

E Overseas Public Relations and Cultural Diplomacy

Overview

The objective of overseas public relations and cultural exchange is to enhance other countries' understanding and familiarity with Japan and to develop an environment conducive to the promotion of diplomatic negotiations by broadly publicizing Japan's foreign policies, current affairs, and cultural and philosophical charm to foreign citizens. In particular, in recent years, as globalization broadens and deepens and democratization and human rights expand, not only politicians and those from certain intellectual classes, but also a wide range of private citizens are having more and more influence on diplomacy in many countries. As such, there is a greater need for the government to broadly explain Japan's diplomatic efforts and their underlying concepts and to gain the understanding of not only the policy makers but also the private citizens of other countries.

Moreover, improving the perception of Japan held by the citizens of other countries and fostering in them a sense of affinity toward Japan can enhance the safety of Japanese people overseas. It can also elicit economic benefits such as increased numbers of

foreign tourists visiting Japan and the promotion of sales of Japanese products.

With this in view, the Japanese government is carrying out public relations activities aimed at foreigners and overseas media, as well as cultural exchange programs, including people-to-people exchanges, cultural programs, intellectual exchanges, and cultural cooperation with developing countries. As a large-scale project, Japan hosted the 2005 World Exposition, Aichi, Japan (EXPO 2005). Also, by designating the year 2005 as the Japan-Korea Friendship Year, EU-Japan Year of People-to-People Exchanges, and 150th anniversary of the establishment of diplomatic relations between Japan and Russia, a great number of exchange programs took place between Japan and those countries and regions. In taking charge of international cultural exchanges, the roles of private citizens, individual artists and athletes, non-profit organizations (NPOs), and non-governmental organizations (NGOs), in addition to regional governments, corporations, and schools, are expanding, and therefore, the Japanese government has been cooperating with such private-sector entities to implement projects.

1 Sending Out Information Overseas

(a) Overseas Public Relations

In order to promote the overseas public relations that serve Japan's national interests, it is important to not only send information regarding particular policies, but also provide background information on Japan's current situation that promotes the understanding of such policies, as well as to cultivate positive sentiments and impressions held by other countries toward Japan. To this end, the Ministry of Foreign Affairs (MOFA) has adopted the concept of public diplomacy¹ to put forth effort in strengthening Japan's overall communication capacity in order to provide information on Japan's image, current condition, and various policies directly to the citizens of foreign countries. Specifically, public

opinions and media coverage regarding Japan are researched and analyzed in order to get a grasp of the degree of various regions' interest in Japan and the areas in which their interests lie. Based on this information, the ministry considers the content of information to be publicized and the most effective media channels, in order to devise public relations strategies that target regions and countries, and to implement measures to enhance the impact of the publicity through cooperation with cultural exchange programs.

Japan's overseas establishments conduct various public relations activities, including public lectures and symposia. Among them, special emphasis is put on lectures conducted by Japanese experts and intellectuals sent from Japan and on events for introducing

1. Public diplomacy refers to diplomatic activities that directly reach out, in cooperation with the private sector, to the people and public opinions of foreign countries as opposed to traditional diplomatic activities that are conducted between governments.

Japan to youths at schools and other educational institutions. Furthermore, for the purpose of building positive public opinion regarding Japan, MOFA assists foreign television staff members in producing and broadcasting programs on Japan through invitations to Japan, and also invites opinion leaders and prominent journalists to familiarize them with Japan's policies and current conditions. In addition, journalists from various foreign countries and Japan are invited as panelists to attend meetings held in the form of public symposia, aimed at deepening mutual understanding.

MOFA has been creating a wide range of public relations materials in order to perform effective public relations. These include printed materials, such as pamphlets on Japan's key diplomatic issues and audiovisual materials like Japan Video Topics, which introduce Japan from diverse aspects. The Internet has also become a major medium for overseas public relations. Implementation of Internet PR activities was strengthened through the establishment of Internet PR Division in July, which specializes in operating MOFA websites both in Japanese and English and supporting the websites of Japan's overseas establishments.²

Regarding the 60th anniversary of the end of World War II, a special section of the MOFA website was created, and Japan's postwar progress as a peaceful nation and the government's position on historical issues were vigorously publicized. In particular, a Historical Issues Q&A based on frequently asked questions regarding historical issues was created, in which essential facts and the Government of Japan's basic position regarding the historical issues were compiled and publicized domestically and overseas.³

Regarding public relations targeting the Middle East, on which particularly emphasis was placed, Japan extended an invitation to the Iraqi Media Network (IMN) television crew from Iraq. This led to the production and broadcasting of programs which capture Japan from diverse angles. In November, five panelists from Algeria, Egypt, Qatar, Saudi Arabia and Japan were invited to take part in the Japan-Arab-Islamic Journalists Meeting, and active discussions were held on the role of the media in correcting inaccurate mutual perceptions

between Japan and Arab-Islamic nations. Furthermore, IMN Director Habib al Sadr from Iraq, First Deputy Speaker of the Parliament Mohammed Reza Bahonar from Iran, Governor Asadullah Khalid of Afghanistan's Kandahar province, and other eminent persons were invited to Japan as opinion leaders who are influential in the formation of public opinion in their home countries. In addition, in order to enhance China's understanding of Japan, writer Yu Qiuyu, a resident of Shanghai, and staff members of television stations of Beijing and Dalian were invited to Japan.

In terms of efforts to provide information and reach out to foreign press, MOFA gives briefings to correspondents in Japan and heads of central offices whenever necessary. Japan's views are broadly publicized through the media on such occasions as visits abroad by the prime minister, foreign ministers, and other Japanese VIPs, and visits to Japan by foreign VIPs. The VIPs accept interviews by foreign media and contribute articles to newspapers and other publications. Moreover, MOFA takes necessary measures such as posting refuting articles against Japan-related foreign press reports which are based on misperceptions.

(b) The Tone of Foreign Press Reports Regarding Japan

In 2005, there was a great deal of press coverage regarding Japan's historical recognition, diplomacy with neighboring countries, and post-war developments. In particular, when large-scale anti-Japanese demonstrations took place in China in April, many articles, including the following, took a tone critical of the excessiveness of China's demonstrations: "To incite anti-Japanese sentiments" against post-war Japan, "which has become a model nation to the world, would lead to the breakdown of economic relations between Japan and China." (The Wall Street Journal Asia, March 31); and "As long as such street violence has occurred, it would be a mistake to show understanding toward China's wounded sentiments without careful consideration." (German newspaper *Münchner Merkur*, April 19). Many articles also gave high praise to Japan's post-war advancements: "It must be recalled that, under the guid-

2. MOFA website (English version) (<http://www.mofa.go.jp>), which offers information on Japan's diplomatic policies, and the Web Japan website (http://web_japan.org), which sends out general information about Japan, are both available in English (some portions include Korean, Chinese, and other languages). In addition, many overseas diplomatic establishments have set up their own websites to send out information that is closely related to the countries in which they are located, in English and/or the local languages.

3. MOFA is actively publicizing information on the system and content of Japan's history education by such means as translating history textbooks used in Japanese junior high schools into the English, Chinese, and Korean languages and publicizing it on the Internet. Information related to history textbooks used in Japanese junior high schools can be found on the JE Kaleidoscope website (<http://www.je-kaleidoscope.jp>).

ance of the US, Japan has made a complete break from its past.” (French newspaper *Le Monde*, April 26); and “Although the Philippines lost many of its people because of Japanese military forces, this never stood in the way of developing and maintaining friendly relations with the former enemy state. This is because after the war ended, Japan based its goal on a national policy of turning away from the war and becoming a positive force for Asia and the world.” (Philippine newspaper *The Manila Times*, April 21)

With regard to Japan’s move to become a permanent member of the United Nations (UN) Security Council, which attracted attention around the same time, the tone of *The New York Times*, *The Washington Post* and other European and US media, as well as the media of the G4 member states and others, was generally positive. However, the media of “consensus group” countries, such as China and Pakistan, were largely critical.

