

# We Are *Tomodachi*

Autumn / Winter 2019



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FEATURE >>>

## Expanding Partnerships, Promoting Stability

Japan's inclusive approach to creating a better world



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You'll also find the articles of all past issues of "We Are *Tomodachi*" (<https://www.japan.go.jp/tomodachi>).



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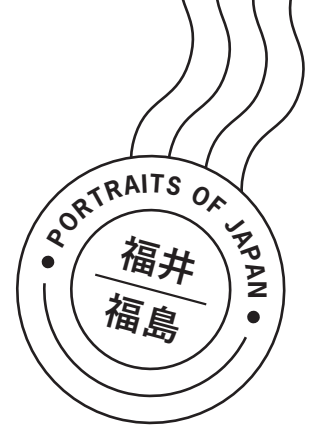
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**COVER**

On October 9, 2019, Prime Minister ABE Shinzo held the Green Innovation Summit at the Prime Minister's Office, and welcomed approximately 250 experts from Japan and abroad to the reception. During the Summit, participants discussed topical issues in order to realize a decarbonized society.



# Enchanting Colors of Late Autumn

As autumn deepens, the colorful spectacle of exquisite flowers and autumn foliage casts an air different from the beauty of nature formed over many years. The striking disparity between nature's severity and gorgeousness offers deeply impressive views.

Shimogo | **FUKUSHIMA** 福島





## Gentle scent of narcissuses carried by the sea breeze

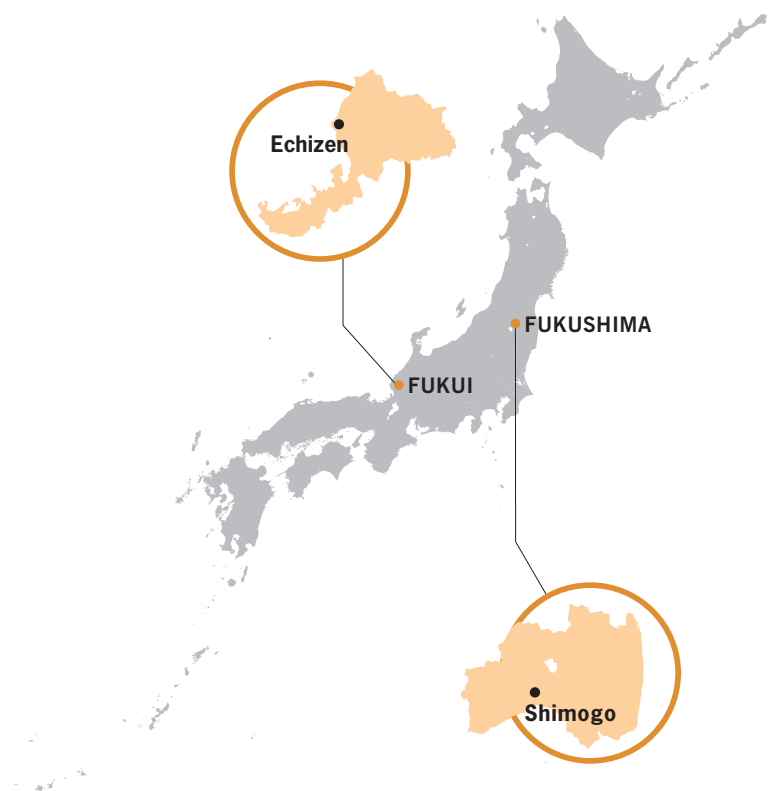
From December through January along the Echizen coast of Fukui Prefecture, which faces the Sea of Japan, the hillsides are filled with the sweet fragrance of dainty Echizen narcissuses covering their slopes. The surface area of the colony is broader than any other in Japan. So beautiful is the vivid contrast between narcissuses withstanding the winter sea breeze and the shining deep cyan hue of the Sea of Japan.

<https://www.town-echizen.jp/en/>

## White rock faces speckled with autumn leaves

Weathered and worn over a million years, the Tō-no-Hetsturi, which runs along the sides of a ravine in Shimogo town, Fukushima Prefecture, strikes a marvelous sight that resembles rows of white towers. *Hetsuri* is an old local term meaning steep riverside cliffs, while *tō* means tower in Japanese. In autumn, the precipices become speckled with variously-colored autumn leaves and look quite picturesque. An up-close experience with such magnificent nature awaits those who cross over the suspension bridge and walk within the sheer cliffs.

[https://www.tohokukanko.jp/en/attractions/detail\\_1613.htm](https://www.tohokukanko.jp/en/attractions/detail_1613.htm)



# Speech of the Prime Minister

Address by Prime Minister Abe at the Seventy-Fourth Session  
of the United Nations General Assembly,  
September 24, 2019

Full text: [https://japan.kantei.go.jp/98\\_abe/statement/201909/\\_00002.html](https://japan.kantei.go.jp/98_abe/statement/201909/_00002.html)



Mr. Chairman, under your chairmanship, the United Nations will commemorate the 75th anniversary of its founding.

In Japan, a new Emperor has acceded to the imperial throne and the ceremony for His Majesty to declare this fact to both domestic and international audiences is near at hand, on October 22. Heads of state and government and top leaders from approximately 200 nations and international organizations will attend, and there is no greater joy than that of the well-wishing extended to us upon the start of the Emperor's new era. The Japanese people regard this as an unparalleled opportunity and they will once again turn their thoughts to the role Japan takes on towards the world.

In my country, the period in which a long-standing economic slump caused people to become inward-looking is now a thing of the past. Dates that raise awareness of our strong bonds with the world and turn people's eyes

outward and towards the future -- the Rugby World Cup, of which fierce contests continue to be played out at this very moment; the Olympic and Paralympic Games that will be held next year in Tokyo; and World Expo 2025 that Osaka and the surrounding region will host -- are written large on Japan's calendar as landmark events.

Created this way is a new generation of Japanese, one that is reliable, and willing to carry forth the UN ideals, you may want to say.

I would like you also to keep in mind the meeting that will come around to Japan next April. The 14th United Nations Congress on Crime Prevention and Criminal Justice, commonly known as "the UN Crime Congress" will convene in Kyoto. The United Nations Office on Drugs and Crime holds the meeting once every five years. Fifty years will have passed since 1970, when Japan hosted this same meeting as the first UN Crime Congress held outside Europe. At its prime for cherry blossoms, Kyoto, I know, will be welcoming visiting experts in law enforcement.

What I have just said leads one to see what value Japan seeks in its engagement with the world, in that it values education, for the country's primary objective is to foster the power of individuals, one by one. To continue to do so has been and still is the very essence of what Japan can contribute to the rest of the world.

Now, it was this past March that Malala Yousafzai was in Tokyo. She looked me right in the eye and said, "As many as 100 million girls lack the skills they need to have a good command of modern technology, for they don't undergo a minimum education of 12 years." She says that if all girls completed secondary school, they could add up to 30 trillion US dollars to the global economy. I invited Malala to Japan before the G20 Osaka Summit I would chair in June, hoping to highlight policies that empower women and girls.

If women were able to demonstrate the potential they hold, the world would sparkle that much more. But that

is an obvious truth, isn't it? In Japan, where the labour participation rate for women has seen a marked rise, we are witnessing that self-evident fact on a daily basis.

I am delighted that we were able to capture what Malala advocates for in both the G20 Leaders' Declaration and another outcome document in the annex. We pledged to "promote inclusive quality education for all girls and women." Japan wishes to run at all times at the very front of the pack with respect to these efforts.

Now, let me tell you of an example from Tanzania.

When I was turning 30 years of age, I remember a Tanzanian marathon runner, Juma Ikangaa, was fiercely competitive every time he ran the Tokyo Marathon. After returning home in Tanzania, Mr. Ikangaa, who considers Japan to be his second home, became a goodwill public relations ambassador at the local office of JICA, the Government of Japan's agency for international cooperation. Sent from Japan to be stationed there, was a woman full of energy, named ITO Miwa. The two of them combined forces, with Ms. Ito getting sponsorship funding from 13 Japanese companies and Mr. Ikangaa searching for girls who could be future Olympians. Their efforts ultimately culminated in Tanzania's first-ever women's track meet. That was in November 2017. One thousand girls living nearby attending elementary and junior high schools were invited as spectators. But they were not there simply to watch the event. Educational materials on avoiding teenage pregnancy were also handed out. Having the girls read these materials was another purpose.

In Arusha, Tanzania, an area the Masai and others call home, where the high peak of Mt. Kilimanjaro can be seen in the east-northeast, an all-girls' junior high school named "Sakura" opened in January 2016 through the efforts of a group of Japanese people. The school is entirely residential in order to provide its students with absolute security and safety. The number of students has grown from 24 at the beginning to 162 this past spring. The Japanese government supports the school financially, but it is run by NGOs, both Japanese and local. They teach the STEM subjects of science, technology, engineering and mathematics -- and how to avoid unwanted pregnancies.

