

# We Are *Tomodachi*

## Autumn 2014



The Government of Japan

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At a luncheon held at the prime minister's official residence for the female ambassadors to Japan of 14 nations. The occasion was a great opportunity to exchange opinions in anticipation of the WAW! Tokyo 2014, an international symposium held September 12-13 with the aim of creating a society in which women shine. Front row (l-r): Ambassador Youngor Telewoda of the Republic of Liberia, Ambassador Salome Thaddaus Sijaona of the United Republic of Tanzania, Ambassador Caroline Kennedy of the United States of America, Ambassador Helena Drnovsek Zorko of the Republic of Slovenia, Ambassador Mira Martinec of the Republic of Croatia. Back row (l-r): Ambassador Anesa Kundurovic of Bosnia and Herzegovina, Ambassador Ruth Kahanoff of Israel, Ambassador Tania Laumanulupe'o Talafolika Tupou of the Kingdom of Tonga, Ambassador Mohau Nthisana Pheko of the Republic of South Africa, Ambassador Martha Lidia Zelayandia Cisneros of the Republic of El Salvador, Ambassador Deepa Gopalan Wadhwa of India, Ambassador Betty Grace Akech-Okullo of the Republic of Uganda, Ambassador Sophia-Namupa Nangombe of the Republic of Namibia, Ambassador Anne Barrington of Ireland. (September 2014)

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In discussion with Hillary Clinton at the Clinton Global Initiative session titled "Equality for Girls and Women" on September 2014. (Photo: Kyodo News)

# Yutaka



The character 豊 in the title above is read *yutaka* and means “abundance.”

There are many stories behind this character. One is that the top part of the character represents ears of rice or wheat, and the lower part is a stand with legs on which the ears are offered to the gods. The character represents those who are joyful after reaping a bountiful harvest a long while after seeds were sown and then offering the ripe ears in thanks.

Autumn is the season for giving thanks for the blessings of nature, and there are events throughout Japan to celebrate the harvest. Giving thanks and showing appreciation for the year’s labor may be common to cultures all over the world, even if the ways in which they are expressed are different.

When we think of “bounty and abundance,” we tend to be preoccupied with material things, but spiritual resources are also important. This abundance is born of an unfettered lifestyle blessed with health, safety, and peace of mind. One aspect of abundance is filling one’s stomach with the foods of autumn, but another aspect is the sense of fulfillment that comes from having worked without trouble for the entire year. These two types of abundance go hand in hand to nurture an even greater sense of abundance.

Happily, modern-day Japan enjoys the benefits of both of these. We are full of thanks for this and desire to the best of our ability to share these blessings with others. With respect to countries that are our friends, we continue to think about how we can share with them our “bounty and abundance.” In the future, when the harvests come from the variety of different seeds sewn in cooperation with our friends and when the entire world is able to benefit from this, we in Japan will be even more fulfilled.

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# A Song of Autumn

Japan is blessed with four seasons, which Japanese people celebrate and mark with flowers and poems appropriate to the time of the year. Another way that Japanese people show their appreciation for the seasons is with color. For winter there is the white of snow; for spring, the pink of cherry blossoms and various shades of green. Summer is the time of the blue ocean and sky.

For autumn we have yellow and red. These colors have strong associations with the season: Yellow is for gold, the color of ginkgo nuts and ripe grain, and red comes from the colors of the autumn foliage.

Autumn is also the time for harvesting fruits and grains. Shops are filled with new rice, potatoes, Japanese pumpkins, and mandarin oranges. This time of year is marked by verses celebrating the season.

We hope you have the opportunity to visit Japan in autumn.

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## The Harvest Feast

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### A Retro Harvest Scene: Maruyama Senmaida, Mie Prefecture

Maruyama Senmaida (Thousand Paddies of Maruyama) was the crystallization of the wisdom of our Japanese forebears. It was their solution to the problem of how to grow rice—the staple of the Japanese diet—in a rugged, mountainous setting. With advances in agriculture, this style appears outdated, and is steadily disappearing. Those places where it remains, though, retain a distinctive beauty in their landscape, a sense of tradition, and a slower pace of life. While no one disputes that Japanese rice grown in the more “modern” way, on flat plains, is delicious, anyone would agree that rice grown on terraced paddies like these, harvested by hand, and dried naturally in the sun, is truly something special.



#### **Satsumaimo (Sweet Potato)**

Many foreign visitors are surprised when they first see little trucks or pushcarts with an oven in the back for roasting sweet potatoes. In back streets all over Japan, one can hear the plaintive cry of the vendors “*Ishiyaki-imo!*” (Roasted sweet potatoes). If you hear that, you should rush out to get one. These sweet potatoes are delicious; they are like a gift from heaven.



#### **Kabocha (Japanese Pumpkin)**

The Japanese *kabocha* is like a pumpkin, but smaller. Just as everybody loves pumpkin pie, people in Japan love dishes that include the slightly sweet *kabocha*. They can be prepared as tempura, stewed until soft, or mashed to a pulp for mixing with other ingredients in a salad. Orange *kabocha* on the autumn table is a sign of a sweet, sweet time!



#### **Mikan (Mandarin Oranges)**

The *mikan* is a type of orange, but the peel is thinner than an orange's and easier to remove. After the *mikan* is peeled, the sections are eaten one at a time. Japan has many other varieties of citrus as well. Please try many different kinds during your trip. Many Japanese love them so much, they buy *mikan* by the box.



#### **Kuri (Chestnuts)**

Chestnuts are one of Japanese people's favorite snacks. Japanese confectioners make many delicious sweets using chestnuts. In recent years, makers of Western sweets have been trying to keep up in autumn by featuring their own chestnut treats. If ever you encounter the rare *waguri* (Japanese chestnut), you are truly lucky. This type of chestnut has a flavor that is unique to Japan.



#### **Sanma (Pacific Saury, Mackerel Pike)**

The name of this fish in Japanese—*sanma*—means “autumn knife fish.” The news that *sanma* are available means that autumn has come. The Sanriku coast in Tohoku, which was ravaged by the Great East Japan Earthquake, is well known for its delicious *sanma*. Their return to fish markets is a sign that the harbors of Tohoku are returning to normal.



#### **Kani (Snow Crab)**

In Japan we say that if someone is angry, take him or her to eat crab. No one can talk much while eating crab Japanese style. Digging into the legs with a slender fork takes concentration, which brings a friendly silence to the table. The final course is often a porridge of crab meat and rice. By this time, everyone forgets why they were ever angry to begin with. True happiness!

