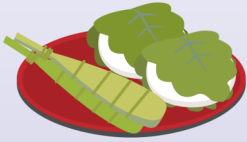


Monthly Glocal News

May 2026



Local Partnership Cooperation Division
Ministry of Foreign Affairs Of Japan

Promoting Japan's local attractiveness to China



Live streaming to promote the attractions of Yamaguchi Prefecture



Left: Promoting Kagoshima Prefecture's Satsuma-age (fried fish cakes) and Shochu (Japanese distilled spirit)

Center: Promoting Fukushima Prefecture through tourism posters at restaurants serving local foods of Fukushima

Right: Viewing tourism videos provided by each municipality



Post about the event shared via the social media accounts of the key opinion leader of Guangdong Province (approx. 1 million followers), the Consulate-General in Guangzhou (approx. 130,000 followers), and the Embassy in China (approx. 1.4 million followers)

From October 2025 to March 2026, the Ministry of Foreign Affairs of Japan, the Embassy of Japan in China, and the Consulate-General of Japan in Guangzhou implemented a promotional project in Beijing and Shenzhen to showcase the tourism, culture, and cuisine of various regions across Japan in close collaboration with Japanese local governments, relevant companies and organizations. The project was designed to help consumers in Beijing and Shenzhen experience the appeal of Japanese regions and to promote sales and increase exports of Japanese food and products.

Interview with Yame City, Fukuoka Prefecture: Bringing Yame to the World!

The Charm of Yame, Where Traditions of Food and Craft Thrive



Exhibition at the World Federation of Tourist Guide Associations General Assembly and Post-Tour



The tea fields of Yame Chuo Grand Tea Plantation

In 2024, Yame City organized a tour for the diplomatic corps in Japan, co-hosted by the Ministry of Foreign Affairs. Under the theme "Bringing Yame to the World," the city is strengthening the export and promotion of its specialty products, including Yame tea. Additionally, it is undertaking initiatives such as conducting ESG assessments of Yame tea to enhance its value. Please watch our interview to learn more about these efforts.

A Decade-Long Bond Leading to the Future :

Exchange between Otama Village (Adachi District, Fukushima Prefecture) and Machu Picchu Village



Commemorative plaque honoring Yokichi Nouchi



Scene of the ceremony



Visit to Adatarara Furusato Hall

Otama Village in Fukushima Prefecture and Machu Picchu Village in Peru have continued to deepen their exchanges, rooted in the connection established by Yokichi Nouchi, a Japanese immigrant, and marked the 10th anniversary of their friendship-city agreement in 2025. The unveiling ceremony of a commemorative plaque, attended by representatives from both communities, served as an opportunity to honor his achievements and to reaffirm the deepening bond between the two villages. Looking ahead, further development of their relationship is anticipated, with expanded cooperation in areas such as youth exchange and agriculture, building on their shared history.

“Civitas Fidelissima (The Most Loyal City)” : Weaving the Bonds of Sister Cities



Hosting a delegation for the first time in nine years



A glimpse of our holiday activities with students from the Japanese language class



Welcoming the delegation from Sopron City and the children during their visit to the elementary school

Kazuno City in Akita Prefecture and Sopron in Hungary have maintained a sister-city relationship for over 20 years. Last year, an official delegation led by the mayor of Sopron visited Kazuno City and interacted with residents. Furthermore, since 1997, Kazuno City and the Kazuno International Exchange Association have been dispatching “Japanese language instructors,” and it is through these citizen-led exchanges that the sister city relationship between the two cities is sustained.