In Cambodia as well, I know there is a Japanese entrepreneur who has been working to improve education there, a project that is entirely his own brainchild. His initiative sends Japanese teachers, seasoned veterans in math and science, to Cambodia. There, they coach young men and women who are on track to become teachers.

The initiative is called "Teachers Without Borders." I find it very much heart-warming to see people in Japan's private sector devoting themselves voluntarily in this way to the education of young people, especially girls, in Tanzania and in Cambodia, purely out of intrinsic motivation, without seeking anyone's recognition as such.

Over the next three years, the Government of Japan will provide enriched education to a minimum of nine million children and young people in Sub-Saharan African and Asian nations. We plan to expand "e-learning" for primary school children in Sri Lanka as well as Internet-based mathematics and science education in Rwanda. But I must say that these endeavours were largely inspired by the efforts underway by people in the private sector.

Mr. Chairman, this is my seventh consecutive year to deliver a statement in the general debate at the General Assembly. Over this time, I have consistently emphasized the importance of empowering women and girls and the value of making health care universally available.

This year too, I have addressed both of these issues at separate meetings on the side-lines. At the same time, I wish to emphasize that the essence of Japan's international engagement can be found in the fact that we earnestly value education, as seen in the contributions of Japan that I just mentioned. Japan aspires to be an "FP," shall I say, or a "foster power," one that fosters human capacity.

My final point, is that Japan will make use of multilateral frameworks and globalism, to reduce disparities, inter alia.

On the heels of the TPP (Trans-Pacific Partnership Agreement) and the Japan-EU Economic Partnership Agreement, the RCEP (Regional Comprehensive Economic Partnership) is now poised to reach agreement, with Japan's contribution serving as a propelling force.

The world will become more connected, leading more people to escape from poverty. In recent years I chaired the G7 and G20 summits as well as the Tokyo International Conference on African Development, or "TICAD," three times, demonstrating repeatedly that multilateral frameworks do indeed have that role as a leveller. As a consequence, the terms "quality infrastructure" and "a free and open Indo-Pacific" have entered the lexicon of the international community, I would like you to note.

Thank you very much. ✿

# Islands of Abundant Nature Spoiled by Ocean Waste

— Visit Tsushima and save its pristine shore from plastic waste —



While Tsushima garners attention for its ocean garbage, not all of the islands' shores are covered with trash. The beauty of Miudahama Beach is a powerful symbol raising awareness of the problem and spurring action.

So much garbage drifts ashore that it buries the coastline. In addition to the high cost of collecting the trash, there are concerns about damage to ecosystems and the rest of the coastal environment, as well as the impact on the fishing industry.



Situated in the Sea of Japan and wedged between the Kyushu region of southwestern Japan and the Korean Peninsula, Tsushima is a group of islands with a resident population of 30,000 people. The

blue, clear ocean waters encircling Tsushima are a popular spot for fishing and marine sports, while on the northern shore lies one of the best beaches in Japan, Miudahama, which has natural white sand. It is an idyllic place, with rich fishing grounds thanks to the Tsushima Current, mountains that enfold the scenery with signs of the seasons, and a lifestyle that has shown respect to nature for generations. The beautiful islands and shores are sights that few have yet seen, but hopefully more people will come to witness them.

Ocean garbage, a serious problem worldwide, is now causing concern here in Tsushima. At the G20 Summit in June 2019, countries agreed to swiftly take action both nationally and internationally, in partnership

with relevant stakeholders, to prevent and significantly reduce discharges of plastic litter and microplastics to the oceans. In addition, the “Osaka Blue Ocean Vision,” which aims to reduce additional pollution by marine plastic litter to zero by 2050, was shared.

SUENAGA Michinao, the director of Tsushima CAPP, a general incorporated association that collects and publicizes information about the islands' efforts to combat marine debris, said, “There wasn't this much garbage when I was a kid. It's changed in the past 10 years or so. I'm at a loss because no matter how much we collect, we can't keep up.”

Trash brought over by seasonal winds and ocean currents piles up on the western shore of Tsushima,







Much of the household garbage dumped into the sea in nearby countries floats over to Tsushima.



Suenaga was born and raised in Tsushima. Presently, he is working on organizing talks on the islands and beyond to inform audiences about Tsushima's ocean garbage problem.

stacking up two or three layers deep. Plastic bottles and other containers stand out, mixed in among the large pieces of polystyrene flotation devices and floating pieces of hard plastic, along with fishing nets and other fishing gear. Furthermore, there are gas canisters and plastic containers containing hazardous chemicals, as well as medical waste such as needles and ampules. Those items pose a danger that complicates collection efforts. On top of that, even if the shore is cleaned up once, in about half a year, around the same amount of garbage floats in to replace it.

A survey conducted by the City of Tsushima estimated that the volume of garbage floating to the islands each year amounts to 18,000m<sup>3</sup>. Of that, plastics of all types, including PET bottles and polystyrene, account for over 50% of the total. When the surveyors checked the garbage's countries of origin on

labels, barcodes and elsewhere, they learned that approximately 85% of the plastic bottles drifted over from neighboring countries. This is a serious problem that not even Japan, let alone Tsushima, can resolve.

Tsushima CAPP is engaged in various activities. They include organizing a collection routine by the fishing cooperative and teaching children at elementary and junior high schools on the islands about the current situation. According to Tsushima CAPP, Japanese

companies have recently been providing more opportunities for employees to visit the islands and clean up the marine debris as part of their training. Suenaga said, "What we really want to do is tell people more about Tsushima's appeal, but at present, I think it's important to publicize what's happening now on the islands and inform people of it." While awareness of the issue grows, the people who love Tsushima carry on their fight as they deal with the frustration that there are no signs that the countries producing the garbage will take action. \*



Tsushima CAPP produced the Trunk Museum, which is packed with trash to get children thinking about the problem of ocean garbage.

# Brilliant Proposals from Young Students at the G20 Ministerial Meetings

Faced with pressing global problems, young people leading the future of the planet have begun to take action. Their flexible ideas offer hope for a sustainable world.

**T**he Sustainable Development Goals (SDGs) set forth by the United Nations envision a future society that leaves no one behind. However, there are no rules or policies about how this should be realized. As the goals may be achieved by a variety of methods, young people who are concerned about the future have begun to take action.

At the G20 ministers' meetings

that have been held around Japan, Japanese high school students have synthesized and proposed new ideas to enable sustainable development. Students from Nagano, known for its rich natural surroundings, introduced their thoughts about coexisting with wildlife, and shared ideas about innovative ways of picking up trash as an enjoyable solution to the problem of plastic

waste. In Fukuoka, in order to build a world where everyone will be happy, students made an appeal for the necessity to build an energy of circular economy by establishing a neutral international financial institution. Although the power of an individual human is limited, these young people are demonstrating that collective action is an effective means of changing the world. ✨

## Student Proposals | Fukuoka

### A Neutral Financial Institution Actualizing the Circular Economy



Morinaga(left) and Chayama both gave their speeches in English.

At the G20 Finance Ministers and Central Bank Governors Meeting, held in Fukuoka, student representatives selected from nine

Fukuoka schools gave a presentation as a group. "In spite of different opinions and some confusion, we proceeded toward

a unified goal to 'leave no one behind,'" explains CHAYAMA Mirei. The group gave a presentation on Hydrotec, an infrastructure investment plan that involves the energy circular economy. The proposal included setting up a neutral international financial institution, generating hydrogen energy from the abundant sunlight of northern Africa, then developing an infrastructure for delivering it to the rest of the world, which would contribute to reducing CO<sub>2</sub>, and create new jobs. "To have powerful global leaders devote their full attention to our ideas gave me confidence in what I can accomplish," said MORINAGA Riona, a second-year student. She added, "In the future, I hope to participate in work that involves many different countries." Chayama's goal is to become a diplomat: "I have found issues that I want to tackle."



Nine students brought their ideas together, and presented a plan for developing the global economy with multilateral cooperation.



Murayama says that he has gained the confidence to express his ideas to the world.

## Creating Cooperation for Coexistence with Wildlife



From left: MURAYAMA Daichi, MATSUDA Ryo, and YANAGISAWA Shota explaining the potential for living peacefully with wild animals through the cooperation of specialists and local residents.

At the G20 Ministerial Meeting on Energy Transitions and Global Environment for Sustainable Growth, held in the town of Karuizawa, Nagano Prefecture, students from two schools gave presentations. MURAYAMA Daichi represented Nagano Prefectural Ueda Senior High School. Using the activities of a non-profit organization called Picchio as an example, Murayama

explained how the cooperation of experts and residents in the vicinity could solve regional problems. In Karuizawa, a resort town where increased human activity is matched by rising waste disposal problems, Japanese black bears foraging through the trash for something to eat are now encountered. Having received job training at Picchio, for Murayama, being able to live

peacefully alongside bears is an important issue.