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## Autumn Colors

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### **A Natural Work of Art: To no Hetsuri, Fukushima Prefecture**

To no Hetsuri is a beautiful spot in Aizu, Fukushima Prefecture, that has been designated a natural national monument. The To no Hetsuri cliffs are 200 meters wide, carved by the forces of nature over the course of a million years. In autumn, the contrast between the white cliffs and the brightly colored leaves paints a breathtaking vista. In spring, lavender wisteria flowers adorn the towering cliffs.





### Kegon Falls: Tochigi Prefecture

If you visit in autumn, Kegon Falls is particularly stunning, dressed in its colorful leaves, but the huge waterfall is beautiful at any time of year. Enjoy it as a powerful torrent amid the fresh greens of spring, its coolness in midsummer, or as a partly frozen sculpture in winter. Nearby is Lake Chuzenji, a great place to escape the summer heat, and many other places of historical importance.



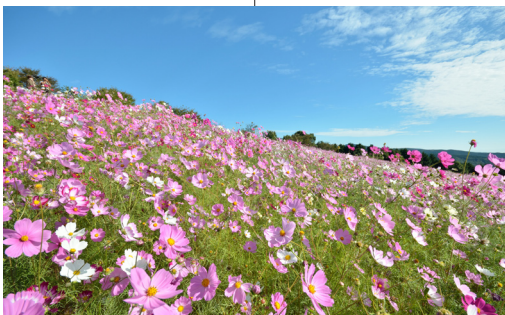
### Oirase Gorge: Aomori Prefecture

Aomori Prefecture's Oirase Gorge boasts some of Japan's most beautiful scenery. The gorge extends for 14 kilometers from the shores of Lake Towada, with numerous waterfalls along the way, hence its nickname: Cascade Road. There are many hotels and inns where one can take in the beautiful surroundings. It is a fantastic place for a slow walk or a bike ride.



### Showa Memorial Park: Tokyo

Given the words "autumn," "yellow," and "tree," any Japanese person would respond with the word "ginkgo." Ginkgo trees are everywhere in Japan, and in autumn they give a brilliant yellow hue to urban settings. Somehow, though, the ginkgo trees in Showa Memorial Park are special. A carpet of fallen ginkgo leaves is an unforgettable sight. Who would not hesitate to disturb their beauty?



### Shirakimine Plateau: Nagasaki Prefecture

The cosmos flower is as beautiful as the cherry blossoms of spring; in fact, the way to write "cosmos" in Japanese is by putting together the word for "autumn" and "cherry blossom." Nagasaki's Shirakimine Plateau is one of the best places to see an entire meadow of cosmos. There is nothing like standing in the midst of a field of flowers to make one feel like the lead character in a dramatic saga.

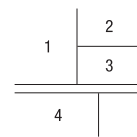


### Lake Kawaguchi: Yamanashi Prefecture

Mount Fuji is surrounded by the Fuji Five Lakes, a landscape combining trees, flowers, and water. It is impossible to tell which is more beautiful, the cherry trees in spring or the colorful leaves in autumn against the backdrop of Mount Fuji. Lake Kawaguchi is beautiful by day and by night: lights illuminate the autumn leaves in the evening, and best of all is the profound beauty of the colorful leaves vying to outdo the changing colors of Mount Fuji at sunset.



## Moments of Prime Minister Abe in Summer/Autumn 2014

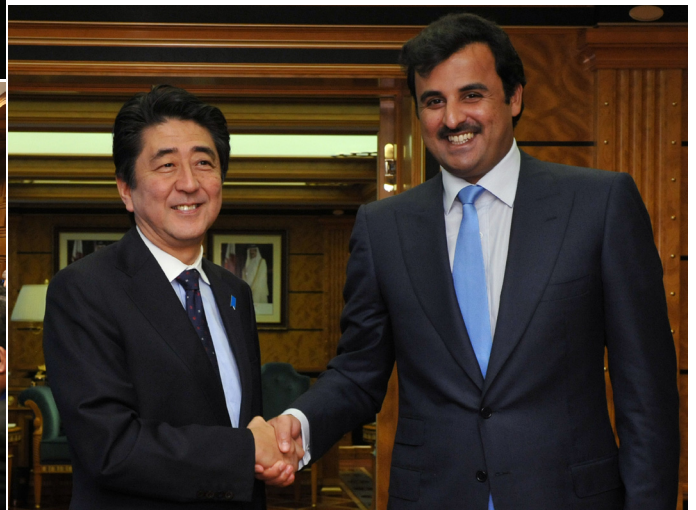


1. With Australia's Prime Minister, Tony Abbott, visiting the West Angelas mine in Western Australia. The two leaders continued their friendly dialogue aboard the Australian Prime Minister's plane. (July 2014)
2. With New Zealand's Prime Minister, John Key, and rugby players. New Zealand, with its All Blacks, is well known as a rugby powerhouse. (July 2014)
3. Prime Minister Abe was afforded a rare opportunity to address the Australian Parliament. (July 2014)
4. Welcoming India's Prime Minister, Narendra Modi, at the Kyoto State Guest House. After touring the ancient city of Kyoto, Prime Minister Modi proceeded to Tokyo for summit talks. (August-September 2014)



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5. With Chile's President, Michelle Bachelet, at the Japan-Chile Summit Meeting. It has been 55 years since Prime Minister Abe's grandfather, the former Prime Minister Nobusuke Kishi, visited the country. (July 2014) 6. Summit meeting of the leaders of Japan and CARICOM (Caribbean Community) held in Trinidad and Tobago. Since many Caribbean countries are island nations, Japan shares with them a history of facing natural disasters. (July 2014) 7. With Papua New Guinea's Prime Minister, Peter O'Neil, at a gala event that he hosted. Prime Minister Abe was greeted by people in traditional costumes. (July 2014) 8. With Brazil's President, Dilma Rousseff, at the Japan-Brazil Summit Meeting. The two nations will celebrate 120 years of diplomatic relations in 2015. (August 2014) 9. With Mexico's President, Enrique Peña Nieto, at the Teotihuacan site. It was like a scene from a film. (July 2014)



