



Chapter 3

Japan's Foreign Policy in Major Global Issues

1. Efforts for the Peace and Stability of Japan and the International Community

The security environment surrounding Japan is becoming increasingly severe as the situation on the Korean Peninsula remain unstable with the sinking of the Republic of Korea (ROK)'s naval vessel ("Cheonan") as well as artillery attack on the ROK's Yeonpyeong Islands. Besides, insufficient transparency over China's military buildup, and its intensified maritime activities are of concern for the regional and global community. Moreover, the international community today faces new types of threats and challenges which include the proliferation of weapons of mass destruction and missiles, international terrorism, piracy, large-scale disasters, and cyber attacks. In order for Japan to respond to such security threats and challenges, to maintain its territorial integrity, to protect the lives and properties of Japanese citizens, and to ensure sustainable prosperity and development as well as the stability of the international community, Japan must pursue a multifaceted security policy to address not only traditional threats of aggression by other countries but also non-traditional threats such as the attacks by non-state actors.

In particular, for the purpose of maintaining stability and prosperity of the Asia-Pacific region as well as that of the international community, it is important to further deepen and develop the Japan-U.S. security alliance, which is a public good for the international community and the main cornerstone of Japan's diplomacy and security, in a form that is suitable for the 21st century. At the same time, it is also important for Japan to cooperate with the ROK and Australia, to advance collaboration under the Japan-U.S.-ROK and Japan-U.S.-Australia frameworks, to reinforce ties with partner countries that share common interests in

ensuring maritime security and other interests, to build up stable relations with China and Russia, and to promote multilayered forms of cooperation and collaboration at the ASEAN Regional Forum (ARF) and other regional frameworks. The prerequisite for these efforts will be Japan's development of its defense capabilities. The Government of Japan set out new National Defense Program Guidelines and a new Mid-term Defense Program in December 2010, stipulating a new direction for Japan's future security and defense capabilities.

Since the end of the Second World War, the Japan-U.S. Security Arrangement has functioned effectively not only for the defense of Japan but also as a basic framework supporting the stability and development of the Asia-Pacific region including Japan, and it has become a public good for peace and prosperity in the world. As the security environment of the Asia-Pacific region is becoming increasingly severe, it is important to further deepen the security arrangement between Japan and our ally, the United States, in order to ensure the peace and security of Japan and the region. Based on this understanding, Japan and the U.S. are strengthening cooperation not only bilaterally, but also in addressing issues concerning the Asia-Pacific region and global issues, and advancing consultations on security cooperation with the U.S. in a wide range of areas in a concrete manner.

In conflict regions, Japan is addressing peacebuilding as one of its major diplomatic issues, which is the seamless efforts ranging from the promotion of peace processes and emergency humanitarian assistance in the immediate aftermath of conflicts to security maintenance, reconstruction and long term development, while also paying

attention to build the foundation for development to prevent conflict recurrence and achieving sustainable peace. In April, during Japan's presidency, Foreign Minister Katsuya Okada chaired a ministerial debate of the UN Security Council on post-conflict peacebuilding during. Peacebuilding was also addressed at the UN Security Council summit in September attended by Prime Minister

Naoto Kan, and the importance of this field is becoming recognized by the international community. Japan has been advancing tangible efforts to peacebuilding through contributions including United Nations Peacekeeping Operations (PKO), on-site efforts with Official Development Assistance (ODA), work through the UN and human resources development.



