountain, and fishing villages can benefit from similar approaches. He also reflects on the potential of small rural villages and the value of sharing traditional Japanese culture internationally, based on his field experience. The interview offers thoughtful proposals for the future of regional revitalization and international exchange.

"Sister Castle" Partnership -A Bridge of Music Connecting Himeji City and Austria



Himeji Castle



Schönbrunn Palace in Vienna



Leaders of Austria and Himeji City signed a "Sister castle" partnership

In May 2025, Himeji City, Hyogo Prefecture signed a "sister castle" partnership between Himeji Castle and Schönbrunn Palace with the government of Austria. This article introduces the international strategy of Himeji City based on a long-term perspective, the background leading to this partnership, and the atmosphere of the signing ceremony which was attended by the President of Austria. We also invite you to explore the meaning behind the title "A Musical Bridge."

World Federation of Rose Societies (WFRS) 20th World Rose Convention 2025 in FUKUYAMA - Fukuyama, the City of Roses, to the World



Dance performance at the welcome reception



Hiroshima Governor Hidehiko Yuzaki delivering a message of roses and peace at the opening ceremony, promoting with the words "Become a Hiroshima Fan!"



Elementary school students introducing their proud rose beds, which they grew themselves, to convention participants who visited the tour sites.

From May 18 to 24, 2025, "WFRS 20th World Rose Convention 2025 in FUKUYAMA" was held in Fukuyama City, Hiroshima Prefecture, where various rose-related events were held, including mutual friendship and information exchange among rose lovers from around the world. This article reports on Fukuyama City's "Rose Town Development" efforts and the convention.