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1. With Sri Lanka's President, Mahinda Rajapaksa, at the Japan-Sri Lanka Summit. As maritime nations, Japan and Sri Lanka are pursuing cooperative efforts to address maritime challenges. (September 2014) 2. Prime Minister Abe being welcomed by Bangladesh's Prime Minister, Sheikh Hasina. Prime Minister Abe pledged to promote research on Japan in Bangladesh in collaboration with the University of Dhaka's Japan Study Center. (September 2014) 3. Japan convened the Japan-African Regional Economic Communities (RECs) Summit Roundtable, held on the occasion of the UN General Assembly. Discussion focused on the theme of developing Africa's infrastructure. (September 2014) 4. Prime Minister Abe speaking at Columbia University. The speech was followed by a Q&A session during which students asked about the Abe administration's policies. (September 2014) 5. Prime Minister Abe attending the Japan-Pacific Islands Leaders Meeting at the UN Headquarters. The leaders affirmed their commitment to work together toward a successful Seventh Pacific Islands Leaders Meeting, to be held in Fukushima in May 2015. (September 2014) 6. With the Emir of Qatar, Sheikh Tamim bin Hamad Al-Thani, at the Japan-Qatar Summit Meeting in New York. Ties between the two nations have deepened in a wide range of areas since Prime Minister Abe visited Qatar in August 2013. (September 2014)

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7. Prime Minister Abe being welcomed by Italian Prime Minister Matteo Renzi at the ASEM 10 summit in Milan, Italy. (October 2014) 8. Prime Minister Abe's attendance at the ASEM summit also provided the opportunity for discussions with Ukrainian President Petro Poroshenko. (October 2014) 9. Prime Minister Abe delivering a speech at the opening session of the High-Level Round Table during the World Assembly for Women in Tokyo (WAW! Tokyo 2014)–“Creating a Society in which Woman Shine.” In his speech, he emphasized his commitment to strengthening ties with the UN Women Japan Liaison Office. (September 2014) 10. Visiting Fukushima to see how the reconstruction efforts from the Great East Japan Earthquake are progressing. Prime Minister Abe visited rice farmers and tried his hand at operating a large rice harvester. (September 2014) 11. Observing firsthand the landslide damage caused by the torrential rain in Hiroshima. Prime Minister Abe also visited victims at an evacuation center. (August 2014) 12. Monitoring recovery in Miyagi Prefecture after the Great East Japan Earthquake. At a new elementary school completed in August, the prime minister is welcomed by children. The message boards they are holding say, “Thank you for our new school.” (October 2014)



# The Open Forum, World Assembly for Women in Tokyo (WAW! Tokyo 2014)

Excerpts from the Opening Speech by Prime Minister Shinzo Abe  
Delivered in Tokyo, September 12, 2014

Full text: [http://japan.kantei.go.jp/96\\_abe/statement/201409/waw140912.html](http://japan.kantei.go.jp/96_abe/statement/201409/waw140912.html)

“Creating a society in which women shine” has consistently been one of my highest-priority issues since the launch of my administration in December 2012. I reshuffled my Cabinet on September 3. In particular, my appointment of women as Cabinet ministers received a great deal of attention. I also appointed a woman to the important post of Chair of the Liberal Democratic Party’s Policy Research Council. Through the reshuffle, the number of female Cabinet members in Japan increased remarkably. Of course, there are still other countries that outshine us. Although Japan has not yet reached the very highest tier, the landscape of politics in Japan will also change. These female members are people of excellence, brimming with ability and drive. I am firmly convinced that they will be dynamically engaged in their duties to the fullest.

We cannot say that today’s Japan is a “straight-A” model student in appointing women to executive positions. The proportion of women among the members of the National Diet remains low, at 11 percent. That is why we must act now. Japan has set a target of having women occupy 30 percent of leadership positions by 2020. A survey conducted among the top 500 corporations chosen by *Fortune* magazine concluded that companies having three or more female board directors boast profitability that is more than 80 percent higher than companies with no women on the board, while also attracting stock investments. Women’s ideas are beginning to be utilized in product development at Japanese companies as well. Women bring to corporate management certain perspectives that only women can provide. Diversified organizations are able to provide society with new types of added value.

Saying I would like all listed companies to appoint at least one woman to their boards, I have been urging the Japanese business community to take concrete actions towards appointing women to executive positions. Female directors have emerged one after another at financial institutions, trading companies, and other business categories that in Japan have heretofore been considered male workplaces. I intend to accelerate this still further. This autumn Japan will revise the system governing securities reports to require companies to include information on the number of female board members. For companies working on promoting women, we will expand the opportunities for them to receive government procurement orders. We will also provide subsidies to those companies that newly pursue the appointment of women to executive ranks. Furthermore, by promoting the spread of “telework” utilizing information technology, we will pursue the



realization of a flexible working style.

We have been making various efforts to support the dynamic engagement of women. As a result, the number of working women in Japan has increased by some 530,000 over this past year. Many women wish to continue to engage in satisfying work as long as possible. A large number of women are also working hard to be active within their companies in pursuit of promotion. At the same time, the reality in Japan is that 60 percent of women quit their jobs after the birth of their first child. There are also those who quit their jobs for the time being in order to raise their children but wish to work again. Still others want to focus on family matters until they finish their child-rearing or nursing-care responsibilities. Some others wish to become permanent employees. I believe that each of these choices is valuable. I wish to support women who are following with confidence the path they chose. I will work to take on all issues that hinder women's active engagement. And yet, a large number of women worry about balancing child-rearing and work. We must eliminate the phrase "child-care waiting lists" from the Japanese lexicon. There are many women who have dreams of starting a business or being of service to society at large. In order to enable those people to be as dynamically engaged as they wish, we will provide tailor-made support from the time of start-up until the business is running smoothly. Beginning in fiscal 2015, as a part of strengthening our support for child-care and child-rearing, we will introduce a new professional qualification of "child-care supporter" so that at child-care facilities these people are able to make use of their child-rearing experiences. I am hoping to see many women take up the challenge of undertaking such businesses as child-care or child-rearing support based on their experience. We will work to bring about by 2020 a society in which all women can try to achieve their dreams at any life stage. This October, we will compile a "Package to Support All Women Who Shine."

The other day I met with women working in the construction and transportation industries. They said, "It is rewarding to take on substantial work assignments at the scale of developing entire communities," and "The smiles on the faces of my customers when I deliver packages to them are the most important thing of all." And yet, these have been male-dominated workplaces until now. It is my understanding that as women themselves roll up their sleeves, there is an expanding movement to improve the work environment and revise working hours in order to make it easier for women to work there. I believe that there remain a large number of men who take pride in how little they sleep and have misconstrued being "exceedingly busy" as "extremely productive." As the number of women in the workplace increases and they come to have responsibility for important decisions, the rules for working will change and productivity will increase. Japan's efforts to create a society in which women shine have only just begun. The most difficult part may be transforming the division of roles based on gender, something that is, unwittingly, firmly ingrained within us. It is deeply regrettable that we still encounter remarks that should be called sexual harassment. Creating a society in which women shine does not mean hanging up a signboard saying "Women Actively Promoted Here." It means changing the rules of the game that penetrate society.