Foreign Minister Katsuya Okada, center, attending and delivering a speech at Open Debate of the UN Security Council on Post-Conflict Peacebuilding (April 16, New York, USA)



A handing-over ceremony of an elementary school building established by Japanese assistance (Philippines)

Securing maritime security and safety of maritime navigation is not only crucial for Japan's existence and prosperity as a maritime and trading country, but also extremely important to the regional economic development. In particular, the number of piracy incidents increased in 2010 the

Somali Basin, off the eastern coast of Somalia, off the western coast of India, and offshore Tanzania, some incidents in which Japan-related vessels being attacked or captured have occurred. Japan is exerting efforts by taking a multi-faced approach, which includes the deployment of Japan Self Defense

Forces (JSDF), off the coast of Somalia and in the Gulf of Aden, but also long and mid-term efforts such as assistance for capacity building of coastal countries' capabilities for preventing and suppressing piracy and for regional cooperation, and furthermore, assistance toward the stabilization of the situation in Somalia.

Illicit drug trafficking, trafficking in persons, money laundering, cybercrimes, other transnational crimes, terrorism, and corruption (bribery) are threatening the public security of the entire world, along with the advances in information and communications technologies and international transportation networks that are the hallmarks of modern society. Efforts to address these issues are being made at the United Nations (UN), the G8, and various other forums. In 2010, these topics were addressed as "security vulnerabilities" at the G8, and attracted the attention of the international community. Japan is responding to these threats using various means including the UN, G8, G20, and other multilateral frameworks, bilateral consultations and cooperation on terrorism countermeasures, and through aid to developing countries such as those via the United Nations Office on Drugs and Crime (UNODC) and other international organs.

Japan is also actively advancing efforts for disarmament and non-proliferation to improve the security environment surrounding the country. Based on its moral responsibility as the only country in the world to have suffered the devastation caused by the use of atomic bombs, Japan is making efforts with like-minded countries toward realizing "a world without nuclear weapons." At the May 2010 Review Conference of the Parties to the Treaty on the Non-Proliferation of Nuclear Weapons (NPT), Japan made important contributions toward the first adoption of final documents in ten years through such efforts as submitting the working papers which provided the basis for the discussion and taking an initiative in the delivery of the "Ministers' Urgent Call for Unity" released in the final stages of the conference. Moreover, Japan and Australia co-hosted the 1st Foreign Ministers' Meeting on Nuclear Disarmament and Non-Proliferation in September with the aim of contributing to steady implementation of the consensus outcomes of the 2010 NPT Review Conference, launching a new group of like-minded countries from diverse regions across the globe and took a leading role toward strengthening the international disarmament and non-proliferation regime.



Foreign Minister Seiji Maehara, second from right, at the Foreign Ministers' Meeting on Nuclear Disarmament and Non-Proliferation co-hosted by Japan and Australia (September 22, New York, USA)

The role of the United Nations has become increasingly important, as the international community is still facing a series of challenges that include poverty, hunger, infectious diseases, proliferation of weapons of mass destruction and missiles, regional conflicts, and global environmental

problems. As the sole international organization with universal membership and comprehensive capacities, the UN continues to work for the maintenance of peace and security of the international community through such organs as the General Assembly and the Security Council. In addition, it enhances friendly

relations among countries, and encourages international cooperation to resolve economic, social, cultural and humanitarian issues and to promote human rights.

It is important that the UN function effectively for the international community to unite toward resolving the above-mentioned challenges. From this perspective, Japan is striving for an early realization of UN reform, especially the Security Council reform, and is playing a leading role in major international organizations including the UN, while making human resources and financial contributions.

The establishment of the "rule of law" in the international community is an important factor in promoting stable relations between countries, peaceful settlement of disputes, and "good governance" within countries. Japan regards the establishment of the "rule of law" in the international community as one of the pillars of its foreign policy, and it is actively implementing various efforts towards this end. Establishing the "rule of law" is also important from the perspectives of maintaining the integrity of the national territories, securing

maritime and economic interests, and for protecting one's own citizens.