Picchio's activities include the use of trained "bear dogs" that force bears into the habit of avoiding areas of human activity, making trash collection containers that are difficult for bears to open, and creating social awareness of solutions like better waste segregation. As a result, trash-scattering by bears has plummeted from a high of 255 incidents in 2006 to two incidents in 2018. Murayama stated that "This scheme is likely to be successful in other places too." Murayama concluded by explaining of his own heightened awareness and greater willingness to think seriously about the problems that need to be solved. "I have developed a strong desire to study the natural environment in the future."

## Organizing a Rock Festival, to Reduce Trash in Rivers

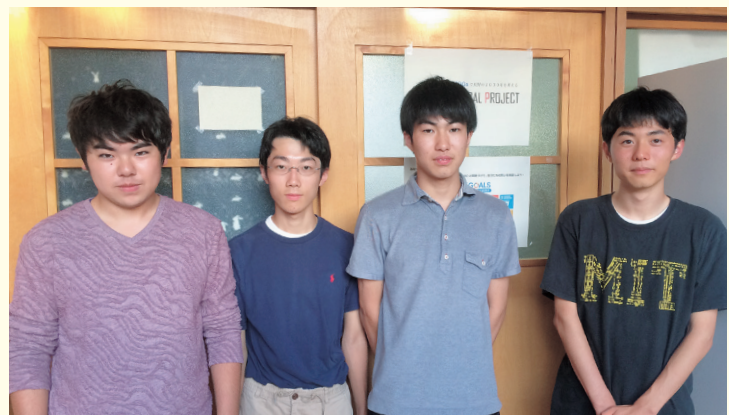


TANABE Takumi (left) and KOBAYASHI Keita presenting their ideas at the meeting.

Four students from Nagano Prefectural Nagano Senior High School addressed the G20 Ministerial Meeting on Energy Transitions and Global Environment for Sustainable Growth on ways to solve the problems of marine plastic litter. Ideas were pooled by four students. One of them said that "By investigating the local rivers, we got a realistic sense of how much litter was flowing from the rivers into the sea."

Their idea was to hold a large-scale rock festival, called "Rock Pla Nets," within Nagano Prefecture, with the "Pla" referring to plastic and "Nets" referring to a net for collecting litter, and to offer tickets to the festival only to people who had collected litter. The students felt that, similar to what happened during the 2018 Soccer World Cup, where the litter collection activity of Japanese supporters was picked up by the rest of the world, they could

From left: KITAJIMA Ryogo and ISHII Taichi joined Kobayashi and Tanabe to search for a Nagano-esque solution to the littering problem.



send a message to start a larger movement. Because Nagano hosted the 1998 Winter Olympics, the necessary transportation infrastructure and other facilities are already

available, with capacity for a large-scale rock festival. The students said, "We are confident that young people could be mobilized for environmental protection."

# Baby Formula and Peaches from Japan Popular Around the World

High-quality, trusted Japanese foods and agricultural produce are popular overseas. Recently in Southeast Asian countries, Japanese baby formula and peaches are quickly growing in popularity.

Japanese-made baby formula is becoming more popular in emerging countries in Southeast Asia, where rapid urbanization, the rise of the middle class, and women's social advancement are all progressing at a remarkable rate. Popularity is growing especially in Singapore and Viet Nam. Latest figures showing exports of baby formula from Japan to Singapore

are 165% that of the previous year. Additionally, Japan's total export volume in 2018 was 5,758t, an almost six-fold increase on figures from six years ago. This is largely due to the fact that exports to Viet Nam, which accounts for approximately 60% of exports, are increasing year by year.

Exporting to Viet Nam since 1968, Meiji Co., Ltd. says, "We currently have an office in Hanoi

where exports are steadily rising." The company is expanding its sales overseas of formula in cubes that is becoming popular as there's no need for measuring. Similarly, Morinaga Milk Industry Co., Ltd., which continues to export baby

The quality of Japanese-made baby formula developed over many years of research on breast milk, weaning and growth development, is trusted worldwide.



Top: Japanese-made baby formula sold in Singapore. The highly soluble powder has earned itself a reputation abroad and market demand in Singapore is therefore rising. Bottom two: Japanese-made baby formula sold for the Vietnamese market. As well as in tins, the formula also comes in cubes.



An event held in Thailand by Fukushima Prefecture to promote its peaches. Some stores saw a rise in sales thanks to the sweet, firm peaches from Fukushima.



The Akatsuki variety of peach from Fukushima Prefecture. Because the fruits are picked with the aid of light sensors the peaches can be exported with a high sugar content yet retain their firm texture.

formula to Viet Nam, says, with an eye on increasing exports of its Japanese-made baby formula, “We are looking to reduce sales costs and obtain halal certification for export to countries where there are many Muslim consumers.” Because of its superior quality and the perceived safety and security that comes with Japanese brands, the baby formula is highly regarded by consumers in countries to which it is imported.

Meanwhile, Japanese peaches are also popular in many countries. Peaches produced in Fukushima Prefecture are particularly well-received in Thailand and Malaysia for their taste and quality. In 2017, Fukushima shipped 48t of peaches abroad including these countries. According to the Fukushima Prefecture Trade Promotion Division, this figure exceeds the 2010 level of exports prior to the disastrous Great East Japan Earthquake and therefore

plays a significant role in supporting the steady recovery of the Fukushima region.

One of the most significant importers is Thailand, where, the Prefecture and exporters have worked hard to promote Fukushima peaches. Through such efforts, including a visit to the country in 2016 by Fukushima Governor UCHIBORI Masao, export volume has substantially increased. The fruit is currently available at Japanese mass retailers, local department stores and supermarkets. An official from the Fukushima Prefecture Trade Promotion Division reflects, “By having open communication with local buyers actually coming to Fukushima to see the situation for themselves, and also taking samples to Thailand for in-store tasting, we have been able to win consumers’ trust in the produce coming out of Fukushima.”

The main variety of peaches exported is Akatsuki, grown using the prefecture’s advanced cultivation methods. Grown without bags, the fruit is large, glowing in color, and especially sweet. Its slightly firmer texture is said to be received well overseas. For 2020, the prefecture has set a target of exporting 500t of agricultural produce, of which peaches will be a part. “People who eat Fukushima peaches are pleasantly surprised with their great taste and juiciness. The quality is always appreciated, no matter the place, so we’d like people who may be unfamiliar with peaches to be able to experience them.” The Japanese brand has won the confidence of consumers, not only from Japan, but also from other countries around the world through the dedication of farmers and producers. Accordingly, the market is still going strong. ✨

# The Japan Coast Guard— Maintaining Maritime Order

The Japan Coast Guard is working to improve the capabilities of coast guard organizations' with particular emphasis on those in the Indo-Pacific region. It aims to maintain the maritime order through the dispatch of specialist teams and the establishment of a master's degree program.



Rubber boat training for the Philippine Coast Guard in 2017. The white hull is one of the ships that Japan has granted since 2016.

With the rise in maritime threats, such as terrorism, smuggling, and conflicts among nations over maritime interests, countries in the Indo-Pacific region have each set up new coast guard organizations aiming to maintain maritime order based on

the rule of law and strengthening ties in the region. The model being used for such organizations is the Japan Coast Guard (JCG) established in 1948.

In October 2017, the JCG formed a dedicated team, called the Mobile Cooperation Team (MCT), to help improve the capabilities of local coast guards in other countries. MCT officials with specialist skills in search and rescue, maritime law enforcement and environmental disaster prevention are dispatched to these countries to give intensive training for one or two weeks.

As of September 2019, the MCT has so far been dispatched 34 times in 11 countries. In response to the growing demand from other countries, the number of officers has increased from 7 to 10 in 2019, with the first female dispatch coordinator, YOSHIOKA Yu, joining the team.

On being dispatched to Viet Nam in June, Yoshioka carried out body

searches on female suspects during on-board inspections, and in August, she helped give instruction on cardiopulmonary resuscitation and search and rescue in Palau. "I think I've been able to contribute to the work of the MCT by sharing what I've done in the field with people from various countries," explains Yoshioka.

While the JCG has been providing assistance to improve coast guard capabilities based on the demands from other countries over several decades, it was the establishment of a dedicated MCT that has made it possible to provide more continuous and effective support while building relationships of trust on a daily basis.

As well as providing this kind of support in the field, the JCG is also investing much time and manpower into developing coast guard officers. This work is manifested in the Maritime Safety and Security Policy Program, a master's degree program



Coast guards who play an important role, such as the junior officer Nohara (left), and Yoshioka, who became the MCT's first female coordinator, are being trained in large numbers. The ratio of female officers in JCG has nearly doubled in 10 years. "I want to try new things to be a role model for other women," remarks Nohara.



Graduates of the Maritime Safety and Security Policy Program from the Philippines, Indonesia, Japan, Malaysia, and Sri Lanka pay a courtesy visit to Prime Minister Abe (August 2018)



Top right: Yoshioka instructing Vietnamese maritime police officers during an on-board inspection.