Concerning the speech given by Prime Minister Junichiro Koizumi on August 15, the anniversary of the end of the World War II, while the tone of some of the media was critical, many highly positive reactions were found in the US media among others, such as the following: “No one can confuse the Japan during its imperial military era with the successful and democratic

Japan of today.” and “[The apologies expressed in the speech] were necessary and should be considered sufficient” (both by *The Los Angeles Times*, August 20).

Japan’s political developments, including the dissolution of the Lower House in August, the general election in September, and the reshuffling of Prime Minister Koizumi’s third cabinet in October, attracted strong interest in the foreign media, and were reported in many articles. Around the same time as this heightening of interest in Japanese politics, Japan’s economic recovery attracted attention. In particular, the British publication *The Economist* ran a special feature entitled “The Sun Also Rises,” which received a significant response.

Japan’s international contributions attracted attention. For example, the doubling of assistance to Africa announced by Prime Minister Koizumi at the G8 Gleneagles Summit was taken up by the African media, and the decision to extend the dispatch period of the Self-Defense Forces to Iraq was widely reported on by major foreign newspapers. In addition, news on Japan regarding a wide range of areas such as politics, economy, and culture were reported, including topics related to the Imperial court, which drew excitement with the marriage of Her Imperial Highness Princess Sayako, and the increasing popularity of Japanese pop culture.

2 Cultural Exchange

(a) Exchanges of Persons

(1) Exchange of Persons and Educational Exchange Programs

Exchange of persons is an important basis for enhancing mutual understanding among different cultures and strengthening relationships with foreign countries. Japan accordingly organizes a variety of invitation programs at diverse levels, ranging from high-ranking officials and experts to youth, with a view to promoting a correct understanding of Japan through exchange with Japanese experts from the public and private sectors, visits to industrial facilities, and experiencing traditional culture. In addition, Japan actively seeks to increase the

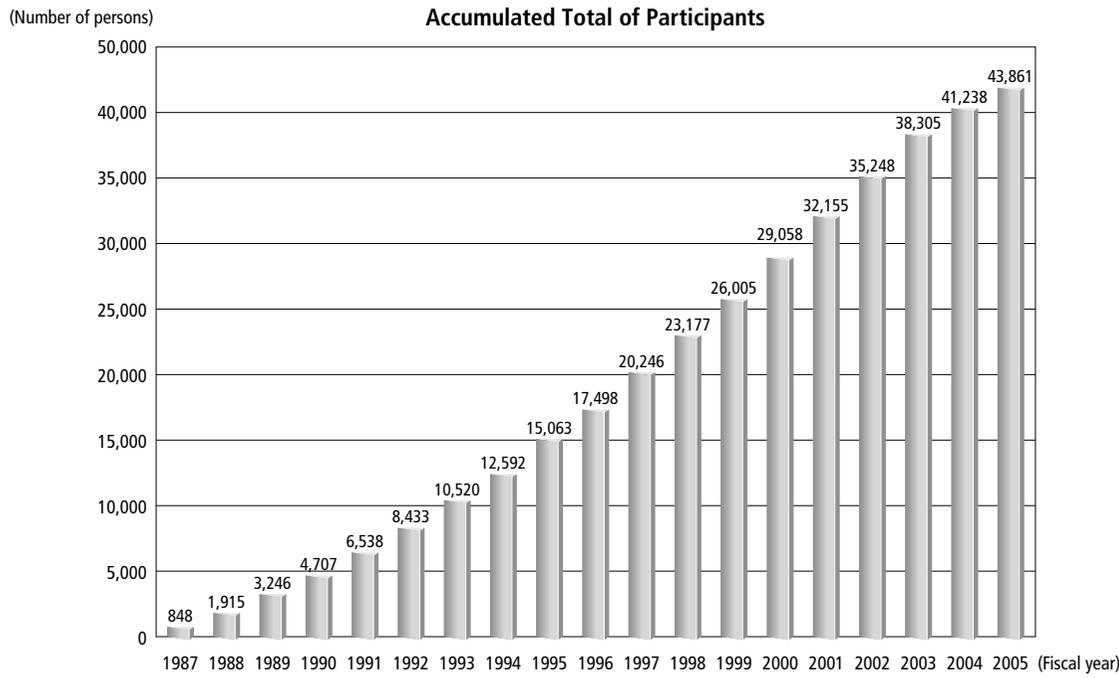
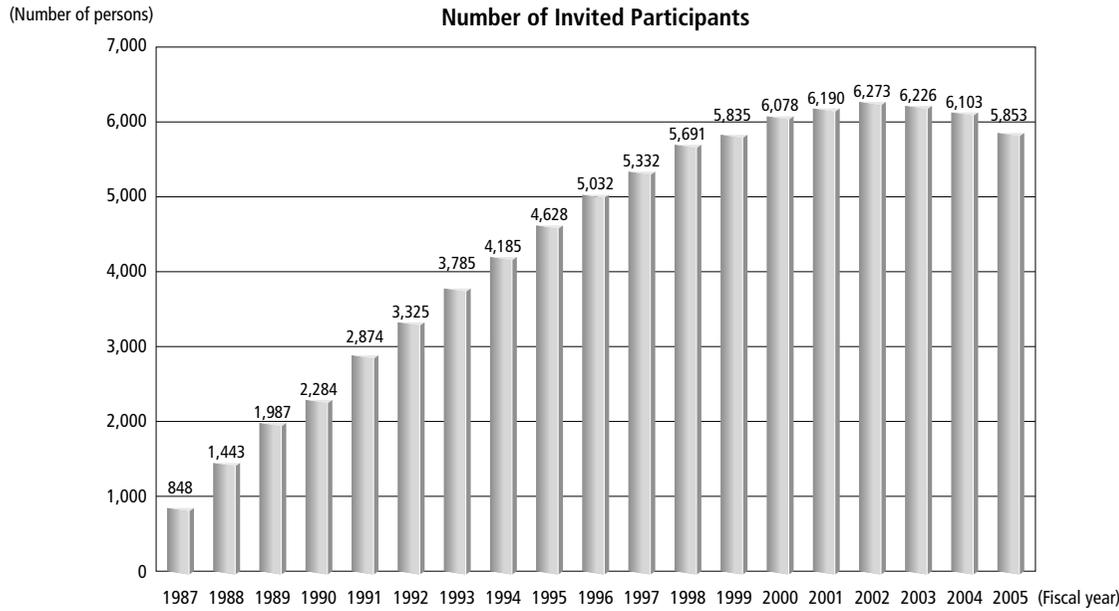
number of persons who are both knowledgeable about and sympathetic to Japan through its activities in the field of education.

a) JET Programme⁴

In 2005, 5,853 young people were invited to Japan from 44 countries, including the United States (US) and the United Kingdom (UK), through the Japan Exchange and Teaching (JET) Programme. With over 40,000 total participants to date, the JET Programme serves as a major pillar of youth exchange. Japan has also taken measures to maintain these participants’ relations with Japan after they return to their countries, such as by providing support to the JET Alumni Association (JETAA).

4. Jet Programme: The Japan Exchange and Teaching (JET) Programme was begun in 1987 with the purpose of enhancing foreign language education in Japanese middle and high schools, and advancing foreign exchange at the regional level through youth exchange. It is carried out with the cooperation of Japan’s local governments, Ministry of Foreign Affairs, Ministry of Internal Affairs and Communications, Ministry of Education, Culture, Sports, Science and Technology, and Council of Local Authorities for International Relations (CLAIR). See <http://www.mofa.go.jp/jet> (MOFA) or <http://jetprogramme.org/> (CLAIR) for details.