I want to spread this transformation to the entire world. We must bring about a world in which all people, both women and men, shine. At the UN General Assembly last year, I spoke of my determination towards supporting women. We have been moving forward steadily in implementing the ODA I pledged.

Changes are now under way. And we have just now come to stand at the starting line. I am pleased to tell you that more than 100 events related to this symposium have been and will be held throughout Japan, as well as in over 20 countries. I will stand at the forefront as we work to build a society in which all people—both men and women—shine. I hope you join me in taking action now.

# The Sixty-Ninth Session of the General Assembly of the United Nations

Excerpts from the Address by Prime Minister Shinzo Abe  
Delivered in New York, September 25, 2014

Full text: [http://japan.kantei.go.jp/96\\_abe/statement/201409/unga2014.html](http://japan.kantei.go.jp/96_abe/statement/201409/unga2014.html)

Humankind faces serious unprecedented crises. Now is the time for us to stand united beneath the flag of the United Nations and confront these crises together. Japan is resolved to continue to take on great responsibility, working hand-in-hand with the international community.

The government of Japan is putting forth its best possible efforts in the fight against the Ebola virus. We have sent Japanese experts as members of WHO missions. We have also extended a total amount of 5 million dollars as financial assistance and will provide 500,000 personal protective equipment for healthcare



workers. Furthermore, we pledge to extend additional assistance of a total of 40 million dollars in the future. We continue to be prepared to take any other measures, including the possibility of sharing a promising potential drug, which can be effective in the post exposure phase of Ebola.

The Middle East is in a state of unrest. In particular, Japan regards the activities of ISIL to be a serious threat to international order. What is important now is preventing extremism from taking root while also responding swiftly to the region's humanitarian crises. Japan will implement 50 million dollars of emergency assistance right away.

Placing great importance on the stability of Ukraine, Japan announced economic assistance of up to 1.5 billion dollars, which is now being implemented. We are also preparing new assistance for the reconstruction of the eastern part of Ukraine.

Next year will be a momentous year for the United Nations. We will celebrate its 70th anniversary. We set out along its postwar path abhorring the atrocities of war that brought tragedy to innocent people both at home and in other nations, renewing its pledge towards peace. Japan's future lies in a straight extension of our history over the past 70 years. Our pledge never to wage war is something that will be handed down and fostered by the Japanese people for generation upon generation to come.

Japan has been, is now, and will continue to be a force providing momentum for proactive contributions to peace. Moreover, I wish to state and pledge first of all that Japan is a nation that has worked to eliminate the "war culture" from people's hearts and will spare no efforts to continue doing so. Japan and the Japanese people will continue to do our best to offer our own willingness and capacity, knowledge and experience, in order to make that a reality. First and foremost, we will continue to assist in enhancing education that will form the basis for economic growth for those who need it, from primary education to vocational training.

The banner of "Proactive Contribution to Peace" borne by the Japanese government is a flag planted atop the natural development of conviction and self-confidence that we have acquired through many years of promoting "human security," that is, working as hard as we could for the development of a society



that places people front and center. We will carry on with our work, hoping to create in time a fair and just society that places human beings front and center and a democracy that values human rights.

Seventy years ago, the United Nations proclaimed its determination, “to save succeeding generations from the scourge of war” and “practice tolerance.” It is with exactly this determination that Japan aspires to join the Security Council once more as a nonpermanent member at the election next year, marking the 70th year of the start of the UN. Over the 58 long years since Japan’s accession to the UN in 1956, Japan has worked tirelessly for the causes of the UN. We believe that our efforts have been second to none. It is my wish, with the 70th anniversary as a turning point, countries sharing the same aims all work together to finally resolve a long-standing issue to reform the UN in a way that reflects the realities of the 21st century. In that context, Japan seeks to become a permanent member of the Security Council, and take on an appropriate role that the status requires.

It was on the same occasion last year that I spoke of the significance and importance of enhancing the power of women and appealed for us to create a society in which women shine. Eliminating biases about the roles of women that still exist in society will be basic, more so than anything else. We have just held a large-scale international conference with an aim to promoting dynamic participation of women. With an eye set on economic development and the resolution of global issues, about 100 leaders from all sectors of society from around the world sent out a message to the world of their commitment to bringing the power of women to fruition. The empowerment of women has become a guiding principle that has driven Japan’s policies both domestically and overseas.

The 20th century had a history of profound harm to women’s honor and dignity when conflicts broke out. We intend to make the 21st century a world with no human rights violations against women. Japan will stand at the fore and lead the international community in eliminating sexual violence during conflicts. It is necessary for the UN and indeed the world to come together as one to take action to ensure fundamental rights such as education and health. Moreover, in order for women to lead lives full of pride and hope, I consider it essential to develop their ability to be economically self-reliant above all else.

I also stated that “Japan respects the activities of UN Women that is responsible for women’s issues within the United Nations. We intend to become one of its leading contributors and thus a model country in the area.” Over the past year, Japan increased its contributions to UN Women fivefold. We are very pleased that next year, UN Women will open its Tokyo office. I expect that Japan will further enhance its coordination with the UN through this new office.

As we draw up the post-2015 development agenda, Japan will continue to be as strongly involved as it has been up till now. However, I strongly urge that if we are to truly pursue the attainment, then it is the protection and empowerment of the vulnerable, irrespective of race, gender, or age that is important. This year Japan marks the 60th anniversary of the beginning of our ODA (Official Development Assistance). The government of Japan is now in the process of establishing new guiding principles for our ODA. We intend to emphasize once more as a priority, objectives such as high-quality economic growth, ensuring the rule of law, and realizing a peaceful and stable society. There will be no change in our deeply-rooted approach, in which the most important thing in the fight against poverty is cultivating a sense of ownership among the people concerned and encouraging self-help efforts. Nor will there be any changes in our efforts to fully ensure human security. In the future, we intend to cultivate still further our human resources in terms of both quantity and quality, to contribute to the area of peace building.

As the only country to have ever suffered the devastation of atomic bombings during wartime, Japan is prepared to lead discussions at the Review Conference of the Parties to the Treaty on the Non-Proliferation of Nuclear Weapons to be convened next year, the 70th anniversary of the atomic bombings.

With regard to North Korea, Japan will work in coordination with relevant countries towards the comprehensive resolution of outstanding issues, including abduction, nuclear, and missile issues.

Japan has been among the biggest beneficiaries of the United Nations. Going forward, we will work even harder than ever to bring about the realization of the principles that the UN has set forth. Japan is a nation that implements its pledges without fail.