Bottom right: Formed in October 2017, the MCT is a group of professionals with special skills. The team provides customized training as per the wishes of other countries in Asia.

for junior coast guard officers in Asian countries. In this one-year program, junior officers from the JCG and other coast guard organizations take courses in international law, international relations, maritime police policy, and other relevant subjects at the National Graduate Institute for Policy Studies and the Japan Coast Guard Academy. Along with international students from Asian countries, students learn how to deal with all the various issues that arise at sea, having the opportunity to acquire professional knowledge and analytical skills.

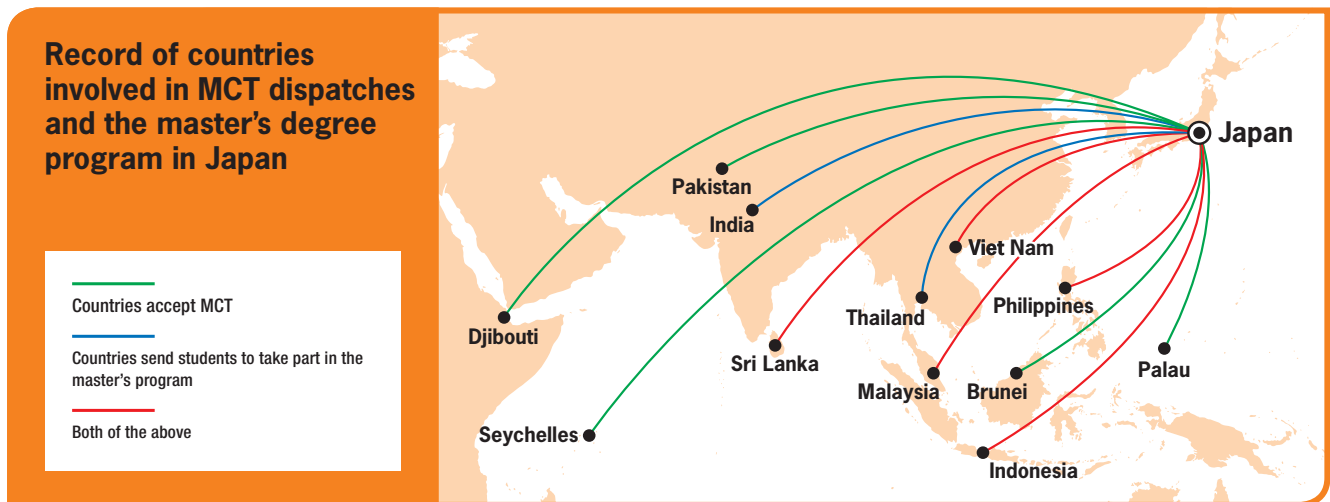
A total of 40 students have enrolled since the program first

started in 2015. NOHARA Masako a female JCG junior officer who completed the program as a third-year student last year, says, “By talking with international students, we have learned about the systems and activities of coast guards from different countries, and have built a human network.”

With the globalization of maritime crime and the worsening scale of natural disasters, it is becoming increasingly difficult for individual countries to resolve maritime issues by themselves. Paying a courtesy visit to Japanese Prime Minister ABE Shinzo in August 2018, Glen B. Daraug, one of the first students

from the Philippine Coast Guard, said, “In Japan, I was able to develop the decisiveness, dynamism and communication skills necessary for my work. The human network that has been created is something we treasure. We can continue to cultivate these precious ties, further strengthening the relationship of trust that exists between coast guards to ensure maritime order in accordance with international law.”

Through the work of the MCT and the master’s program, the JCG is building a network that spans borders, working to maintain maritime order worldwide. ✨



# Broadening Economic Partnerships

Economic zones based on free and fair rules that promote global sustainable growth are spreading in the increasingly borderless global economy

**B**orderless and interdependent relationships are steadily advancing in the global economy. Amid this, economic zones based on free and fair rules are forming as respective countries enter into the agreements necessary to realize global stability and sustainable growth. Based on this background Japan has been actively promoting the establishment of bilateral and

intraregional rules through, for example, the Economic Partnership Agreement (EPA). The leaders' declaration adopted at the G20 Osaka Summit under Japan's presidency also incorporated the basic principles of free trade, such as the necessity for it to be "free, fair and non-discriminatory."

The Comprehensive and Progressive Agreement for the 11-nation Trans-

Pacific Partnership (TPP11) entered into force in December 2018, while the EPA between Japan and the European Union (EU) came into force in February 2019. The mutual efforts by signatory countries to eliminate or reduce tariffs are expected to revitalize trade in both agreements. Rules have also been introduced in the areas of intellectual property and investment regulation, as well as in



Trade expansion is expected to occur as a result of tariff reduction and elimination, and through the development of common rules.





As world digital transactions have been accelerating, a new set of rules for e-commerce are being created.

electronic commerce, which had been a growing need in an environment of increasing global digital transactions arising from rapid globalization and the advancement of information technology. Signatory countries find it easier to attract investment and benefit from becoming part of supply chains.

The effects of tariff reduction has already begun to appear. In the Japanese market, the prices of European cheese and Australian beef have fallen, imports have grown, and various tastes from around the world

can be enjoyed more easily. On the other hand, for example, exports of the branded beef and premium Japanese sake to Europe are growing, and consumers can now savor the authentic taste without coming to Japan.

To date, Japan is a signatory to 18 EPAs, involving 21 countries and regions, that have either entered into force or signed. In addition, negotiations are proceeding with the Regional Comprehensive Economic Partnership (RCEP). Signatory

countries are to be comprised of 10 ASEAN members and six other nations including Japan, China, and India. The realization of the RCEP would create an economic zone comprising approximately half the world's population. Besides, the Asia Pacific Economic Cooperation (APEC) is discussing the realization of a Free Trade Area of the Asia-Pacific (FTAAP) that includes the TPP and the RCEP. It is expected that we will take a step closer to realizing the FTAAP by promoting free trade in regions such as the TPP and the RCEP.

With each country working together for economic prosperity through the promotion of economic cooperation, regional stability can be achieved. As a flagbearer of free trade, Japan will continue to promote the expansion of economic zones based on free and fair rules throughout the world. ✨

## Kampai with Sake and Japanese Wine!

For Japanese sake enthusiasts living in Europe, the effectuation of the Japan-EU EPA is certainly welcome news. Riding the Japanese food boom, the aggregate value of Japanese sake exports has tripled over ten years, but most of those have been to the United States and Asia. Through the Japan-EU EPA coming into effect, tariffs on Japanese sake to the EU were instantly eliminated and some brands have also obtained approval to display a Geographical Indication (GI), which has enabled consumers to more easily enjoy high-quality Japanese sake. Japanese sake is not the only Japanese product that has gained

access to the dinner tables of Europe. Tariffs on Japanese wine (wines brewed in Japan made entirely from indigenously cultivated grapes) were also immediately removed. Since the EPA came into force in February 2019, exports of Japanese wine to the EU in the five months till June have seen modest, year-on-year volume growth of 15.7%. Japanese wines are developing a high reputation even internationally for their attention to quality in grape cultivation and their delicate taste. With further expansion of EPAs, more people in the world can look forward to savoring those delectable flavors.



Top: An e-commerce company dealing in specialty Japanese sake for European markets gives a sake tasting to a visitor.

Bottom: Winegrowers preparing a shipment at Katsunuma, a renowned wine region in Yamanashi Prefecture.



# Prime Minister in Action

Prime Minister Abe continues to actively engage in “Diplomacy That Takes a Panoramic Perspective of the World Map.” From August through October 2019, he attended the G7 Summit, the Eastern Economic Forum, and the United Nations General Assembly and held summit meetings with world leaders, visiting France, Russia, United States of America, and Belgium. In Japan, he hosted the TICAD7 as chair and held talks with numerous world leaders who visited Japan.




Attended the G7 Summit in Biarritz and met with attending leaders, in French Republic. (August 2019)