Trend in the Number of Invited JET Participants and the Total Number of Participants



Source: Ministry of Internal Affairs and Communications.

b) Exchange of Students

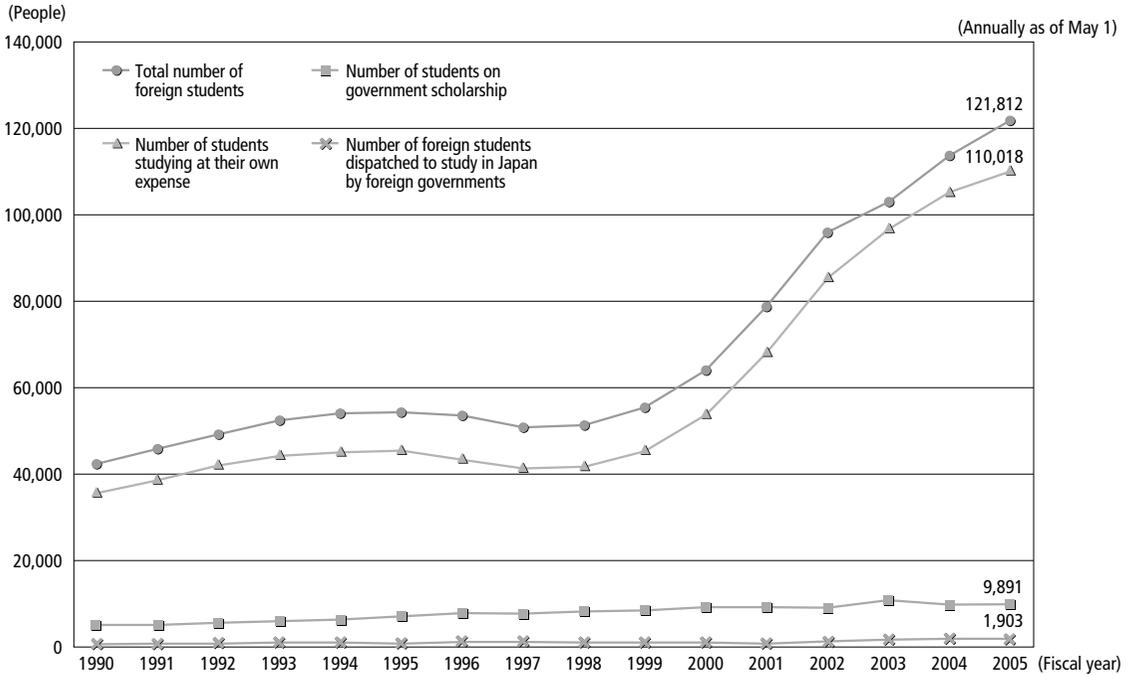
The total number of foreign students accepted in Japan as of May 2005 reached 121,812. Accepting foreign students to study in Japan is instrumental to internation-

alizing Japan's higher education system, enhancing mutual understanding, and promoting friendly relations with foreign countries through human resources development. Japan has taken various measures to attract

outstanding foreign students by providing information on studying in Japan,⁵ recruiting government scholar-

ship students, and offering preparatory education before enrollment in a Japanese school. In addition, Japan

Change in the Number of Foreign Students in Japan



Note: Exchange students who are dispatched to Japan to study by foreign governments come from Malaysia, Indonesia, Thailand, Singapore, the United Arab Emirates, Kuwait, Uzbekistan, Laos, Viet Nam, Cambodia, Mongolia, Myanmar, China, Bangladesh, and the ROK.

Foreign Students, According to Their Country or Region of Origin

(As of May 1, 2005)

Name of country or region	Number of foreign students	Distribution ratio	Name of country or region	Number of foreign students	Distribution ratio
China	80,592 (77,713)	66.2% (66.3)	Russia	346 (366)	0.3% (0.3)
ROK	15,606 (15,533)	12.8% (13.2)	Brazil	338 (330)	0.3% (0.3)
Taiwan	4,134 (4,096)	3.4% (3.5)	Germany	336 (315)	0.3% (0.3)
Malaysia	2,114 (2,010)	1.7% (1.7)	UK	326 (351)	0.3% (0.3)
Viet Nam	1,745 (1,570)	1.4% (1.3)	Australia	300 (348)	0.2% (0.3)
Thailand	1,734 (1,665)	1.4% (1.4)	Cambodia	298 (283)	0.2% (0.2)
US	1,646 (1,456)	1.4% (1.2)	Canada	279 (256)	0.2% (0.2)
Indonesia	1,488 (1,451)	1.2% (1.2)	Laos	266 (263)	0.2% (0.2)
Bangladesh	1,331 (1,126)	1.1% (1.0)	Iran	235 (227)	0.2% (0.2)
Mongolia	924 (806)	0.8% (0.7)	Egypt	219 (237)	0.2% (0.2)
Sri Lanka	907 (764)	0.7% (0.7)	Turkey	164 (157)	0.1% (0.1)
Myanmar	651 (591)	0.5% (0.5)	Bulgaria	145 (128)	0.1% (0.1)
Nepal	617 (462)	0.5% (0.4)	Uzbekistan	139 (127)	0.1% (0.1)
Philippines	544 (525)	0.4% (0.4)	Mexico	137 (133)	0.1% (0.1)
India	410 (327)	0.3% (0.3)	Other	3,461 (3,347)	2.8% (2.9)
France	380 (339)	0.3% (0.3)	Total	121,812 (117,302)	100.0% (100.0)

Source: Independent Administrative Institution, Japan Student Services Organization (JASSO).

() shows the number of people as of May 1, 2004.

5. "Comprehensive guide to studying in Japan website": <http://www.studyjapan.go.jp>

A Bridge to Japan Built by Former Foreign Students in Japan

Japan is actively promoting people-to-people exchange, in which student exchange plays a key role. In 2005, the number of foreign students studying in Japan exceeded 120,000. Back in their home countries, these foreign students serve as a bridge to Japan. For example, the Old Japan Students' Association, Thailand (OJSAT) and Mombusho Scholars Association of India (MOSAI) have memberships numbering in the thousands, and they administer large-scale Japanese language schools.

Moreover, in Indonesia an alumni association of

exchange students to Japan, established in 1963, founded a university in 1986 that is now one of the foremost private universities in the country. The university was named "Darma Persada," meaning "service to the home country," expressing the former exchange students' desire to contribute to the development of the field of education in their home country. Most of the teaching staff are former students to Japan and a new generation of students to Japan is being produced out of the 2,000 students studying at four departments, among which one focuses on Japanese literature.



Japanese language class at Darma Persada University (Courtesy: Darma Persada University Public Relations Office)

supports more than 200 alumni organizations of former students worldwide (including those for former Japan International Cooperation Agency (JICA) trainees)⁶ so that they will continue to serve as a bridge between their countries and Japan after they return to their countries.

c) Sports Exchange

Sports are widely enjoyed regardless of differences in nationality and race. Japan has undertaken sports exchange⁷ to enhance friendly relations and promote an understanding of its culture of physical discipline, such as by inviting sports instructors from other countries to undergo training in Japan, particularly in events that are organized in Japan like judo and kendo.