Fully guaranteeing human rights and fundamental freedoms, which are universal values, in each country contributes to the establishment of a peaceful and prosperous society in each country, and therefore to the peace and stability of the international community. In a move of mainstreaming human rights, the UN emphasized the viewpoints of human rights on all of its activities since 2005, and in 2006 established the Human Rights Council as a subsidiary organ of the United Nations General Assembly, with replaced the Human Rights Commission. Japan has served as a member of the Human Rights Council since it was founded and has positively contributed to its activities. While giving consideration to the characteristics and diverse historical and cultural backgrounds of each country and region, Japan will strengthen its foreign policy in order to promote human rights in a comprehensive manner, by linking efforts in multilateral for a such as the UN ad bilateral efforts including human rights dialogues and development assistance.



A class of Myanmar refugee students staying in Japan under a resettlement operation (Tokyo, Japan)

To handle the global issues explained above, Japan stresses the concept of human security by focusing on the lives and livelihoods of every human

being, and under this concept, will act to lead the international community to resolve such issues.

2. Promotion of International Cooperation and Response to Global Issues

In 2010, the international community further accelerated its response to poverty, starvation, infectious diseases, environmental problems, and other global issues. As for the Millennium Development Goals (MDGs), in particular, various international efforts were made including the holding of a summit conference on the MDGs, given only five years remain until 2015, the target year for achieving MDGs. At the G8 Muskoka Summit held in Canada in June, the G8 members announced the Muskoka Initiative to give strengthened support for maternal, newborn and under-five child health, where progress toward the MDGs has been particularly slow. In September, with leaders from around 140 countries, at the United Nations High-Level Plenary Meeting on the Millennium Development Goals (the UN MDGs Summit) the progress and the way forward for the achievement of the MDGs were discussed. Moreover, at the G20 Seoul Summit in November, development issue was taken up as a main G20 agenda item for the first time. The summit announced the principles and the action plan whereby the G20 will work for the advancement of developing countries through economic growth.

Japan has actively contributed to a variety of efforts by the international community based on the understanding that ensuring peace and prosperity of the international community upholds security and prosperity of Japan, and that ODA and other forms of international cooperation are important means to

such ends. In working toward achievement of the MDGs, Japan is advancing efforts particularly centered on the fields of health and education, based on the concept of human security. At the G8 Muskoka Summit, Japan announced an additional commitment of up to ¥50 billion (approximately \$500 million) for maternal and child health under the Muskoka Initiative over five years beginning in 2011. Furthermore, at the UN MDGs Summit, Prime Minister Naoto Kan announced the “Kan Commitment” to provide \$5.0 billion in assistance in the field of health (including contribution to \$800 million to the Global Fund to Fight AIDS, Tuberculosis and Malaria in the coming years) and \$3.5 billion in assistance in the field of education over five years beginning in 2011. Moreover, the 10th Meeting of the Conference of the Parties to the Convention on Biological Diversity (CBD/COP10) was took place in Nagoya City (Aichi Prefecture) in October. As the presidency, Japan made major contributions to the success of the conference and announced the “Life in Harmony Initiative” to support efforts by developing countries to conserve biological diversity. As science and technology plays a significant role in addressing issues such as sustainable economic growth, climate change, infectious diseases, energy, water, and food, Japan is also promoting “science and technology diplomacy” and “space diplomacy,” which link Japan’s world-level science and technology and space capabilities with its foreign policy.



JICA experts teaching agricultural techniques in Afghanistan (National Agricultural Experiment Stations Rehabilitation Project) (photo: Japan International Cooperation Agency (JICA))

The peace and stability of Afghanistan and Pakistan remain important issues for that of the international community. Japan emphasizes efforts for the peace and stability of both countries, and it is steadily implementing support in cooperation with the international community, based on the “New Strategy to Counter the Threat of Terrorism” announced in November 2009.

The understanding and support of the Japanese people is essential for Japan to play a positive role toward international peace and development. The Ministry of Foreign Affairs carried out a review of Japan’s ODA in order to implement ODA more strategically and effectively with the understanding and support of the Japanese people, and it released a final summary in June. This summary clarifies the principle for international cooperation as “Enhancing Enlightened National Interest”, and it specifies the three pillars of (1) reducing poverty (contribution to achieving the MDGs), (2) investing in peace, and (3) supporting sustainable economic growth, as priority fields for development cooperation. It also calls for measures including strategic and effective aid, cooperation with a wide range of concerned parties, and promotion of public support and understanding.