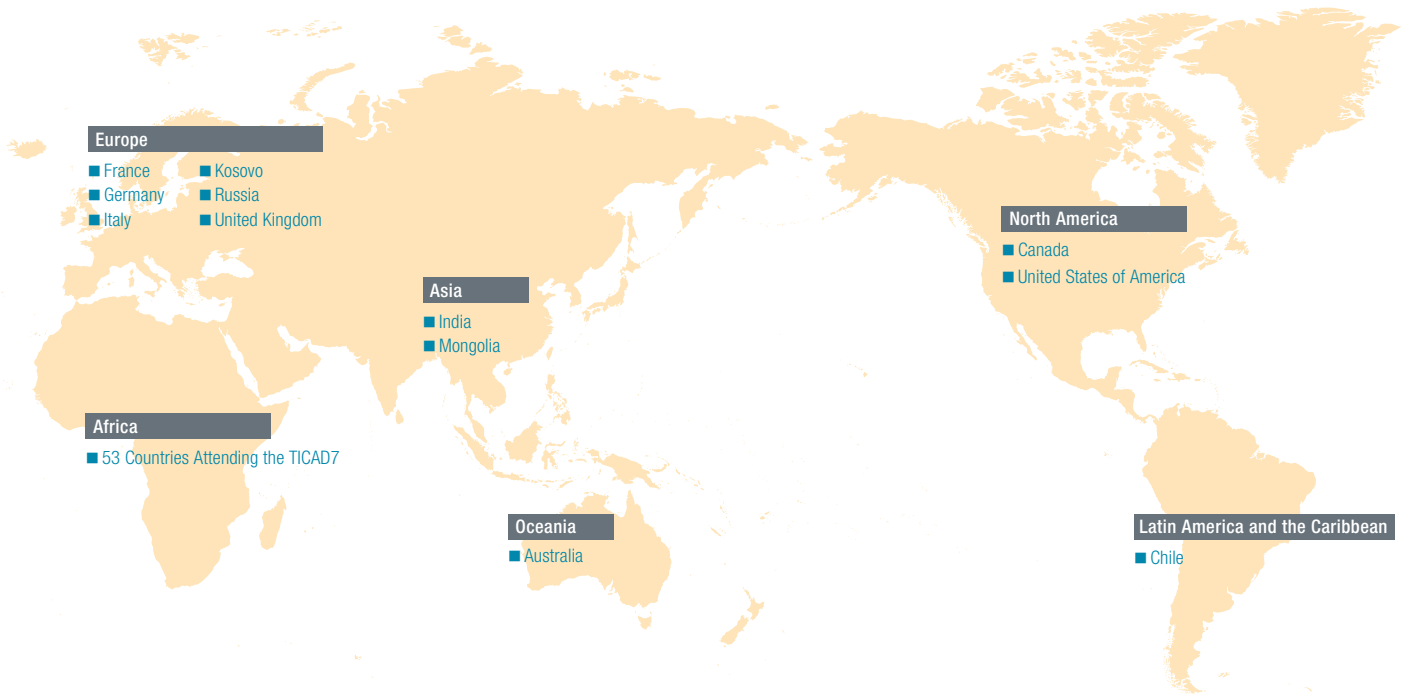
Hosted the TICAD7 (The Seventh Tokyo International Conference on African Development) and met with attending leaders in Yokohama. (August 2019)



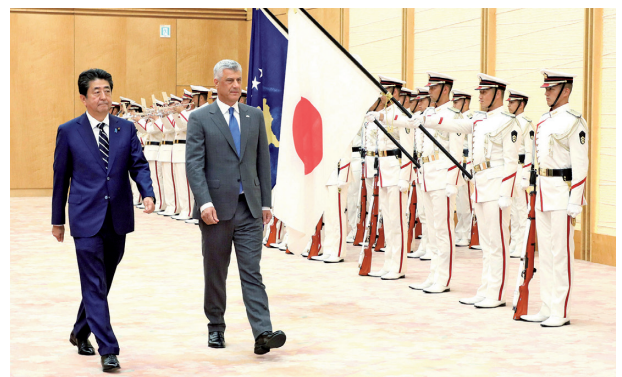
 Met with H.E. Mr. Vladimir Vladimirovich Putin, President of the Russian Federation, in the Russian Federation. (September 2019)




 Met with H.E. Mr. Narendra Modi, Prime Minister of India, in the Russian Federation. (September 2019)



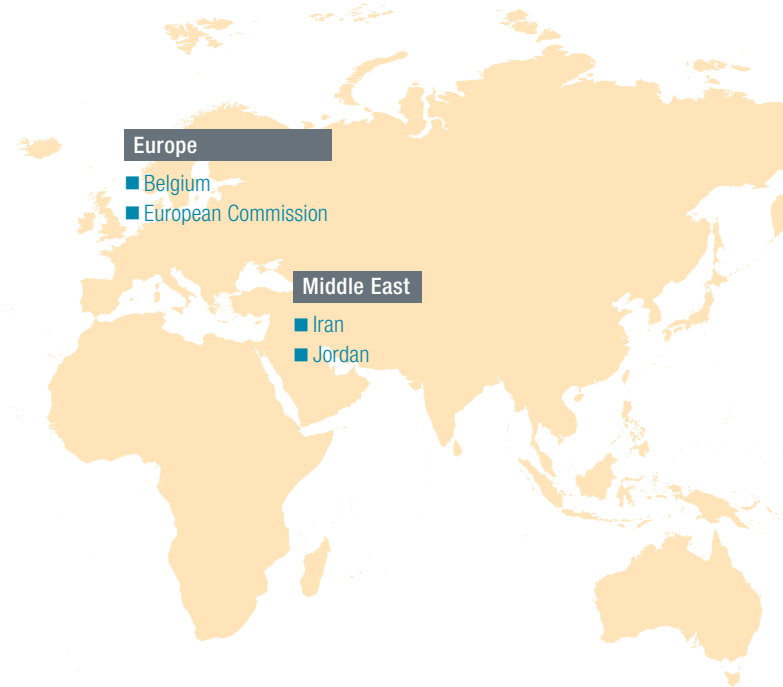
 Met with H.E. Mr. Khaltmaa Battulga, President of Mongolia, in the Russian Federation. (September 2019)



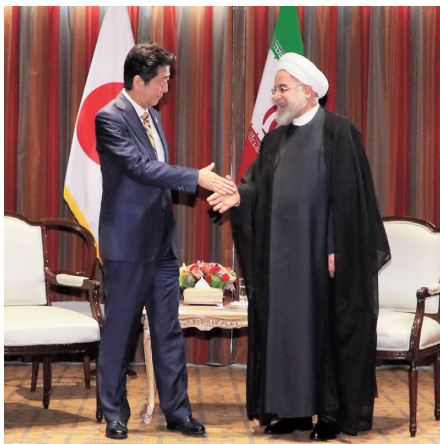
 Met with H.E. Mr. Hashim Thaci, President of the Republic of Kosovo, at the Japanese Prime Minister's Office. (September 2019)



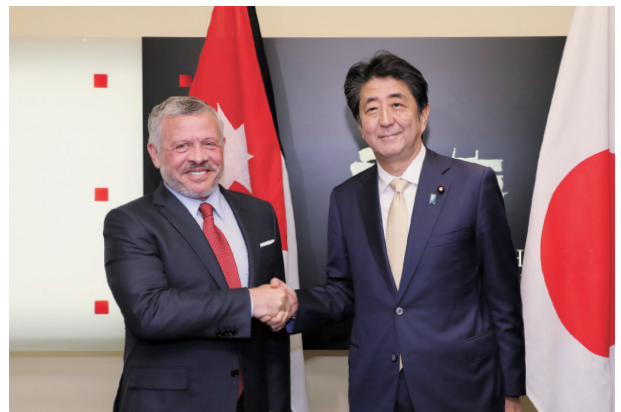
 Met with H.E. Mr. Jean-Claude Juncker, President of the European Commission, in the Kingdom of Belgium. (September 2019)



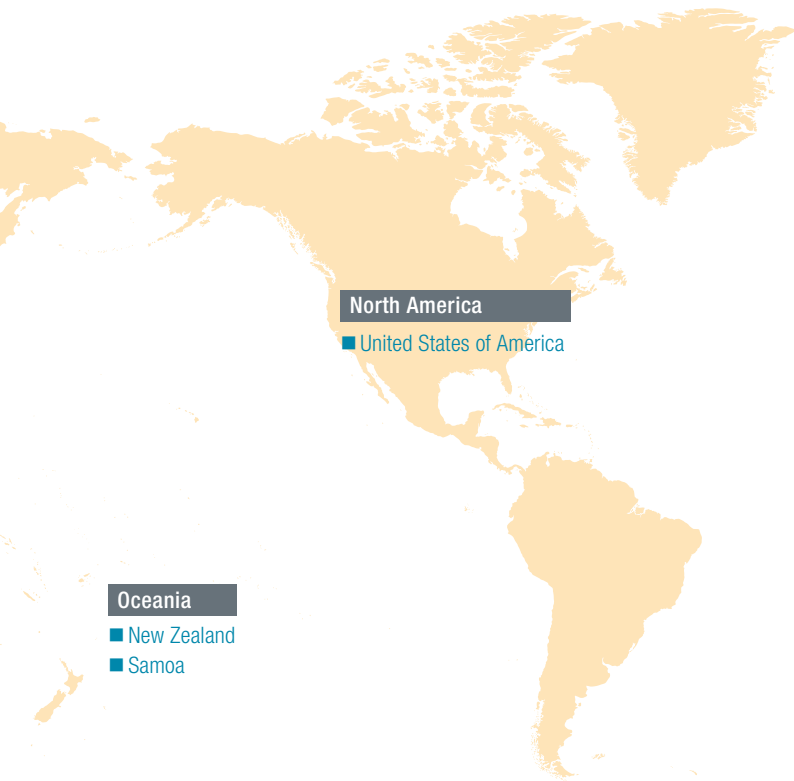
 Met with H.E. Mr. Charles Michel, Prime Minister of the Kingdom of Belgium, President-elect of the European Council, in the United States of America. (September 2019)



 Met with H.E. Dr. Hassan Rouhani, President of the Islamic Republic of Iran, in the United States of America. (September 2019)



 Met with His Majesty King Abdullah II ibn Al Hussein, King of the Hashemite Kingdom of Jordan, in the United States of America. (September 2019)




**North America**

- United States of America

**Oceania**

- New Zealand
- Samoa



 Met with the Honorable Donald J. Trump, President of the United States of America, in the United States of America. (September 2019)




 Met with H. E. Mr. António Manuel de Oliveira Guterres, the Secretary-General of the United Nations, in the United States of America. (September 2019)



 Met with Rt.Hon. Jacinda Ardern, Prime Minister of New Zealand, at the Japanese Prime Minister's Office. (September 2019)



 Met with Hon. Tuilaepa Fatialofa Lupesolai Sailele Malielegaoi, Prime Minister of the Independent State of Samoa, at the Japanese Prime Minister's Office. (October 2019)

# Controlling Wildfires with Japanese Eco-Friendly Technology

Wildfires raging in the tropical rainforests of South America pose a serious problem. Now, a Japanese company, working with naturally-sourced soap, has developed an eco-friendly soap-based foam to fight fires. Field trials against wildfires are giving promising results.