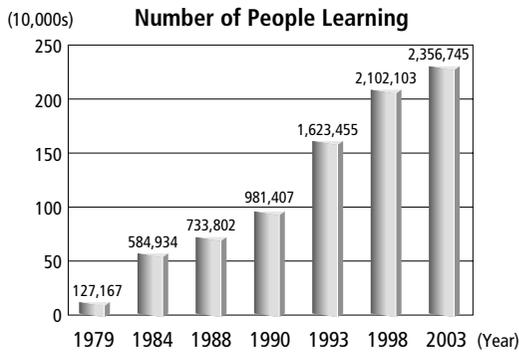
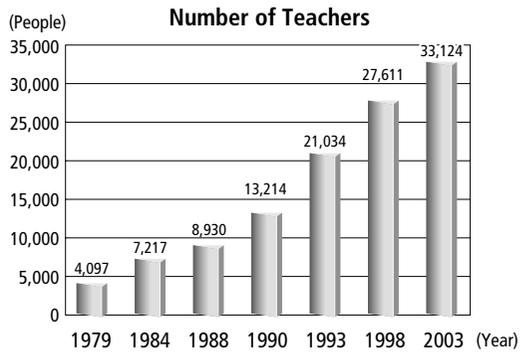
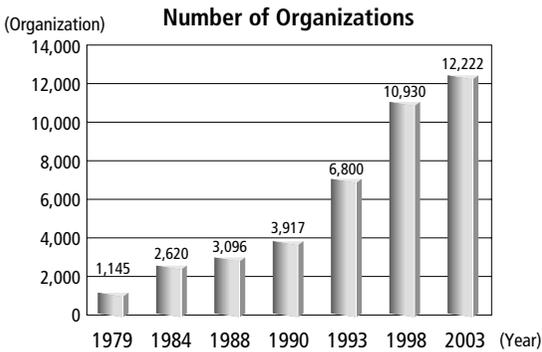
d) Promoting the Use of the Japanese Language Abroad

Promoting the use of the Japanese language abroad is essential for enhancing understanding of Japanese politics, economy, society, and culture. The Japan Foundation has carried out programs to promote the use of the Japanese language abroad, including dispatching Japanese language education experts abroad, holding training sessions in Japan for foreign instructors of the Japanese language, donating Japanese language teaching materials, and administering the Japanese-Language Proficiency Test abroad.

6. Assistance is given to the creation of networks among exchange students who have returned to their countries by such means as compiling lists of names, publishing newsletters, and holding gatherings as well as events to introduce Japanese culture that are organized by alumni groups.

7. See the footnote on page 108 for details.

Changes in Japanese Language Education Abroad



Source: Document issued by the Japan Foundation.

(b) Cultural Programs

Introducing Japanese culture, art works, and performances abroad, as well as introducing foreign culture to Japan, is a common traditional mode of cultural exchange. Japanese culture is diverse, characterized by traditional culture and sports such as *noh*, *kabuki*, *bunraku*, and *sumo*, as well as by historical buildings and art, performing arts, contemporary art, design, music, architecture, *anime*, *manga*, and fashion. Japanese culture is currently attracting attention around the world as “Cool Japan.” In order to increase interest in Japan and further heighten the image of Japan, MOFA is working with the private sector through overseas diplomatic establishments and the Japan Foundation to promote cultural exchanges while taking into considera-

tion the characteristics of each foreign country. As part of the EU-Japan Year of People-to-People Exchanges project, for example, Japan introduced its traditional culture by staging *noh* performances in Warsaw and other locations in August. In addition, Japanese art forms such as contemporary theater and dance performances were introduced at the International Cervantes Festival (October 5 to 23) in Mexico. Japan received positive reviews in these events. Moreover, domestically, art works from Japan and abroad were exhibited at the International Triennale of Contemporary Art in Yokohama (September 28 to December 18), which was co-hosted by the Japan Foundation, the Asahi Shimbun (Asahi Newspaper Company), and the City of Yokohama, attracting a large number of visitors.

The Spirit to Share



Shinji Tanimura

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We witness sad and tragic things on the news every day.

Does this mean that we are living lives so full of blessings that it is the unhappy things that make the news? Yes, it is probably because we are overly "blessed."

All Japanese people are living in a middling kind of way. That is what might have fostered the mentality that all Japanese are middle class. People have houses to live in, even if they are small houses; if you open the refrigerator door, there is always food inside. The lives that we live, in which we can take such things for granted, are surely blessings, and I think everyone has become used to this fact.

Even in China, where the economy is growing at a tremendous rate, there are many people barely able to eke out a living in upcountry villages. There are also many people who are illiterate. As receiving an education is a special experience, children who can go to school are full of joy at being able to study.

If you never leave Japan, you cannot know what Japan is really like. I believe that we need to know more about what Japan looks like from the perspective of other countries. I feel that what Japanese people need to do now is to keep such a perspective firmly in mind as a basis. For Japan, I suppose that the basic principle of international relations is to share with others "the

things we have too much of, and the things we do not have enough of." Since it is we humans who have "drawn" lines on the surface of the earth to create nation states, we humans must also be the ones who can "erase" those lines.

I feel that there can be no future in sight unless more people adopt a greater global mindset instead of a national one. Currently, I am teaching music in China; and here, I am just meeting people as one person to another, rather than as a "Japanese" or a "Chinese" person. If I am needed in any place, I go there and I tell them what I think is important. Everyone has noticed that the ego of a single country can distort the world. Having the courage to share is the real practice of the word "virtue." I believe that a country that has lost its integrity has no visible future.

"God is watching over us." This is the wonderful ethos that our country once had. Surely now is the time for us to search within our hearts to ask ourselves once again what this really means.

Shinji Tanimura

(Musician, professor at the Shanghai Conservatory of Music)

1971: The band *Alice* was formed.

March 1972: Debuted with *Hashitte oide koibitoyo*.

Released numerous hit songs such as *Fuyu no inazuma*, *Kaerazaru hibi*, and *Champion*, before the band came to an end in 1981. Following this, he broadened his appeal as a soloist and songwriter by releasing hit songs such as *li hi tabidachi*, *Subaru*, *Gunjou*, and *Sarai*, which might be said to be long-standing favorites in Japan. Broadening his appeal from Asia to the West, he performed jointly with the Paris National Opera Orchestra for three years from 1988.

March 2004: Appointed as professor at the Shanghai Conservatory of Music.

From September 2005: Commenced teaching for students to earn credits.

Puffy AmiYumi ~ Language does not matter in communication ~

Ami and Yumi, the members of Puffy AmiYumi, have entered the public spotlight not only in the United States (US) but in South America and Europe, through the cartoon TV show *Hi Hi Puffy AmiYumi*, which started in 2004. In fact, their activities in the US did not start with anime. As one of the staff involved in the management of Puffy AmiYumi since their debut in the US, I would like to take a retrospective look at what they have been doing.

Their activities as rock artists in the US began in 2000, when they performed in a music event held in Texas. As they toured 13 North American cities by bus, they made contact with young people in various places, continuing to increase the number of fans in each city. In an instant, Japanese music — in which the conventional thought was that it “would never sell in Japanese” — was being performed in its original Japanese in the US. Why did Puffy AmiYumi generate such a favorable response from the outset? I think the answer lies in their natural style. Rather than trying to make themselves out to be something they were not, the girls’ natural way of doing things just as they had done in Japan and aiming to bring Japan itself to fans has introduced young audiences to a new world of pop music quite different to the conventional image of Japan.

Since the start of the cartoon, live concert venues in North America have swarmed with rock fans along with

children and their parents. Young headbangers have an enjoyable time while taking great care not to trample the children beside them. Children who do not understand Japanese sing the Puffy AmiYumi songs in

Japanese. Some children enjoy the concerts while riding on their fathers’ shoulders. Upon seeing people who look as though they might be Japanese, fans speak to them in the Japanese they have just learnt, saying “*Konnichiwa!*” I think their world outlook has definitely changed through Puffy AmiYumi. Children feel very close to the Puffy AmiYumi pop artists thanks to the cartoon. For them, Puffy AmiYumi are the first Japanese friends they have ever made, to the extent that it is not unusual for the two to receive invitations of “Come to my birthday party.” Through having real contact with Ami and Yumi of the cartoon world, many children become interested in Japan, or even say, “I want to go to Japan if Ami and Yumi are there.” They no longer have the old image of Japan as the land of samurai and Mt. Fuji; that is because Puffy AmiYumi are communicating the idea to them that “Japan is a fun cool country.”