Bringing vitality to trade, investment, and other private-sector activities is crucial for the sustainable economic growth of developing countries. In order to advance economic diplomacy to secure natural resources, energy, and food and to promote deployment of integrated infrastructure systems, efforts must be made to improve the environment for Japanese enterprises to pursue their activities in developing countries. By enhancing public-private partnership, or collaboration between the activities of private enterprises and ODA and other official flows, Japan aims to bring forth development effects on a scale that could not be gained from public funds alone, promoting the sustainable growth of developing countries as well as Japan’s economic diplomacy.

Global environmental problems such as climate change and the loss of biodiversity threaten life on earth and pose serious threats to the existence of humanity. Japan has positioned its efforts to address global environmental problems as a priority diplomatic issue and is taking the initiatives in global deliberations, based on the recognition that

conservation of the global environment is a responsibility for the future of the Earth.

In addressing the climate change issues, Japan has exhibited leadership in the international negotiations toward the early adoption of a new single comprehensive legal document constructing a fair and effective international framework in which all major economies participate. In October, Minister for Foreign Affairs Seiji Maehara co-chaired the Aichi-Nagoya Ministerial Meeting of the REDD+¹ Partnership together with Samuel Abal, Minister for Foreign Affairs, Trade and Immigration of Papua New Guinea, and set out a direction to accelerate measures for forest conservation which is an important pillar in the efforts to tackle climate change. Then at the 16th session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (COP16) held in Cancun, Mexico in December, Japan cooperated closely with the presidency Mexico and other participants, and contributed greatly to the adoption of the Cancun Agreements which serve as a basis toward constructing a comprehensive international framework with the participation of all major economies including the United States and China.

Furthermore, Japan is actively supporting developing countries in the area of climate change. Japan has announced the assistance of approximately \$15 billion including public and private financing up to 2012 for developing countries which are taking measures to reduce greenhouse gas emissions as well as those which are vulnerable to the negative impact effects of climate change. More than \$7.2 billion has already been implemented as of the end of September 2010.

Japan is also actively working for conservation and sustainable use of biodiversity. The 10th Meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) and the 5th Meeting of the Parties to the Cartagena Protocol on Biosafety (COP-MOP5) took place in Nagoya (Aichi Prefecture) in October 2010.

Under the slogan “Life in Harmony, into the Future,” COP10 achieved important results such as adopting the “Aichi Targets” (Strategic Plan 2011-2020) as a global goal for effective implementation of the Convention on Biological Diversity, as well as the “Nagoya Protocol” on Access to Genetic Resources

¹ Reducing Emissions from Deforestation and Forest Degradation, and the role of conservation, sustainable management of forests and enhancement of forest carbon stocks

and the Fair and Equitable Sharing of Benefits Arising from their Utilization. As the presidency, Japan led the discussions at COP10 -MOP5 toward achieving important results including the adoption of the “Nagoya – Kuala Lumpur Supplementary Protocol” on Liability and Redress to the Cartagena Protocol on Biosafety, following over six years of debate on liability and redress for damages resulting from the movement of living modified organisms..

Concerning the Arctic region which is being affected by climate change in recent years, there has been a growing international debate on such issues as environmental problems, opening of shipping routes, and development of natural resources in that region. Recognizing the need to be involved in such debate in an appropriate manner, Japan is strengthening its participation in international discussions regarding the Arctic region, such as submitting its formal application for a permanent observer status in the Arctic Council in July 2009. In

September 2010, the Ministry of Foreign Affairs established the “Arctic Task Force” in order to make cross-sectoral approach towards the foreign policy on the Arctic, and to take appropriate policy measures.