# The Shinkansen, Japan's High-Speed Rail, Is Full of Miracles

## History of the Shinkansen

Shinkansen (lit. new trunk line), Japan's high-speed rail, celebrates its 50th anniversary in 2014, having opened for service between Tokyo and Osaka in 1964. Over the past half century, the made-in-Japan technology behind these sleek trains has continued to evolve. Top speed has risen from 210 km/h (130 mph) to 320 km/h (200 mph), and ridership is now 1 million passengers per day.

## Safety Record

Above all else, the Shinkansen has a remarkable safety record. These Shinkansens have now operated for 50 years, over 18,000 days, without a single passenger casualty. This is a testament to uncompromising attention to quality in the development of the technology and strong efforts for safety in operation by all staff involved—from the train operators to the engineers who maintain the trains, tracks, and other equipment.

The strong safety record attests to their focus on disaster prevention. The Shinkansen's earthquake warning systems have always functioned well to stop the trains safely.

The Japanese insistence on quality is well established. Particularly in matters of public safety, Japan is known for its uncompromising stance and its perennial drive to improve. Japan takes pride in the Shinkansen's record of zero fatal passenger accidents. Everyone concerned will strive to maintain this unblemished record.

## Reliability, On-Time Service, Passenger Comfort, Transportation Capacity

Reliability is another achievement of the Shinkansen, which is renowned for its on-time service. The system is supported by all manner of hardware and administrative systems, including specially designed high-speed rail tracks, automatic train control (ATC), and automated train schedule management, to ensure that the trains run on time. A careful melding of hardware and software allows this equipment—combined with the finely honed technical skills of the operators—to control the trains down to the second, and to ensure precision and reliability in operation. As a result, this system makes it possible for the trains to run at such very tight, three-minute intervals, without schedule delays, averaging less than one minute in duration.

The Shinkansen is also noted for what it has to offer in terms of passenger comfort and transportation capacity. The train's tilting mechanism to lean into curves at high speed and the high-quality airtight body minimize vibration and provide a smooth, quiet ride. The large body of Shinkansen cars, which are wider than those of other high-speed trains, offers comfortable, wide passenger seats while ensuring large passenger capacity; the standard 16-car train can carry more than 1,300 passengers. This is only possible because from the very beginning, the facilities were designed to be used exclusively by high-speed trains. Thus, the Shinkansen has advantages over other countries' rail systems, which have been developed under constraints imposed by the standards of existing tracks.



( Photo: Transportation News Co., Ltd. )



( Photo: Central Japan Railway Company )

The ceremony held to mark the launch of the first Tokaido Shinkansen on October 1, 1964 (left) and the ceremony held in 2014 to celebrate the 50th anniversary (right).



( Photo: Central Japan Railway Company )

A Shinkansen operator undertakes an in-motion safety check (left), and a routine safety-maintenance check on a Shinkansen carriage (right). Such measures help to maintain the Shinkansen's highly impressive safety record.



( Photo: Central Japan Railway Company )



Gran class



Economy class



1&2. The view inside the Shinkansen General Control Center. Thanks to the support of its staff and the expertise of the highly qualified operators, the Shinkansen maintains reliable service on a tight schedule of departures at three-minute intervals. 3&4. On board the Shinkansen, showing a luxury "Gran Class" carriage (3) and the space-efficient, five-seat design of a standard class "E7" carriage (4).

## Keeping Down the Total Life Cycle Cost of the Shinkansen

To ensure sustainable operations, it is important to reduce costs in a number of different ways.

First are the initial costs. Since Japan's geographic terrain is rather rugged, Japan has become very adept at building a relatively compact railway infrastructure. The airtightness and aerodynamic design of the Shinkansen made it possible to make the facilities compact compared to high-speed rail systems elsewhere; for example, small-sized tunnels, compact layout, and a short distance between tracks. Features like this help keep down construction costs.

Next are the maintenance costs. For example, compared with rail beds made of gravel, concrete rail beds have a higher initial cost but a much lower maintenance cost, which means the investment can be recovered in eight or nine years. The Shinkansen system aims to strike the right balance between initial costs and maintenance costs, optimizing the total life cycle cost.

## Effects of Shinkansen Infrastructure and Station Development

By greatly reducing travel time, the Shinkansen has had various economic benefits. It allows people to spend more time at their destination, increasing their opportunities to consume goods and services there. Moreover, by expanding people's "range of activity," the Shinkansen has enlarged the commutable area, increased visitors to tourist destinations, and heightened the value of real estate assets. In this way, the Shinkansen has had valuable business effects throughout its service area. For example, economic growth in Kagoshima Prefecture at the southern tip of Kyushu, 1,200 km away from Tokyo, which is now the southern terminus, was estimated at more than JPY46 billion (USD430 million) when Shinkansen service was extended to southern Kyushu in 2011.

In recent years, there has been a boom in "in-station retailing business," where railway station buildings have been redeveloped as shopping malls to better serve the needs of passengers. Shinkansen stations now feature vast arrays of restaurants, clothing boutiques, newsstands, and other businesses. For passengers, railway stations are no longer just transit points; they are places to enjoy, through shopping, dining, and other activities. The economic benefits of the Shinkansen lie not just in shortening the travel time; the positive effects are tangible in the businesses that have been established in station buildings throughout the system.

## Overseas Development of Shinkansen

Based on Japan's positive experience with the Shinkansen, we are working hard to bring these same benefits to other countries. We are not simply trying to export "high-speed rail" hardware. We want to introduce the Shinkansen along with the know-how we have accumulated over the past fifty years, including expertise in safety of operations, in efficient maintenance and operations, and also—importantly—in training the personnel who support the whole system. Japan is a nation where natural disasters such as earthquakes and typhoons are all too common, and we have learned a great deal about how to prepare for such calamities and how to recover from them. We also have knowledge to offer about developing businesses in the areas surrounding rail facilities. By sharing our knowledge and expertise, we wish to make a contribution to the development of many other nations.

# The Shinkansen Network

Total length in operation: 2,388km

- Tokaido Shinkansen
- Sanyo Shinkansen
- Tohoku, Joetsu, & Hokuriku Shinkansen
- Kyushu Shinkansen

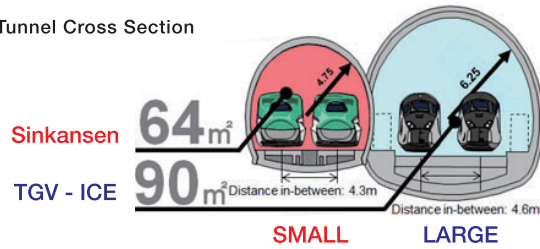


Tokaido Shinkansen



Tohoku Shinkansen

## Tunnel Cross Section



Compact infrastructure contributes to cost reduction. For example, the tunnel cross section of the Shinkansen is 30% smaller than others.