To be honest, I live in Japan so I don't know exactly how popular we are in the US. It is like something that is happening to somebody else... But when I hear from people I know living in the United States "I saw your cartoon" or "I heard your CD," that makes me happy, as you can imagine.



It is amazing that people living in different countries have heard of us. I am glad of the advantage, that Japanese people are seen as younger than they really are. For the future, too, we want to go on being the Puffy AmiYumi that all kinds of people love.



Ms. Yumi Yoshimura (left) and Ms. Ami Onuki (right) of Puffy AmiYumi (known as PUFFY in Japan). (Photo: Sony Music Entertainment (JAPAN), Inc.)

Writer: Yasuko Noya (Antinos Management America)

(c) Intellectual Exchange and Intercultural Dialogue

Exchanges of intellectuals are important to raising Japan's academic standards, systematizing the understanding of Japan and other countries, and broadly conveying this understanding across all sectors of society. Moreover, the promotion of intercultural dialogue by Japan, a country which has achieved modernization while maintaining its tradition and whose culture is open to diverse values, is one valuable way to contribute to the peace and stability of the world.

(1) Promoting Research on Japan

Promoting research on Japan's politics, economy, society, and culture abroad not only deepens understanding about Japan in other countries, but is also extremely important in developing the next generation of Japanese scholars. In 2005, Japan dispatched instructors to, financed conferences at, and donated books through the Japan Foundation to a total of 266 institutions throughout the world that serve as the bases for research on Japan, including the Beijing Center for Japanese Studies in China. In addition, Japan invited 134 Japanologists from 40 countries.

(2) Dialogue with the Middle East and Islam

With the cooperation of the Japan Foundation, MOFA dispatched the 3rd Middle East Cultural Exchange and Dialogue Mission, comprised of six experts, to Turkey, Saudi Arabia, and Tunisia, with the objective of promoting cultural exchange and dialogue between Japan and Middle Eastern countries. This mission held a symposium with experts from these countries and had an exchange of opinions with VIPs of these countries. Based on the results of this mission, the participating experts created a "Report and Proposals" for Japan's future cultural policies related to the Middle East, and submitted it to Prime Minister Koizumi. Furthermore, in order to promote the understanding of the cultures and societies of Middle Eastern and North African countries in Japan, MOFA, the Japan Foundation, and local governments co-hosted the "Seminar Series to Understand the Middle East and Islam" in Sendai City in July and Saitama City in November.

(3) Intellectual Exchange

In aims of cultivating a sense of community among Asian countries, as part of its intellectual exchange efforts, the Japan Foundation has been planning and

implementing projects which focus on multilateral joint work and exchange. In July, Japanese, Chinese, and ROK leaders from various fields convened in each of their countries for the Future Leaders Forum 2005: Japan-Korea-China, under which relations of trust were cultivated among the three countries. At the forum, opinions were exchanged concerning the current issues commonly faced by the three countries in order to find solutions to them.

(4) Cooperation with the United Nations University

MOFA holds international conferences, symposiums, seminars and other events in cooperation with the United Nations University (UNU), whose headquarters are located in Japan. The World Civilization Forum 2005 was held at the UNU in July under the theme "Toward a New Paradigm for the World – How to bring young people together to overcome differences in the world." This forum was planned by MOFA and co-hosted by the UNU, the Japan Foundation, and the National Institute for Research Advancement (NIRA).

(d) Cultural Cooperation

Cultural cooperation for developing countries provides support for their national cultures, which constitute the pride of the people as well as a part of their lives. Thus, cultural cooperation contributes to maintaining their vitality and self-esteem. In tandem with economic cooperation aimed at poverty reduction, Japan is vigorously advancing such cooperation efforts.

(1) Bilateral Cultural Cooperation (See page 108 on information regarding Iraq)

On the framework of bilateral cooperation, Japan offers Cultural Grant Aid for the construction and rehabilitation of facilities and for the provision of equipment for cultural and higher education activities in developing countries. Japan implemented 35 cooperation projects throughout the world (total cost: 1.68 billion yen) in 2005. One of them involved providing the National Taras Shevchenko University of Ukraine with language laboratory equipment in order to promote the education and dissemination of the Japanese language. As a cooperation effort aimed at preserving cultural heritage, Japan offered equipment (worth around 110 million yen) necessary for the restoration and preservation of the Bam Citadel, one of Iran's most prestigious UNESCO World Heritage properties, which suffered extensive damage in the December 2003 earthquake. In addition,

Japan implemented 24 Grassroots Cultural Grant Aid Projects throughout the world (total cost: 230 million yen). These are small-scale cultural cooperation projects that respond precisely to people's needs and are designed for NGOs and other grassroots level groups. For example, Japan offered karate training equipment to the Yemen Karate Federation.

(2) Cultural Cooperation through UNESCO

Japan has been vigorously contributing to the preservation and promotion of tangible and intangible cultural heritage through the United Nations Educational, Scientific and Cultural Organization (UNESCO). Through the scheme of the Japanese Funds-in-Trust for the Preservation of the World Cultural Heritage, the third phase of the conservation and restoration project of Angkor (Cambodia) monuments, and the second phase of the conservation project of the Bamiyan Site (Afghanistan), among others, were initiated. Through the Japanese Funds-in-Trust for the Preservation and Promotion of the Intangible Cultural Heritage, Japan provided assistance to 11 projects in countries including Colombia, Viet Nam, and Vanuatu.

Moreover, based on the awareness that education plays a valuable role in sustainable development, January 2005 marked the beginning of the United Nations Decade of Education for Sustainable Development which was proposed by Japan. UNESCO is playing an active role as the lead agency.

(3) 29th Session of the World Heritage⁸ Committee

At the 29th session of the World Heritage Committee, held from July 10 through 17 in Durban, South Africa, the Shiretoko region, nominated by Japan, was inscribed on the World Heritage List. As a result, Japan now has a total of 13 world heritage properties, comprised of three natural heritage and ten cultural heritage properties.

8. There are three types of world heritage: natural, cultural, and mixed. A mixed heritage contains both natural and cultural values. These properties have been inscribed on the World Heritage List based on the provisions of the World Heritage Convention (official name: Convention for the Protection of World Culture and Natural Heritage). To become inscribed, the property must meet the absolute criteria of having "outstanding universal value." In other words, it must hold value as a common heritage of mankind. At the 29th session of the World Heritage Committee, 24 new properties including Shiretoko were inscribed on the World Heritage List, resulting in a total of 812 world heritage properties. Japan has 13 sites on the World Heritage List. Besides Shiretoko, they are: the Buddhist Monuments in the Horyu-ji Area, Himeji-jo, Yakushima, Shirakami-Sanchi, the Historic Monuments of Ancient Kyoto, the Historic Villages of Shirakawa-go and Gokayama, the Hiroshima Peace Memorial (Genbaku Dome), Itsukushima Shinto Shrine, the Historic Monuments of Ancient Nara, the Shrines and Temples of Nikko, Gusuku Sites and Related Properties of the Kingdom of Ryuku, and the Sacred Sites and Pilgrimage Routes in the Kii Mountain Range and the Cultural Landscapes that surround them.