The Antarctic Treaty adopted in 1959 stipulates Antarctica as the area south of 60 degrees South Latitude and introduces basic principles such as (1) the use of Antarctica for peaceful purposes, (2) international cooperation and freedom of scientific investigation, and (3) freeze on territorial rights and claims. Japan is promoting research and observation activities in Antarctica in accordance with these basic principles. Japan is striving to preserve the environment of Antarctica based on the Protocol on Environmental Protection to the Antarctic Treaty adopted under the Antarctic Treaty in 1991, and is contributing to the maintenance of the Antarctic Treaty System.

3. Economic Diplomacy

While the global economy is on a gradual recovery path, downside risks still remain. Responding to concerns about sovereign risk during the first half of 2010, leaders at the G20 Toronto Summit in June confirmed the importance of pursuing both fiscal sustainability and growth, and advanced economies committed to fiscal plans to this end. Amid uneven growth and continued imbalances in the global economy, leaders at the G20 Seoul Summit agreed to strengthen policy coordination toward sustainable growth in November. Japan

contributed to strengthening cooperation between advanced and emerging economies to overcome the financial and economic crisis.

Japan served as the chair of the Asia-Pacific Economic Cooperation (APEC) in 2010. The 18th APEC Economic Leaders' Meeting held in Yokohama in November adopted “The Yokohama Vision – Bogor and Beyond” as the APEC Leaders' Declaration. Japan also implemented specific forms of cooperation in collaboration with the United States, which is the 2011 APEC chair.



Prime Minister Naoto Kan, center, announcing “the Yokohama Vision- Bogor and Beyond” at the 18th Asia-Pacific Economic Cooperation (APEC) Economic Leaders' Meeting (November 12, Yokohama, Japan)

Japan needs to actively advance economic diplomacy to strengthen its economy as the economic conditions inside and outside the country become increasingly severe, with a more fluid international situation, declining population, aging society with a low fertility rate, and large fiscal deficit. Specifically, Japan will actively advance efforts in the fields of Economic Partnership Agreements (EPAs) and Free Trade Agreements (FTAs), natural resources, energy and food, international promotion of infrastructure systems, and inbound tourism and Japan Brand. In December, an Economic Diplomacy Promotion Headquarters was established inside the Ministry of Foreign Affairs, with Foreign Minister Maehara as its head, for the overall management of the progress of such economic diplomacy in each field, and for specific discussions toward further progress.

The Japanese Cabinet approved a "Basic Policy on Comprehensive Economic Partnerships" in November 2010. This policy states that Japan is absolutely resolved to "open up the country" and "pioneer a new future," and will take major steps forward from its present posture and promote high-level economic partnerships with the world's major trading powers comparable to the global trend of similar relationships. At the same time, Japan will first press ahead with fundamental domestic reforms to strengthen competitiveness, as required for high-level economic partnerships.

Concerning EPA negotiations with various countries, Japan declared the completion of EPA negotiations with India in October and Peru in November, with the leaders of these countries respectively. Japan also worked to achieve steady progress in ongoing EPA negotiations with Australia and other countries. In working toward the resumption of EPA negotiations with the Republic of Korea (ROK), high-level prior consultations were held for resuming negotiations following the bilateral summit meeting in May. With regard to the European Union (EU), the joint High-Level Group, established by the April 2010 Japan-EU summit, conducted a joint examination and worked toward the early launching of EPA negotiations. Also in 2010, the governments of Japan and Mongolia started joint public-private study on a bilateral EPA, while the governments of Japan, China, and the ROK initiated joint study for an FTA among those three countries by government officials, business and academic participants.