The launch of a Kyushu Shinkansen service to Kagoshima-Chuo Station greatly stimulated the regeneration of the surrounding area (left). The diverse range of shopping options available at in-station malls such as Ueno Ecute (right) almost makes you forget you have passed beyond the ticket barriers.



The Taiwan High Speed Rail line is one example of the export of Japanese Shinkansen technology.

# Infrastructure Development Aid to Myanmar

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## Strengthening Ties Between Japan and Myanmar

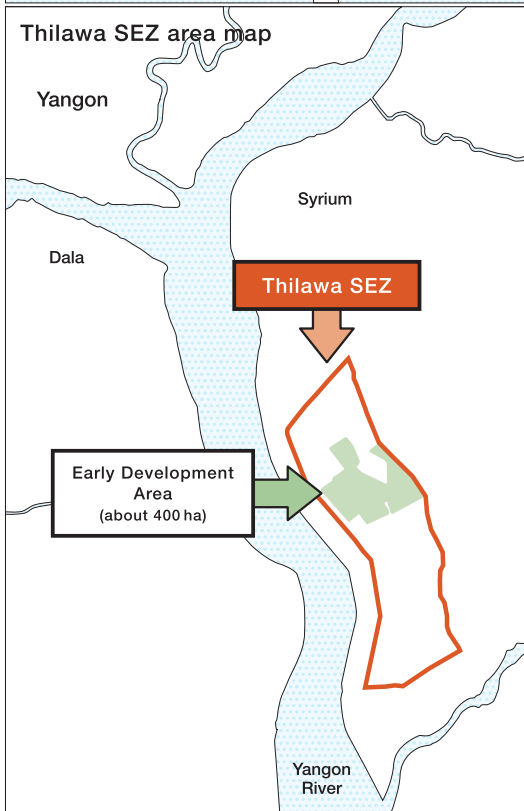
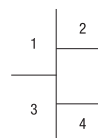
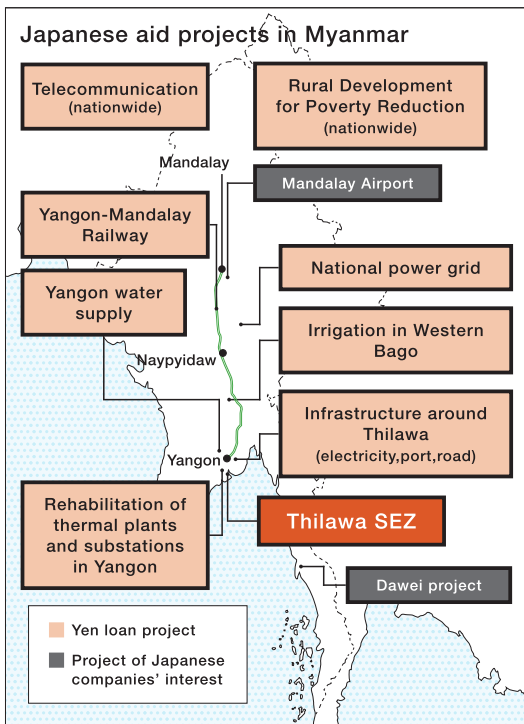
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Japan and Myanmar have enjoyed diplomatic relations since a bilateral peace treaty was concluded 60 years ago, and the two countries have remained important partners. Due to political problems, Japan had to temporarily suspend bilateral ties with Myanmar, but when the civilian government was installed in 2011, the restrictions were lifted and ties between the two nations were renewed. Soon after the Abe administration was inaugurated, Deputy Prime Minister Taro Aso visited Myanmar in 2013. During his visit the Japanese government pledged that it would waive about JPY 500 billion (approximately USD5.74 billion) of Myanmar's debt and join forces with Japanese corporations to provide aid to the country with a focus on developing social and industrial infrastructure.

A typical example of such aid is the Thilawa Special Economic Zone (SEZ). The objective of this project is to build an industrial park on par with those in neighboring countries, so as to attract foreign companies and boost employment by fostering industry. And the government of Japan is helping to develop its infrastructure. In May 2013, Prime Minister Abe visited Myanmar for summit talks—the first time in 36 years that a prime minister of Japan had visited. In the talks, he emphasized the importance of developing infrastructure and committed to providing around JPY20 billion (approximately USD200 million) to improve nearby power and port facilities. Japanese firms are collaborating with Myanmar companies to build the industrial park within the SEZ. The nearly 400-hectare initial phase is scheduled to be operational by summer 2015 and is expected to employ 50,000 to 60,000 people.

Japan is also providing aid to upgrade the railway connecting the two biggest cities in the country: Yangon in the south and Mandalay in the north. As Myanmar's economy and population grow, the need to transport people and cargo via rail increases. But the outdated system is slow and has a high risk of derailment. This aid will increase the flow of goods and people and boost Myanmar's economy. In addition, Japan is contributing to a wide range of other projects throughout Myanmar, including upgrading the power grid that connects the north and south, improving telecommunications facilities, and expanding irrigation systems. Enhancing this infrastructure will contribute not only to Myanmar but also to the economy of Japan, as improving the business environment of the country will create a new overseas hub for Japanese firms.

Myanmar's economy is growing rapidly and many aspects of the infrastructure are still in need of development. Therefore aid from other countries is essential. Japan's active role in providing aid will benefit both countries. We hope that the government and corporations of Japan will continue to work together to further strengthen the friendship and cooperation between the two nations.



1. Location map of major Japanese aid projects. 2. President Thein Sein and Prime Minister Abe discussing Japanese involvement in infrastructure projects at Myanmar-Japan Summit Meeting in May 2013. 3. Thilawa SEZ area map. The area bordered in green is the Early Development Area, to be operational in summer 2015. 4. Ongoing site work at Early Development Area in Thilawa SEZ.







### Celebrating the 10th Anniversary of Japan-Palau Friendship Bridge





January 11, 2012 marks the 10th Anniversary of the Japan-Palau Friendship Bridge. The bridge is a 412.7m long cable-stay bridge connecting the major islands of Koror and Babeldaob. It was constructed through a \$25 million Japan Grant Aid Project to replace the prior bridge that collapsed in September 1996. The Japan-Palau Friendship Bridge was offered as a token of friendship from the People of Japan and symbolizes the long lasting friendship of the two nations.