Ceremony for receiving a World Heritage certificate for Shiretoko (December 19, Tokyo)

(4) 33rd Session of the UNESCO General Conference

At the 33rd Session of the UNESCO General Conference held in October, Koichiro Matsuura, who took the post of UNESCO Director-General in 1999, was re-elected with overwhelming majority support. Further, this General Conference adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which aims to protect and promote cultural diversity, and the International Convention against Doping in Sport, which strives to establish a system for promoting and enhancing domestic and international-level cooperation toward the elimination of doping in sport. Japan actively participated in the negotiations over these conventions, making significant contributions in the development of international regulations through UNESCO.

(5) Third Proclamation of Masterpieces of the Oral and Intangible Heritage

On November 25, UNESCO proclaimed for the third time 43 cultural spaces or forms of cultural expression as Masterpieces of the Oral and Intangible Heritage of Humanity, including Japanese kabuki theater. The Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity began in 2001 and not only honors cultural spaces and forms, but also encourages

governments, NGOs, and local communities to promote the preservation of intangible cultural heritage. Before

Kabuki, Nōgaku and Ningyo Johruri Bunraku puppet theater were proclaimed as masterpieces from Japan.

TOPIC

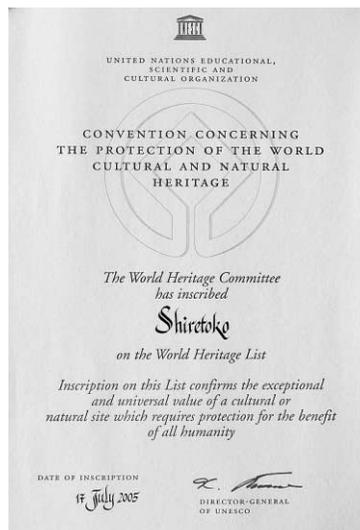
How Is the Inscription of a Property on the World Heritage List Decided Upon?

The process for the inscription of properties on the World Heritage List begins with the submission of a nomination document from the State Party to the Secretariat of the World Heritage Committee, which is composed of 21 members from among the State Parties to the Convention for the Protection of the World Cultural and Natural Heritage. Upon receiving expert evaluations carried out by international non-governmental organizations (NGOs), the World Heritage Committee decides whether the nominated property should or should not be inscribed on the World Heritage List. The committee takes into consideration whether the property has outstanding universal value, whether the requirements for protection and management in effect are properly met, and so on. The nomination cycle alone takes about a year and a half; but in fact before this, relevant people on national and local levels must together spend a great deal of time, even more than a year, on preparations such as surveys, research, and the development of legislative and regulatory measures in order to submit the nomination document.

The World Heritage Committee examination is a final hurdle, where it is decided whether the hard work

that the submitting country has put in over many years is to be rewarded or not; representatives of a State Party are not allowed by the Committee Rules of Procedure to advocate the inclusion of their own properties nominated on the World Heritage List, so it is a tense time when they await "the final judgment," feeling as though they are "at the mercy of fate." Because of this alone, the joy of being inscribed on the World Heritage List is such that in July 2005 when the decision was made for Shiretoko to be inscribed, there were scenes of spontaneous tears among the people of Hokkaido who had a seat on the World Heritage Committee. Following Shiretoko, Japan has already presented to the Secretariat the nomination document for the "Iwami Silver Mine and its Cultural Landscape" as a candidate for a World Heritage, and the World Heritage Committee plans to examine the case in 2007.

Being inscribed on the World Heritage List is not in itself the ultimate goal. It entails at the same time taking on the responsibility of ensuring that such property is preserved as a common heritage of mankind, and left in good condition for future generations; thus, it constitutes a new springboard for our unwavering efforts.



Shiretoko's World Heritage Certificate

3 Large-Scale Projects

(a) The 2005 World Exposition, Aichi, Japan (EXPO 2005)

The 2005 World Exposition, Aichi, Japan (EXPO 2005), held from March 25 to September 25 in Aichi Prefecture, Japan, was the first world exposition held in the 21st century, with “Nature’s Wisdom” as its theme.⁹ The event attracted the largest participation out of any world exposition held in Japan, with 121 countries and four international organizations formally taking part. More than 22 million people visited the exposition during its 185-day run, far exceeding the initial goal of 15 million visitors.

Based upon the universal theme of “Nature’s Wisdom,” Japan called for holding exhibits to serve as models as a means for responding to global challenges, such as global warming, that humankind is facing by making use of traditional wisdom and state-of-the-art technology. Japan’s interesting exhibits such as the Yukagir Mammoth, excavated frozen in Siberia, emphasized this concept. The success of EXPO 2005 was widely acknowledged in countries around the world, as well as by the Bureau International des Expositions (BIE) (International Exhibitions Bureau), as an important step toward revamping new life into the world fair movement, which had been losing its vitality.

Furthermore, municipalities within Aichi Prefecture carried out the Aichi International Campaign for Hometown Interchange and Hospitality Program (AICHI Hospitality) at EXPO 2005. Under this program, the municipalities as host cities and host towns held exchange activities with guests from participating countries. The grassroots level exchanges performed by local residents, which began before the opening of EXPO 2005 and continued even after the exposition ended, was highly valued in Japan and abroad, for this was an unprecedented approach. The fact that EXPO 2005 was carried out in a participatory approach, mobilizing a great many citizens in volunteer activities and NGO-sponsored events was also one of the unique features of the exposition.

Throughout the course of EXPO 2005, National Days and Special Days were held for the countries and international organizations that took part officially. A



Thai traditional dance mesmerizing visitors at EXPO 2005 (Photo: The Chunichi Shimbun)

number of members of royalty, heads of state, and cabinet ministers visited EXPO 2005 as distinguished guests of the exposition through the invitation of the Japanese government. In addition, a great many foreign dignitaries visited Japan with representatives from the business community. In total, the number of overseas dignitaries at the ministerial-level or higher exceeded 100. The above-mentioned government guests attended not only ceremonies and formal luncheons carried out within the event grounds, including visits to pavilions, but they also visited the host cities of the AICHI Hospitality to enjoy exchanges with local people. Moreover, many of the dignitaries met with Their Majesties The Emperor and Empress of Japan and other members of the Imperial Family, and also with Prime Minister Junichiro Koizumi, cabinet ministers, members of the Diet, and prominent figures from the business community, resulting in further enhancement of mutual understanding.

EXPO 2005 welcomed a number of Japanese VIPs as well. Many members of the Imperial Family of Japan, such as Their Majesties The Emperor and Empress of Japan and His Imperial Highness Crown Prince Naruhito, who served as the Honorary President of EXPO 2005 were among such important guests. Members of the Imperial Family shared their role in visiting all of the foreign pavilions and gave enormous encouragement to those related to each pavilion.

Thus, EXPO 2005 provided opportunities for prompt exchanges with each participating country and

9. Expositions are held pursuant to a convention on international exhibitions, which was signed in 1928. The holding of EXPO 2005 was decided based on a vote taken in 1997 at the General Assembly of the Bureau International des Expositions (BIE) (International Exhibitions Bureau).

Morizo and Kiccoro Look Back at EXPO 2005, Aichi, Japan



Kiccoro (K): Granddad, it was such fun when visitors came from all over the world to EXPO 2005 last year, wasn't it?

Morizo (M): It sure was. I never imagined that so many people would come, but now that we have gone back to the quiet forest, that time seems like a dream.

K: That's true. But the pavilions that were so full of activities, where have they gone?

M: Well, the building materials of the pavilions are now being re-used in other places, for elementary school buildings and warehouses and things like that.

K: Wow! They are still used in those kinds of places.

M: It would be nice if the customary Japanese phrase about valuing things, *mottainai* (Don't waste it) could be spread all over the world. And what's more, the trees that were in the way when they were building the pavilions weren't cut down—they were transplanted to another place and are being carefully raised there.