**T**he Shabondama Soap Co., Ltd., a soap manufacturer in Kitakyushu City, Fukuoka Prefecture, developed the world's first soap-based fire-fighting foam in 2007, in collaboration with other manufacturers, academic researchers and local governments. Because naturally sourced surfactant is used, the foam biodegrades rapidly, and

since the soap, the basis of the foam, binds with mineral components in nature, the environmental impact is greatly reduced, including its effect on nature and the ecosystem. Another advantage is that the amount of water needed to extinguish fires is significantly less than what would otherwise be required with water alone.

A request to develop a new type of

fire extinguisher unexpectedly found its way into the soap maker's office in 2001. Ever since the giant Kobe earthquake of 1995, considerable attention has been given to the idea of a fire-fighting foam that extinguishes fires with a reduced amount of water. However, the petroleum-based surfactants found in fire extinguisher produce foam with poor biodegradability, and when that



Field tests on peatland fires in Indonesia. With its high osmotic force, the foam can extinguish all embers in the peat.



Top: The Fire Department of Kitakyushu, a city designated as a SDGs Future City in Japan, is proactively using the eco-friendly foam to fight fires.  
 Right: A soap-based fire-fighting foam formulated from naturally-sourced soaps, made solely from vegetable fats and potassium hydroxide.

type of foam flows into rivers and rice paddies, the result is a serious loss of life among microscopic organisms in the water and soil. Sensitive to such environmental concerns, the Kitakyushu City Fire and Disaster Management Department placed a request with Shabondama Soap, which had already developed and produced a soap free of synthetic surfactants, fragrances, colorants, and other additives.

The path to development, however, was far from smooth. In order to satisfy technical criteria, such as not causing metals to corrode, and performing dependably regardless of temperature fluctuations, while still producing a suitable foam, a research group from the University of Kitakyushu was asked to participate, and over 800 formulations were tested over a 7-year period. Although he faced a long bleak period without any results, MORITA Hayato, president of the company, said, “We have a corporate culture that withstands setbacks.” In 1974, under Morita’s father, Mitsunori, the previous president, the company had switched from synthetic detergents to making and marketing additive-free soaps, but that product would not become lucrative for another 17 years.

That experience of acting on a strong conviction of “never selling anything known to be harmful to human health or the environment,” with all the employees coming together to ride out the hard times, is a lesson that is still remembered.

Currently, field tests of the soap-based fire-fighting foam are underway to develop the most practical way of bringing its superior fire-extinguishing power and good environmental performance to actual wildfires in regions such as South America and Southeast Asia. In 2013-2015, as a project commissioned by the Japan International Cooperation

Agency (JICA), fact-finding surveys and verification tests were conducted in Indonesia on peatland fires. The survey found that “The soap-based fire-fighting foam can be an effective agent for extinguishing peatland fires because of its high fire-fighting performance and low environmental impact.” Since 2017, JICA has also adopted this agent in a research project to verify its local use, and Shabondama Soap is attempting to popularize its use in broader context.

Soap-based fire-fighting foam can extinguish fires using less water, therefore addressing the problem of a lack of water available to douse flames in many wildfires. The foam also retains high permeability and helps moisture to reach embers buried within peat, thus also offering the potential to extinguish peatland fires that continue to smolder deep underground. Consequently, the foam holds the promise of being useful against different kinds of wildfires. “If an eco-friendly fire extinguisher becomes widely available, more of the natural environment will recover and eventually be passed on to our children. I feel a sense of mission, namely, that our technology can make a tremendous contribution to the world,” says Morita enthusiastically. ✨



Morita, the president of Shabondama Soap Co., Ltd., eagerly shares his view, saying, “I want the foam to have a global appeal.”

# All is Ready for a Safe and Secure Tokyo 2020 Games

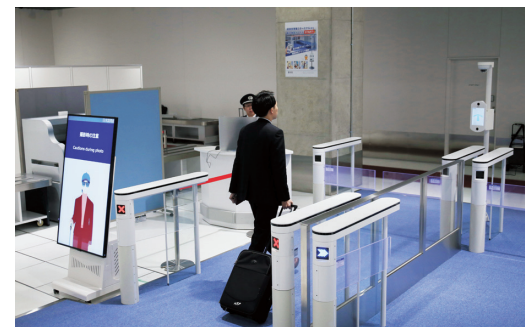
With AI facial-recognition systems and autonomous patrolling security robots, the Olympic and Paralympic Games Tokyo 2020 are geared up and ready to go with state-of-the-art Japanese technology

**W**hile the world's top athletes train hard in a bid to win medals at the Olympic and Paralympic Games Tokyo 2020, preparations are underway in Tokyo for a safe and secure event. One of the most ground-breaking measures to be used during the Tokyo 2020 Games is the facial-recognition ID system that has been implemented to identify the faces of officials and athletes, granting them access into the venues. The system, provided by NEC Corporation, one of the world's leading companies in facial-recognition technology, will allow

approximately 300,000 athletes, officials, volunteers and media representatives access to restricted areas. It will be the first time in the history of the Olympic and Paralympic Games that this kind of facial-recognition system will be used to verify the identity of Games officials and authorized people.

The Tokyo 2020 Games will not have an Olympic Park per se; instead events will be held in locations frequented by many people, alongside the hustle and bustle of big-city Tokyo life, so a system that can quickly and effectively grant

access to restricted areas, and only for those authorized, is a major challenge. In order to overcome such a problem, this facial-recognition system, which is able to verify the identity of individuals from a database of 1.6 million images with an extremely high level of accuracy in only 0.3 seconds, has been adopted. Beginning with fingerprint verification, NEC has been researching biometric identification and developing technologies for nearly 50 years. "Numerous facial feature points are converted into data and matched to give an almost



Top: Narita International Airport uses facial recognition at customs. It is available for those with a biometric passport (embedded IC chip).  
Left: ID card theft and misuse can be immediately detected because people's identities can be accurately verified through collating information from their ID cards with the facial-recognition system.





Four security robots are operating at Narita International Airport. The robots maneuver by themselves among airport users while giving the warning "patrolling."



instantaneous identification. Deep learning in artificial intelligence improves accuracy levels leading to extremely low error rates<sup>[1]</sup>. And because the data is encrypted and cannot be reconstructed, individual facial images can never be leaked," says YAMAGIWA Masahiro, senior manager for Public Safety and Network Business Promotion Office at NEC.

The company's facial-recognition technology is being used in immigration at airports in many countries around the world, and has also been used at customs in Terminal 3 of Narita International Airport. If passengers register their information using the app and scan the app at the airport kiosk, then the facial recognition system allows for smooth entry into the country.

Another new technology that plays a big role at Narita, Japan's gateway to the skies, is the autonomous patrolling surveillance robot. The Secom Robot X2, rolled out in June this year, has the technology to navigate around the airport terminal. Not only can the robot take 360-degree video using an omnidirectional camera, but it is also equipped with a thermal imaging sensor and metal detector, which can be used by extending the robotic arm

to check for suspicious objects in trash cans and detect heat. Security surveillance carried out by robots has many advantages, not least of which is the capability to perform operations without ever losing concentration. "It's a security surveillance system that complements both human and robotic skills, with a part where people are better and a part where the robot is better," explains OZA Koichi from the R&D Center at Secom Co., Ltd.

In addition to such airport security, throughout Tokyo, there are also many assistance-providing robots. This can be seen, for example, in the autonomous security robot REBORG-Z. Built by the security company Sohgo Security Services Co., Ltd.(ALSOK), REBORG-Z has a large built-in touch panel, security cameras and sensors, which can provide information to visitors in different languages, as well as security, as it maneuvers inside and outside of buildings. "Security guards are expected to play a variety of roles, and providing assistance in and around their place of work is one of the most important of these,"

says TSUNETSUGU Sou from the R&D Planning Division at ALSOK.