In relation to regional economic partnerships, Japan continued to contribute positively to discussions on East Asia Free Trade Area (EAFTA) and Comprehensive Economic Partnership in East Asia (*CEPEA*). In the November 2010 APEC Leaders' Declaration, the APEC leaders agreed to take concrete measures toward the realization of a Free Trade Area of the Asia-Pacific (FTAAP). Concerning the Trans-Pacific Partnership (TPP) Agreement, Japan has begun gathering information and having consultations, based on the Basic Policy on Comprehensive Economic Partnerships that states that "it is necessary to act through gathering further information, and Japan, while moving expeditiously to improve domestic environment, will commence consultations with the TPP member countries."

Japan relies on imports for much of the energy, minerals, food, and other resources that form the basis of the livelihood of the Japanese people, thus securing the stable supply of these resources is one of the main pillars toward Japan's economic diplomacy. Japan must advance international cooperation of the world's responsible development and use of resources amid such new developments as the rise of emerging economies and efforts to adapt climate change, while also securing the stable long-term supply of resources to Japan. From this perspective, Japan positively participates in the administration of the International Energy Agency (IEA), the International Renewable Energy Agency (IRENA), the Food and Agriculture Organization (FAO) of the United Nations, and other international organs. Japan is also promoting "Responsible Agricultural Investment (RAI)" as the original initiative and taking a leading role on setting out the principles to realize the RAI. Concerning mineral resources, Japan is making positive contributions to the Extractive Industries Transparency Initiative (EITI) in addition to strengthening joint public-private efforts to secure the stable supply of natural resources and energy to Japan.

Furthermore, marine resources are a precious source of nutrition for the Japanese people. From the standpoint of utilizing the sustainable use of these resources, Japan has actively contributed toward the complete and effective implementation of conservation and management measures such as by establishing a global system for conservation and management of fishery resources and eliminating illegal vessels. Given the heightened concern for

environmental protection in recent years, Japan has played a positive role as a responsible fishing country toward securing the sustainable use of marine resources in such fora as the regional fisheries management organizations making use of its experience and technology in the fishery sector, based on frameworks of international organizations and cooperative relationship with other countries.

Amid the growing demand for infrastructure in Asia and throughout the world, the government must strongly support efforts of the private sector to promote Japanese companies' advanced technologies overseas in the areas such as the environment and energy efficiency in close public-private collaboration to realize Japan's economic growth. In this light, the government as a whole is working together to achieve such goals based on the New Growth Strategy approved by the Cabinet in June 2010. In line with these developments, the Ministry of Foreign Affairs is strengthening the functions of its diplomatic establishments by taking measures such as appointing specialists in infrastructure systems at Japanese embassies and consulates in selected countries, and improving the structure for supporting private enterprises' efforts.

The Ministry is also actively implementing positive measures for inbound tourism, including public relations and cultural activities at overseas diplomatic establishments, to increase the number of foreign visitors to Japan to strengthen the Japanese economy.

Japan also aims to appeal its attractiveness to the world as the "Japan Brand (Attractive Japan)", represented in its human resources, technology and culture.

Advancing the liberalization of trade and investment is essential for the sustainable growth of the Japanese and the global economy. With regard to international trade, along with deterring

protectionism, upholding and strengthening the World Trade Organization (WTO) system, which brings legal stability and predictability to international trade, remains an important issue. Specifically, an early conclusion of the WTO Doha round negotiations is important for the continued expansion of global trade, and Japan has been playing an active role to this end. At the November 2010 APEC Economic Leaders' Meeting and Ministerial Meeting, the leaders and ministers shared the recognition on the necessity to accelerate the WTO negotiations, viewing 2011 as an important "window of opportunity" for agreement conclusion of the negotiations. In resisting protectionism, global leaders and ministers agreed to re-extend their commitment on standstill including to refrain from imposing new export restriction until the end of 2013 at a series of meetings including the G20 summit in Toronto and Seoul and the APEC Economic Leaders' Meeting and Ministerial Meeting.

Japan is pursuing wide-ranging bilateral and multilateral efforts to protect intellectual property rights because counterfeit and pirated goods are spreading worldwide and posing a threat to the sustainable growth of the global economy. Japan has actively advanced the negotiations of Anti-Counterfeiting Trade Agreement (ACTA), which is a multilateral approach. A general consensus was reached at the October 2010 Tokyo negotiations, and the parties subsequently concluded an agreement.