K: By the way, we were able to have lots of talks with people from overseas, too.

M: That's right. And especially, each of the cities and towns in Aichi Prefecture chose their partner among participating countries, and people from those countries were welcomed to the towns where lots of exchange events were held.

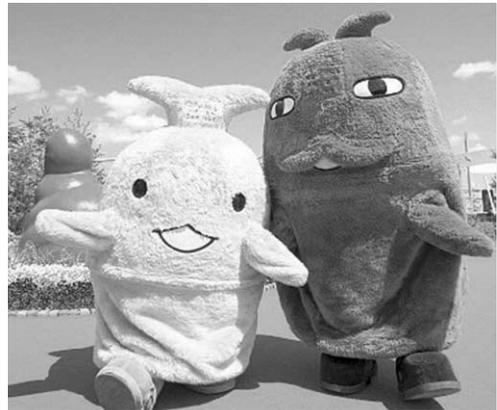
K: What kind of things did they do?

M: Exchange happened through taking part in events

for the national days of each country, learning the countries' cuisines and dances, and having homestays. There were also exchanges between children, via the Internet and by exchanging pictures. And some Asian and African countries were really grateful for the gifts of second-hand fire engines from their partner towns.

K: The venue where EXPO 2005 was held has disappeared just like a dream, but everyone still has lots of fun memories in their hearts, and they've widened their circle of friends all around the world, too.

M: We want to take care of the memories we have in this forest, too.



©JAPAN Association for the 2005 World Exposition

thereby friendly relations were further deepened. Thanks to the invitation approach, which aimed to invite many foreign press correspondents, the news related to EXPO 2005 was widely covered abroad, and this contributed to promoting understanding on Japan's efforts in tackling global issues.

(b) Japan-Korea Friendship Year 2005

Japan and the Republic of Korea (ROK) conducted the Japan-Korea Friendship Year 2005 in commemoration of the 40-year anniversary of the normalization of relations between the two countries. It was carried out upon

the agreement at a summit meeting of June 2003. In January, opening ceremonies were conducted in both Tokyo and Seoul with much fanfare, with Prime Minister Koizumi and President Roh Moo Hyun of the ROK each attending the events in their respective countries. Following this, the Japan-Korea Exchange Symposium as well as the Japan-Korea Friendship Exhibition (June 29 to July 3), Japan-Korea Festival (Omatsuri) (September 24), Japan-Korea Friendship Year Commemorative Concert (December 6), and Japan-Korea Youth Dialogue (December 27) were held as events sponsored by the Committee¹⁰ of the Japan-

Korea Friendship Year 2005 (refer to page 32 regarding the Japan-Korea Festival and the Japan-Korea Youth Dialogue). In addition, commemorative events for the friendship year were held such as the NHK *Nodojiman* (Amateur Singing Contest) in Seoul (broadcast on July 17) and the Takarazuka Revue Korean Performances (November 11 to 13), with more than 700 events carried out in total in academic and sports fields.

On the other hand, however, Japan-ROK relations were strained over the Takeshima issue, the issue of history recognition, and other points of contention. This caused the cancellation or delay of some exchange programs in outlying regions by the ROK side.

(c) EU-Japan Year of People-to-People Exchanges

The year 2005, which marks the midway year of the Decade of Japan-Europe Cooperation, was designated as the EU-Japan Year of People-to-People Exchanges. Based on the concept of “exchanges between people,” a total of approximately 1,900 exchange events of all varieties were carried out in Japan and 25 European Union (EU) member states (with about 450 such events in Japan and about 1,450 in EU member states). Facilitating the preparation and implementation of the events, a total of 13 organizations¹¹ were established in Japan and 12 in European countries. Opening events were held in 19 locations throughout Japan and 16 European countries, and included events such as the Tsugaru shamisen and Taiko drumming concerts in Brussels, which houses the EU Headquarters. Against the background of the enlargement of the EU in 2004, the EU-Japan Year was the largest ever from among commemorative programs of its type in terms of the number of participating countries and events held. People from all walks of life from a total of 26 countries, including the 10 new EU member states, took part in the events with their wide-ranging contents, through which the base for Japan-European exchange was widened. In addition, the European Autumn Festival in Hibiya was held in November as an event to comprehensively introduce culture and food from EU member states and drew approximately 60,000 people. Closing events like the Tokyo Millenario and others were held in 16 locations throughout 14 countries, serving as opportu-



Opening ceremony of the European Autumn Festival in Hibiya, a commemorative event of the EU-Japan Year (November 12, Tokyo)

nities to review the results of the EU-Japan Year and to request the further strengthening of Japan-European exchanges based on the experiences and achievements of the people who participated in the EU-Japan Year.

(d) 150th Anniversary of the Establishment of Diplomatic Relations between Japan and Russia

The year 2005 marked the 150th anniversary of the signing of the Japan-Russia Treaty of Commerce, Navigation and Delimitation (Shimoda Treaty), which officially established diplomatic relations between Japan and Russia, and as such, the year 2005 served as a historically important and memorable year for relations between the two countries. In light of this fact, it was decided at the Japan-Russia Summit Meeting held during the G8 Sea Island Summit in June 2004 that both countries would each host commemorative events.

In Japan, a commemorative ceremony sponsored by the Japanese government was held in April for the 150th anniversary of the establishment of diplomatic relations between Japan and Russia. The ceremony took place in Shimoda, where the Japan-Russia Treaty of Commerce, Navigation and Delimitation was signed, and was attended by Prime Minister Koizumi, Minister for Foreign Affairs Nobutaka Machimura, Minister of State for Okinawa and Northern Territories Affairs Yuriko Koike, Russian Ambassador to Japan Alexander P. Losyukov, and others. A message from President

10. Ikuo Hirayama, former president of the Tokyo National University of Fine Arts and Music, served as the chairman of the committee, and Yuzo Seto, chairman of the Japan-Korea Economic Association, and Yutaka Narita, principal advisor chairman of Dentsu Group, served as the vice chairmen.

11. Countries and organizations which established organizations for the promotion of the EU-Japan Year of People-to-People Exchanges (such as the Organizing Committee): Japan, EU Headquarters (Brussels, Belgium), the UK, Austria, Greece, Slovakia, the Czech Republic, Denmark, Hungary, Finland, France, Belgium, and Poland.

Vladimir Putin of Russia was received as well. In June, 150 young people comprised of Japanese and Russian students, people related to cultural and youth policies, journalists, and others embarked on a cruise, an enterprise through which they visited locations associated

with Japan and Russia. In addition to these, about 120 events were conducted to commemorate the 150th anniversary of the establishment of diplomatic relations between Japan and Russia, including those carried out by local municipalities and civil associations.

TOPIC

150th Anniversary of the Establishment of Diplomatic Relations between Japan and Russia: The Past and Future of Japan-Russia Relations

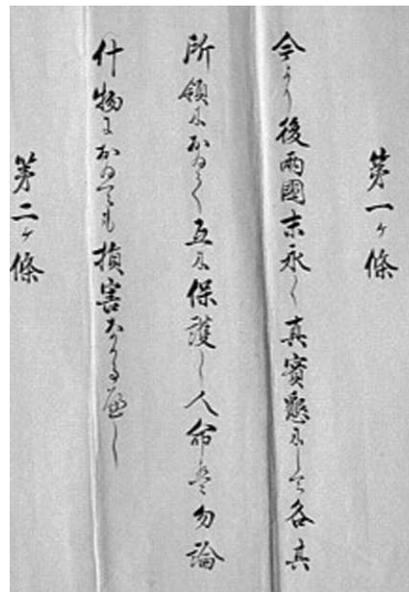
The year 2005 marked 150 years since diplomatic relations between Japan and Russia were formally established by the signing of the Treaty of Commerce, Navigation and Delimitation between Japan and Russia which declared "long-lasting truly cordial relations between the two countries." Approximately 100 years ago, the two countries fought one another in the Russo-Japan War, and in the Cold War era, Japan and Russia were in opposite camps.