# Japan-Palau Friendship Bridge

The photograph to the left is of the Koror-Babeldaob Bridge (KB Bridge) in Palau, an island country located in the western Pacific Ocean. It is the main artery connecting the country's two main islands: Koror Island, home to the former national capital (also called Koror), and Babeldaob Island, the largest island in the archipelago, where the airfield, power station, and other major facilities are located.

The original KB Bridge was built in 1977. In September 1996, a horrible accident occurred. The bridge abruptly collapsed, resulting in several fatalities. Besides being the primary means of transportation between the two islands, the bridge carried electrical and water lines from Babeldaob to Koror. The collapse severely disrupted the infrastructure of the city of Koror, where 70 percent of the population of Palau resides, and dramatically affected their daily lives and their primary industry—tourism.

The government of Palau installed a floating bridge as a temporary replacement and at the same time asked Japan to help build a new bridge. Japan responded by providing grant aid for the construction, which began in November 1999. The new bridge was completed six years later, in 2002. The people of Palau named it the Japan-Palau Friendship Bridge, and a plaque with the name inscribed was placed at each end.

We are glad that the people of Palau asked for Japan's aid in their time of need, and that we could help them rebuild the life-sustaining infrastructure that we take for granted, enabling them to return to their lives as before.



1. View of the Japan-Palau Friendship Bridge from Koror Island. The waterway under the bridge is frequently used for recreational activities such as diving and sightseeing boat tours. The bridge was designed to allow relatively large ships to pass under it. 2. The original bridge that collapsed in 1996. Afterward, people were forced to use barges and a temporary floating bridge to travel between the islands. This disrupted the daily lives of the islanders and economic activities until the bridge was rebuilt. In the photograph, the temporary bridge can be seen behind the collapsed bridge. 3. Commemorative stamps issued to celebrate the bridge's tenth anniversary. Beautiful commemorative stamps were also issued when the bridge was completed.



# Japanese People Contributing Worldwide

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## Growing Trees and Friendship

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Mr. Kunio Takami has been working on greening and afforestation projects in China for 23 years. He spends around 100 days a year in Shanxi Province, busily checking progress to ensure that cooperation with Chinese partners goes smoothly and to help Japanese volunteers on study tours.

Under the slogan “Environment has no borders,” the group began in 1992 with just a few members. Working together with locals in Datong, Shanxi, 300 km west of Beijing, it has tackled the city’s desertification problems by planting 18.8 million saplings to date on 5,600 ha of land.

The group’s work has been praised as a successful example of international cooperation, receiving both the Foreign Minister’s Commendation from Japan and an environmental award from China in 2012. However, there were many difficulties and repeated setbacks to overcome in the early days.

The local environment is so harsh there is said to be “drought nine years out of every ten,” and early tree-planting activities faltered. The group could not find an appropriate planting method. “We were at a loss many times, standing in front of a devastated plantation,” Mr. Takami explains.

One of the keys to turning things around was building a strong relationship of trust with locals. Through such activities as extensive visits to farming villages, the group developed extremely close relationships with the community. At last, an office was established in Datong so that Chinese specialists could work together with Mr. Takami and other group members. After this, communication and teamwork between the two sides significantly improved. Also key was the participation of a Japanese plant researcher. His suggestion to use symbiosis between fungi and saplings to improve water absorption helped the roots to grow better, increasing the overall planting success rate. This generated huge interest among locals, with many commenting that they had never seen such healthy saplings.

Some of the pine saplings that the group planted are now seven-meter-high trees. The number of national and provincial projects is also growing rapidly, and the bare mountainside, which once dominated Datong’s scenery as far as the eye could see, is getting greener every year.

More than 3,600 Japanese volunteers have taken part in the project. Looking back, Mr. Takami says, “It seems like a miracle that we have been doing this for twenty years.” He adds, “Enthusiasm for greening is finally growing in China. Having created human bonds between Japan and China, we cannot stop our activities now.” And it is not only trees that have taken root: Mr. Takami and the group have helped to grow deeply rooted and flourishing connections between the two countries as well.



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1. Mr. Takami working on an afforestation project. 2. Planting trees with locals in Nantianmen Natural Botanical Park. 3. Eight years after the project began, the trees are firmly rooted and flourishing.

### Kunio Takami

Executive Director of the Osaka NPO Green Earth Network. Born in Tottori Prefecture. After leaving the University of Tokyo, he promoted Japan-China exchange in the private sector. He was involved with founding Green Earth Network, becoming its executive director in 1994.

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## Bringing Medical Treatment from Japan to Myanmar

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Dr. Hideto Yoshioka achieved great results in providing free medical care to poor children and supporting the training of local medical staff, in Cambodia, Laos, and particularly in Myanmar. A pediatric surgeon, he first thought of helping children with no access to medical treatment when he saw shocking news footage of starving African children. After graduating from the Faculty of Medicine at Oita University, he worked in pediatric emergency treatment in Japan for three years. Then in 1995, at the request of a Japanese NGO, he was sent to a rural city in central Myanmar. However, he was entirely on his own.

“There was no financial or personnel support, and it would all be over when my savings ran out,” he explains, but he did not lose heart. Amid tough medical work, with little time for sleep, he resolved to provide medical support imbued with the Japanese spirit of harmony (*wa*) and consideration (*kokoro*). In May 2004, he launched a volunteer-based international health organization, starting treatment in one section of a hospital in the suburbs of Mandalay, Myanmar’s second-largest city. The group now performs around 2,000 operations and 12,000 checkups every year.

At first, there were six Japanese medical staff and several locals, but by the second year there were 50 people and by the third there were 100. Today around 600–700 people participate in the project. Long-term volunteer physicians from Japan stay in Myanmar for one or two years and nurses for six months. Dr. Yoshioka says, “Since the Great East Japan Earthquake of 2011, there has been a transformation in Japanese people’s attitude toward charity and a great change in Japanese medical workers.”

The proportion of Myanmar staff, which deals with such matters as training local physicians and nurses and overseeing scholarships to medical and nursing students, is rising each year. Now, about half of the staff is Japanese and half is local.

The battle for free medical treatment, which started with the solitary persistence of Dr. Yoshioka, has continued for twenty years and has received high praise in Myanmar. Dr. Yoshioka also received the Japanese Foreign Minister’s Commendation for FY2014. He has taken his personal philosophies —“First, take one step forward” and “Experience is the mother of everything”—and put them into practice. He stresses, “I want to move international medical cooperation forward with a Japanese emphasis on quality.”