Investment agreement is another type of legal frameworks that uphold economic diplomacy. Social security agreements aim at resolving such problems of duplicate social insurance contributions of two countries and of lapsed contributions. Concluding economic treaties and agreements and preparing legal and institutional foundations are important from the perspective of supporting the activities of Japanese enterprises advancing overseas.

4. Efforts to Promote Understanding and Trust toward Japan

For Japan to implement foreign policy effectively, it is important to directly appeal to the general public in each country, in addition to addressing the policymakers who represent them. The impact of public opinion on foreign policy has been increasing, especially in recent years, in part due to the rapid development of information and communication technologies and the growth of democracy in many countries. Japan works on public relations overseas

to promote understanding of Japan and her foreign policy among the citizens of foreign countries. The government actively disseminates information on Japan's multi-faceted attractions and promotes cultural and people-to-people exchanges to improve the image of Japan and boost affinity toward Japan in each country.

The Ministry of Foreign Affairs promotes Japanese language education overseas and

introduces various aspects of Japanese culture ranging from traditional to pop-culture, delivers information on foreign policy to intellectuals, and introduces information on situation in Japan to the general public. In 2010, more than 100 Japanese language educational institutions participated in the Japan Foundation (JF) Nihongo Network (Sakura Network) which is the system that links Japanese language institutions overseas established through the Japan Foundation. The Ministry also takes the opportunity to present Japanese culture and current situation in Japan at overseas events such as the World Expo 2010 Shanghai China (the Shanghai Expo) and Japan Expo 2010 (Paris, France) with a view to deepening understanding and fostering interest toward Japan.

In addition to these measures, the Ministry also advances people-to-people and intellectual exchanges to deepen understanding of Japan, by inviting international opinion leaders and promising individuals likely to attain future leadership positions in different fields to Japan, and also by promoting the acceptance of exchange students and other youths from abroad, and supporting the participation of Japanese intellectuals at all types of international conferences.

Japan should actively publicize its strengths to the world to achieve success with the New Growth Strategy being advanced by the government. Accordingly, the Ministry of Foreign Affairs is

reinforcing its public relations efforts, cooperating with other concerned government ministries and agencies, and with other organizations, in such fields as support for exporting packaged infrastructure systems, advancing the Cool Japan strategy, and promoting as a tourism-oriented nation. For example, the Ministry conducted an intensive worldwide campaign during the Yokohama APEC Economic Leaders' Meeting. This included broadcasting special programs on Japan and PR short movies through CNN International to all areas of the world, and opening a special website in coordination with the Cabinet Secretariat, the Cabinet Office, the Ministry of Economy, Trade and Industry, and the Japan Tourism Agency.

Collaborating with the private sector, the Ministry of Foreign Affairs organizes "Exchange Year" programs that commemorate diplomatic anniversaries with other countries, in order to reconfirm the friendly relations with them and to promote mutual understanding. With regard to developing countries, Japan provides cultural grant assistance, while actively supporting the preservation and restoration of cultural heritages and capacity-building. In addition, Japan provides intellectual contributions towards establishing frameworks for international cooperation and standard-setting in the field of culture, through cooperation with the United Nations Educational, Scientific and Cultural Organization (UNESCO), and other organizations.



Kumi-odori (photo: Agency for Cultural Affairs)

Kumi-odori is a traditional performing art of Okinawa. One of the Japanese plays involving chanting and dancing, with the instrumental music of the *Sanshin* (a three-stringed instrument), traditional flute, Chinese fiddle, *So* (Japanese zither), and drum, where the story unfolds with the performers narrating, posing and dancing. The play was formed in the Ryukyu Kingdom in the 18th century, and ever since has been handed down in the Okinawa Prefecture.