Even amidst such circumstances, there have been mutual feelings of respect and friendliness between the peoples of Japan and Russia, seen in the humanitarian treatment of prisoners of war by both sides during the Russo-Japan War, the popularity of Russian artists in Japan such as Chekhov and Tchaikovsky, and strong Russian interest in traditional Japanese culture such as *ikebana* and *haiku*. The current popularity that the works of Japanese writers such as Haruki Murakami and Yoshimoto Banana have attained among young people in Russia and the rapidly increasing number of Japanese restaurants, particularly in Moscow, might be said to have been built upon this basis.

At present, relations between Japan and Russia are continuing to expand across a wide range of fields in accordance with the "Japan-Russia Action Plan." However, it cannot be said that the trade volume and the level of human exchanges between Japan and Russia, to give two examples, are commensurate with the true potential abilities of the two countries. In the light of the new dynamism displayed by the East Asia region in which Japan and Russia are located, the development of Japan-Russia relations will not only bring benefits to the two countries themselves but will make a major contribution to the stability of the Northeast Asia region, and consequently the whole world. Given this, it is essential to break down the current stalemate

over the issue of Northern Territories, the greatest outstanding concern between the two countries, in order to reach a resolution.

Japan and Russia need to take the 150th anniversary of the establishment of diplomatic relations as an opportunity to return to the starting point of the spirit of friendship and mutual respect with which the Treaty of Commerce, Navigation and Delimitation was signed, and to establish forward-looking relations between the two countries, while encouraging further exchanges between the people of Japan and Russia.



The Treaty of Commerce, Navigation and Delimitation, in the possession of the Russian Ministry of Foreign Affairs (photographed in December 2005). "Henceforth, there will be long-lasting truly cordial relations between the two countries" is written in the opening to the first article.

(e) Tourism Promotion (Publicizing “Attractive Japan”)

The Ministry of Foreign Affairs has been actively involved in attracting tourists to Japan in cooperation with the relevant ministries, the secretariat of Visit Japan

Campaign (VJC) Headquarters, the Japan National Tourist Organization (JNTO), and municipalities. This is being done through a variety of means, particularly by implementing activities for publicizing Japan’s attractiveness through overseas diplomatic missions (embassies and consulates general).

Chronology of Japan’s International Cultural Exchanges

Year	Month	Event	Year	Month	Event
1951	July	Accession to the United Nations Educational, Scientific and Cultural Organization (UNESCO)	1999	November	Appointment of Japanese Ambassador to France Koichiro Matsuura as the Director-General of UNESCO, making him the first Director-General from Asia
1952		Initiation of Japan-US Fulbright exchanges		December	Shrines and Temples of Nikko registered as a World Heritage Site
1953	May	Signing of a cultural exchange agreement with France (the Japanese government’s first cultural exchange agreement)	2000	December	Gusuku Sites and Related Properties of the Kingdom of Ryukyu registered as a World Heritage Site
1962	May	Establishment of the US-Japan Conference on Cultural and Educational Interchange (CULCON)	2001	May	Nōgaku Theater among UNESCO’s First Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity
1972	October	Founding of the Japan Foundation through the advocacy of Minister for Foreign Affairs Takeo Fukuda	2002	January–December	Implementation of 2002 Japan Year and China Year, implementation of Year of Japan-ROK National Exchange in 2002
1975	June	Establishment of UN University’s provisional headquarters (Tokyo)		September	Conclusion of the Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property
1977	June	Founding of the ASEAN Council of Japan Alumni (ASCOJA)	2003	January–December	Implementation of ASEAN-Japan Exchange Year 2003
1983		Formulation of the Plan to Accept 100,000 Foreign Students		May	Achievement of the Plan to Accept 100,000 Foreign Students
1987	September	Initiation of the Japan Exchange and Teaching (JET) Programme	September–October	Implementation of the First Mission on Cultural Exchange and Dialogue between Japan and Middle East	
1989	May	Submission of the final report from Prime Minister Noboru Takeshita’s advisory group (Advisory Group on International Cultural Exchange; Chairman: Gaishi Hiraiwa)	October	The Japan Foundation becomes an independent administrative agency	
	July	Establishment of the Japan Foundation Japanese-Language Institute, Urawa	November	Ningyo Johruri Bunraku Puppet Theatre among UNESCO’s Second Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity	
1990	January	Establishment of the Japan Foundation ASEAN Culture Center	2004	January-December	150th Anniversary of US-Japan Relationship commemorative events (until December 2005)
1991	April	Inauguration of the Japan Foundation Center for Global Partnership		June	Conclusion of the Convention for the Safeguarding of the Intangible Cultural Heritage
1992	June	Acceptance of the World Heritage Convention	July	Sacred Sites and Pilgrimage Routes in the Kii Mountain Range registered as a World Heritage Site	
1993	December	Buddhist Monuments in the Horyu-ji Area, Himeji-jo, Yakushima, and Shirakami-Sanchi registered as World Heritage Sites	September	Implementation of the Second Mission on Cultural Exchange and Dialogue between Japan and Middle East	
		Submission of the recommendations from Prime Minister Morihiro Hosokawa’s advisory group (Second Advisory Group on International Cultural Exchange; Chairman: Akito Arima)	December	Holding of the Council on the Promotion of Cultural Diplomacy	
		Announcement of the Peace, Friendship, and Exchange Initiative	January-December	EU-Japan Year of People-to-People Exchanges, Japan-Korea Friendship Year 2005	
1994	December	Historic Monuments of Ancient Kyoto (Kyoto, Uji and Otsu cities) registered as a World Heritage Site	2005	July	Submission of the report of the Council on the Promotion of Cultural Diplomacy to Prime Minister Koizumi
	October	Inauguration of the Operation Division of the Japan Foundation Asia Center		September	Holding of the World Civilization Forum 2005
1995	December	Historic Villages of Shirakawa-go and Gokayama registered as a World Heritage Site	October	Shiretoko registered as a World Heritage Site	
	December	Hiroshima Peace Memorial (Genbaku Dome) and Itsukushima Shinto Shrine registered as World Heritage Sites	September	Implementation of the Third Mission on Cultural Exchange and Dialogue between Japan and Middle East	
1996	May	Opening of Maison de la culture du Japon à Paris (Japanese Cultural Institute in Paris)	October	Decision to reelect Director-General of UNESCO Matsuura	
		Establishment of the Japan Foundation Japanese-Language Institute, Kansai	November	Kabuki among UNESCO’s Third Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity	
1997	December	Historic Monuments of Ancient Nara registered as a World Heritage Site			
1998	October	Agreement reached at a Japan-ROK summit meeting that 2002 would be the Year of Japan-ROK National Exchange in commemoration of the two countries co-hosting the FIFA World Cup			

Local promotion committees chaired by heads of overseas diplomatic missions were organized in Singapore, Thailand, Canada, and Austria, which are newly designated as priority markets for the campaign in 2005, in addition to the US, the ROK, China, and Europe. These committees are considering measures for the promotion of tourism. Specifically, efforts are being made to draw attention to the attractiveness of Japan through the implementation of “promotion parties”

held at the facilities of overseas diplomatic missions, presentations at tourism exhibits and trade shows, the distribution of tourism pamphlets and screening of videos, as well as the holding of seminars and lectures on the theme of tourism in Japan. Furthermore, matters connected to the promotion of tourism were also taken up through regular public relations activities, such as publicizing the attractiveness of Japan's various regions.