The Tokyo 2020 Games aim to be the most innovative Olympics and Paralympics to date. From airports to sporting venues, innovative Japanese technology is helping to provide an environment where everyone can enjoy the Games with peace of mind. ✿



The REBORG-Z with a large built-in display. It can also display emergency evacuation advice in multiple languages during a disaster.

[1] Ranked 1st in the National Institute of Standards and Technology's latest face-recognition technology benchmark test, with a recognition error rate of 0.5% for 12 million still images. [https://www.nist.gov/sites/default/files/documents/2019/09/11/nistir\\_8271\\_20190911.pdf](https://www.nist.gov/sites/default/files/documents/2019/09/11/nistir_8271_20190911.pdf)



Children enjoying some picture books. Books have been bought with money raised, and many have also been donated.

GRASSROOTS AMBASSADOR >>> Japanese Individuals Contributing Worldwide

# A Sparkling Joy for Little Bookworms in Thailand



A blind Japanese woman has started a foundation that runs libraries and childhood literacy centers in rural Thailand. The projects promote the joy of reading and learning among children and adults, regardless of whether or not they have any disabilities.

**T**he Bookworm Foundation (BWF), which runs libraries and childhood literacy centers in the Phrao District of Chiang Mai Province in north Thailand, is an organization that was founded in 2010 by HORIUCHI Yoshimi. Horiuchi, having studied abroad at a university in Thailand, noticed the lack of libraries in rural areas and the high price of books. “It’s a bonus if you can help people through doing something you love,” says Horiuchi,

who continues to provide people in rural areas with enjoyment from reading and opportunities to learn through her work.

Horiuchi herself has been a bookworm since she was a child. As she was blind, her parents and others around her read books aloud to her, and that is how she became immersed in the world of stories. While studying abroad at a high school in the United States, she became close to someone from

Thailand, and met refugees and other classmates who had been abused and had become disabled when they were young. It was from meeting those people that she became aware of the very real problems of poverty and inequality. That encounter while studying abroad was the starting point that inspired Horiuchi to help others internationally, saying, “Everyone has been born into this world, so I want to make it a place for all people.”

The Rang Mai Library run by BWF in Thailand has about 8,000 books, 400 DVDs, and offers free internet. Children as well as adults use the library. One of the library users has told Horiuchi that reading inspirational memoirs and biographies at the library helped carry her through her most trying time, saying “It really helped me, because I realized it wasn’t just me having a difficult time,” she said.

A total of about 20 children are educated at two childhood literacy centers for ethnic minorities living in northern Thailand. Basic literacy is taught and incorporated into the play of the children, whose native language is not Thai. Seven years after starting the center, Horiuchi delights in saying, “The first children to come into the center are now already lower secondary school students. Seeing the children who had once been wearing diapers now being able to read and write English as well as Thai, not to mention

fitting well into school, makes me feel glad I did this.”

Wanting to reach out to children in Thailand and the world with disabilities like her own, Horiuchi has been working since 2018 on a creative picture book project incorporating larger fonts, braille and tactile illustrations into books that can be enjoyed by children, both with or without disabilities. The next goal for Horiuchi is to keep BWF as an independent organization in Thailand, explaining, “I have to work so that local people think of the BWF libraries and childhood literacy centers as something of their own, not some organization that has been created by a blind Japanese woman, but as a place where Thai people are at the center.”

Horiuchi, who has gone out into the communities, always trying to approach those most in need, goes on to say, “Society is unfair, but there are opportunities out there to be had, so it’s important



Horiuchi continues to visit and deliver books to children who can't go to school because of their disabilities, also reading them the books.

to create an environment where people are empowered to grasp those opportunities.” She continues, “I want to bridge the divide between the services provided to society and the marginalized people who have been forgotten by these services.” With those thoughts and her persistent efforts, she is working to achieve a world where no one is left behind, as set out by the Sustainable Development Goals (SDGs). ✨



### HORIUCHI Yoshimi

Born in 1983 in Kochi Prefecture, Japan. After graduating from university, she worked for a private company, then learned about what was needed to bring about social change from a program in India that cultivates social entrepreneurs. She moved to Thailand in 2010, where she founded the Always Reading Caravan Association (ARC), the forerunner to BWF.

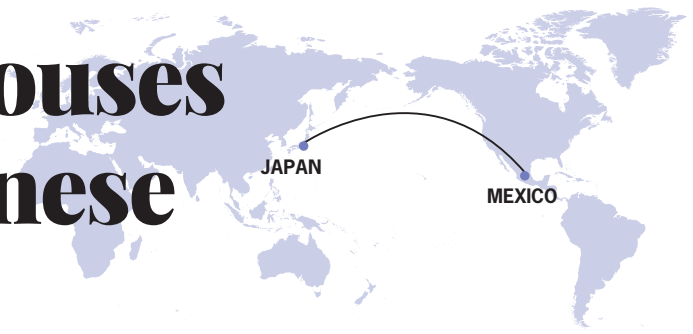
The Rang Mai Library containing a lot of books and DVDs. According to Horiuchi, children make friends with other bookworms through the library.



“Children are so innocent. When I bring them a book, they enjoy it so much,” says Horiuchi. There are also many regular visitors to the library.



# Handbuilt Teahouses Convey the Japanese Spirit in Mexico



Film director Roberto Behar was mesmerized by Japanese teahouses when he happened upon a design in the 1980s. After more than 30 years practicing the tea ceremony, he now teaches other Mexicans about the joy and deep meaning of the art.

A pair of charming teahouses, Bosen-an and Sunkaraku, make you forget that you are in Mexico City. Here, Mexican film director Roberto Behar has helped to spread the practice of the Japanese tea ceremony in Mexico. It was over 30 years ago when he first began

learning about the tea ceremony. In 2014, during the 400th anniversary of a Japanese diplomatic delegation's journey to Mexico to negotiate direct trade between the two lands, Behar served an important role as "President of Chado Urasenke Tankokai Mexico" at a tea-offering ceremony performed

by the Grand Master of Urasenke Sen Genshitsu Daisosho, one of the main schools of the Japanese tea ceremony. Speaking about the similarities between his work and the tea ceremony, Behar said, "There could be points in common between the road toward perfecting each art



Behar teaches the Japanese tea ceremony in Sunkaraku.



Bosen-an is a teahouse that Behar spent many years constructing. Its name was given by Ejo Takata Roshi, the first person to teach Zen thought in Mexico. "Bosen" is a Zen term that means "do not misconstrue the means for the purpose."

and their deep esthetics."

Since he was in his 20s, Behar has been interested in Japanese culture, such as Japanese gardens and the architectural styles seen in shrines and temples. While traveling in America in the 1980s, he came across a book on the tea ceremony. The book came with a free paper model of Taian, a teahouse believed to be a design by Rikyū, who had a profound influence on the Japanese tea ceremony. Behar was captivated by the beauty of the teahouse. "For someone like me, who loves Japanese architecture so much, the teahouse is incredibly alluring. Japanese carpentry has developed thanks to sophisticated, advanced techniques, and the teahouse is its pinnacle," he said. Later, he decided to actually build a teahouse based

on the model. He spent eight years gathering suitable materials from all over Mexico. "I went out to towns in the middle of nowhere, where I heard that there was an abandoned indigenous people's settlement. Dust-covered wood in a seasoned condition helps create the atmosphere." To replicate the design in the book, Behar collaborated with Mexican artisans to complete the Bosen-an teahouse.

After all the hard work creating the teahouse, Behar wanted next to give it its own "spirit." With that idea in mind, he started studying in 1987 under Higurashi Soho, a high-level instructor of the Urasenke school who, at the time, was teaching the tea ceremony in Mexico. Speaking about his first tea gathering, Behar said, "I was a novice who didn't understand anything about the profundity of the tea ceremony, but I was deeply impressed by the skill with which my teacher served as the host and the quiet yet meticulous care he took to treat his guests." Studying the tea ceremony under his teacher, Higurashi sensei,

Behar gradually learned about its philosophy, too. "The Zen thought of the tea ceremony changed the way I view life. You could say it had a big impact on me spiritually, such as learning kindness to others and controlling one's anger. That may be the biggest reason why I have continued to perform the tea ceremony for over 30 years."

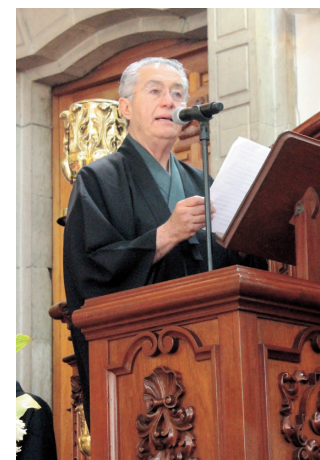
For 12 years now, Behar has been teaching the tea ceremony to Mexicans. "My students are impressed by the tea ceremony's profundity and the beauty of Japanese culture." Though Behar turns 77 this year, his passion for the tea ceremony shows no signs of diminishing. He said, "Maruoka Soyo, an Urasenke director and the teacher assigned to Mexico, is following in Higurashi's footsteps and is working to spread the tea ceremony with a new approach." Behar goes on, "As I did with Higurashi sensei, I hope that I can work with Maruoka sensei so that even more Mexicans can enjoy the tea ceremony." \*



Behar said he collected his ladle, bowl and other tea ceremony implements from antique shops in Japan.



The inclusion of a rock garden enhances the Japanese ambience.

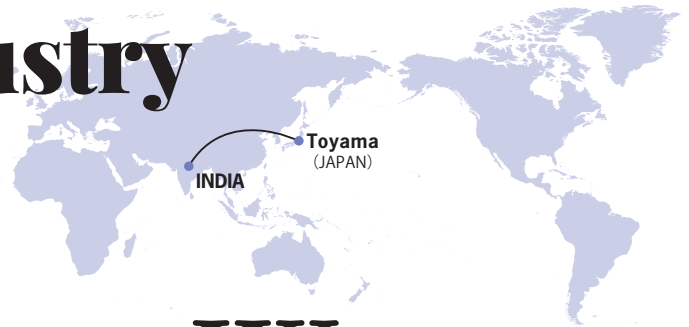


## Roberto Behar

Born in Mexico City, Roberto Behar is a film director and teaches the tea ceremony to younger practitioners. In the spring of 2018, he was conferred the Order of the Rising Sun, Gold and Silver Rays, a Japanese commendation conferred upon those who perform a great service for the country and the public, as recognition of his efforts in spreading the tea ceremony in Mexico.

# India and Japan, a Friendship Born of the Medical Industry

Dasari Ramesh, who came to Toyama Prefecture from Andhra Pradesh State in India as a Coordinator for International Relations (CIR), is building a relationship of economic exchange between the two regions



The Historic Villages of Shirakawa-go and Gokayama are a UNESCO World Heritage Site that retains traditional Japanese landscapes characterized by the houses with large, strong thatched roofs to withstand the heavy winter snows.

**W**orking as a CIR at the Toyama Prefectural Government Office, Dasari Ramesh is from the state of Andhra Pradesh in southeastern India. In recent years, the state has seen fast-growing industries, especially with the IT industry, and has a high GDP growth rate even for India, where economic growth has been on a dramatic rise. Andhra Pradesh is also focused on biotechnology, coming to the fore as a center for the medical industry. Toyama Prefecture, which has a long history in the medical industry in Japan, and Andhra Pradesh, have been working together as business partners through these industries. A key player in all of this is Ramesh, who studied mathematics, physics and computer science at an Indian university and obtained an MBA. As well as interpreting for Indian people visiting Toyama on fact-finding tours and for training, he enjoys talking about the cultural aspects of the people of both countries.

“Andhra Pradesh is warm in the winter and sometimes reaches 45 degrees in summer. I was really surprised when I saw snow for the first time in Toyama. The winter cold is harsh in Toyama but with things



## Dasari Ramesh

Born in Andhra Pradesh, India. He received a scholarship from the Government of Japan to study at Okayama University. After getting a job at an IT company and at a life insurance company in India, he applied for the JET Programme. Ramesh has been assigned to the Toyama Prefectural Government Office as a CIR since 2017.

like fresh seafood, the Tateyama mountain range, the Kurobe Dam, and UNESCO World Heritage Site of Gokayama, I was struck by the sheer beauty of the nature here. When I guide visitors from India along the Tateyama Kurobe Alpine route, all of them, who have never really seen snow before, are fascinated with the beautiful snowy landscapes of Tateyama. The towns and cities are clean and everyone is always smiling. I was a bit confused at first because just about everything is different to India, but now I feel like Japan is an easier place to live.”

Ramesh took an interest in Japan when he noticed that the cars and motorbikes he had been seeing and loved so much from an early age were made in Japan. He goes on to say that Indians have a great deal of confidence in Japan because they



Loving both movies and dance, Ramesh gives lessons twice a month where he sometimes shows off his amazing Bollywood dance moves.

are exposed to Japanese products on a daily basis. “I knew that Japan had suffered in the war and yet the country was able to rebuild itself into a global economic power, so I thought that I wanted to learn more about Japan.” After getting his MBA, Ramesh studied Japanese and became even more interested in the country. It was at that time he heard about the JET Programme and applied to be a CIR. He was then noticed by Toyama Prefecture, which had been looking for people from Andhra Pradesh, to help with business exchange.

Now in his third year in Japan he has made friends with Japanese people in Toyama through his work. When invited to home parties Ramesh likes to take homemade curry made with spices from India. His curry made with seafood from Toyama is also a hit. “When you talk about India, most people think only of curry or yoga, so I like to tell them about the latest industries like IT and space technology, and the changing customs and culture.” Understanding the cultural divide between the people of Japan and India, with bright eyes Ramesh wants to deepen exchange between many more people in an attempt to bring them closer together. ✨



Top: Popular in Toyama, well known for its medical industry, is a curry made with spices and Asian medicinal ingredients.

Bottom: Toyama has traditionally been famous for the way it sells medicine in boxes, left at people's homes. People pay only for what they use. From this system the Japanese word *Sen-Yo-Ko-Ri* (先用後利) was born. This translates as “benefit first, profit after,” and highlights Toyama's management philosophy of prioritizing the benefit to the customer over profit-making.

## About the Japan Exchange and Teaching (JET) Programme

The JET Programme began in 1987 with the goal of promoting grassroots international exchange between Japan and other nations, and is now one of the world's largest international exchange programs.

JET participants are placed in every region of Japan and work in one of three positions: assistant language teachers (ALTs), coordinators for international relations (CIRs), or sports exchange advisors (SEAs). In 2018, the JET Programme welcomed 5,528 participants, and currently there are more than 68,000 alumni from 73 countries living in all parts of the world.



The JET Programme official website  
<http://jetprogramme.org/en/>

# We Are *Tomodachi*

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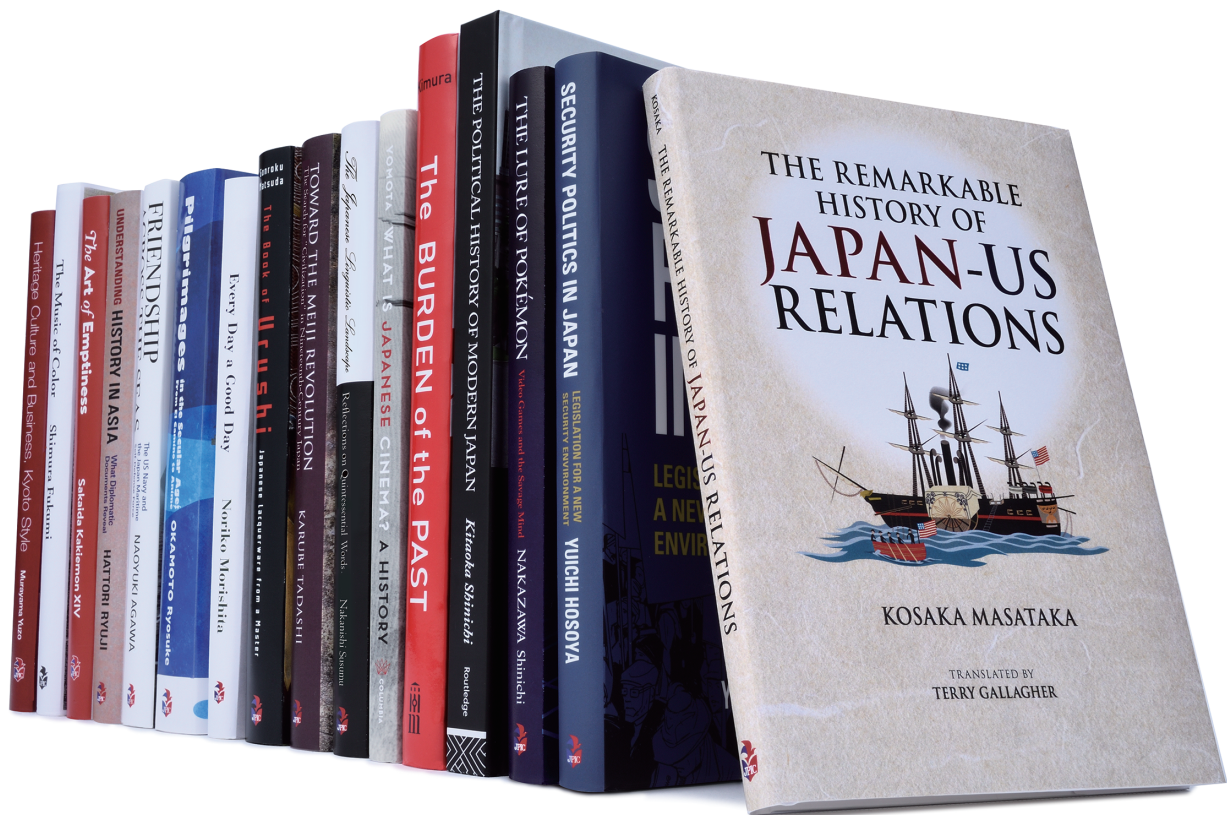
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