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3

1. Dr. Yoshioka at the Myanmar project. 2. Dr. Yoshioka conducting an operation. 3. Many people come for treatment.

### Hideto Yoshioka

President of the volunteer-based international health organization Japan Heart. Began international cooperative medical activities in 1995 and founded Japan Heart in 2004. The organization sends physicians and other volunteers from Japan to such countries as Myanmar, Cambodia, and Laos to perform checkups and operations.

# The Road to Revival

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Immediate Aftermath of the Great East Japan Earthquake

By Rob McNeil

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One thing I'm extremely proud of is that the family of emergency service workers and firefighters across the world, no matter where they are from, have an amazing ability to come together with professionalism, empathy, friendship, and trust during the worst of times to deliver humanitarian aid to those who need it most. Obstacles such as language, cultural differences, policy, procedures, and equipment differences are never an issue. During the deployment of the Australian Urban Search and Rescue Team to Miyagi Prefecture, the Australian Task Force worked hand in hand with the Kyoto City Fire Department and the Japan Self-Defense Forces, with a liaison officer from the Self-Defense Forces assisting in finding locations to search and communicating with the Japanese coordinators of the rescue effort.



Rob McNeil

An Australian firefighter who led a rescue team after the Great East Japan Earthquake

We carried out our searches with the Japanese emergency services, and I was awed by the tenacity of the teams, pushing on despite the extremely trying conditions. The teams were compassionate and tireless in carrying out their duty of delivering humanitarian aid to the communities of Shizugawa and Rikuzentogura. The Japanese emergency services, police, and Self-Defense Forces displayed incredible courage and selflessness in performing their duties, especially considering that they were working in their own devastated communities and many had lost their homes and family members.

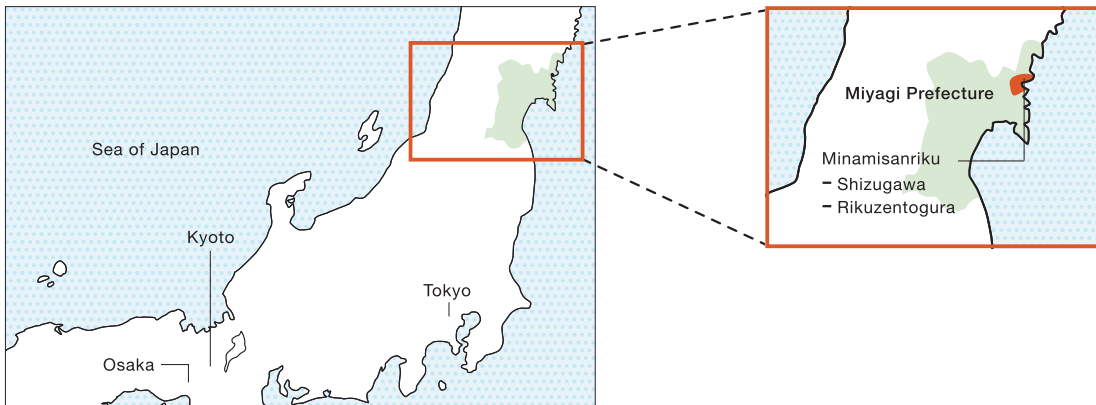
The Japanese and Australian teams worked side by side in the town of Shizugawa to search about two square kilometers, including 18 buildings and numerous cars. When we completed our work with the Kyoto City Fire Department, we parted with a ceremony paying our respects to our fellow emergency service workers. During the minute of silence in respect for the fallen men, women, and children of Shizugawa and Rikuzentogura, I looked into the proud fire commander's eyes and thought how he must feel, knowing that thousands of his country's families and homes had been destroyed and lost forever. When the minute of silence ended, we hugged each other in support. This epitomized to me the bravery, professionalism, and resilient nature of not just the commander and his team but all the Japanese people.

I believe that when we face difficult times together and show that we care for each other, strong bonds are formed. If all countries helped each other regardless of culture, color, or creed, the world would be a much more peaceful place. I have returned to Japan twice since then and have visited Minamisanriku both times. I see the same courage and resilience in all the Japanese people, so I'm sure you will recover and grow from this tragedy to be stronger in the future. My friends in Australia are constantly thinking about you and praying that you will be stronger and happier than before. I hope to visit next year on the fourth anniversary.



1	2
3	4

1. McNeil's team searching for survivors in buildings and cars in Minamisanriku. 2. Rescue dogs from McNeil's team conduct a search. 3. In late March 2011, when the search was over, McNeil returned to Australia and was met at Sydney Airport by Masahiro Kohara, Consul General of Japan in Sydney. 4. Working with Kyoto firefighters during rescue activities quickly built up a relationship of trust.



# Providing Clean and Reliable Water for Everyone

Tokyo, the capital of Japan, has a population of over 13 million. It is one of the largest cities in the world, full of life and activity, day and night. When it comes to what makes it possible for both businesses and private citizens to go about their daily activities, several things come to mind: public transportation, which includes an extensive railway network; the neighborhood police box (*koban*) system that keeps the streets safe; and convenience stores on every corner. One part of the infrastructure, however, seems so natural that we can forget it's even there: the water supply.

No matter where you turn on a tap in Tokyo, you will get safe and delicious water. This is unusual in many parts of the world. The secret to a safe supply of good water is state-of-the-art facilities and experienced staff with high levels of technological expertise.

Below the streets of Tokyo is a water system that resembles the veins of the human body. If all the water pipes were laid end to end, they would go over halfway around the world. Moreover, to maintain a stable water supply, all of the water in all of the pipes must stay at a uniform level of pressure. The Water Supply Operation Center is the command post that controls all water pressure in the capital. The center collects data on water sources and pipes twenty-four hours a day, adjusting water volume and pressure according to the season, day of the week, time frame, weather, and any large-scale events in progress.

The Tokyo Waterworks takes special pride in its minimum leakage. It has the lowest rate of pipe leaks—in the two percent range—among major cities in the world, thanks to careful surveys and regular pipe replacement, in keeping with technology nurtured over decades. Electricity is needed for water supplies, so leaked water is not only a loss of an important natural resource but also a waste of electricity. Tokyo's efforts to control leaks have resulted in reducing electricity consumption by approximately 47 million kWh annually since the year 2000 (enough electricity to power some 14,000 homes for an entire year).

Tokyo also boasts quality water. Its sources are rivers that are not always clean, but a good water supply is ensured by an advanced purification system. In addition to conventional purification measures of sedimentation, filtering, and disinfection, Tokyo has added ozonation and biologically activated carbon absorption treatment. These complete a treatment system that provides safe, delicious water by eliminating the causes of bad smells and substances that result in harmful trihalomethane.

The modern Tokyo Waterworks was established in the nineteenth century. Over the years, its advanced technological capacity has solved innumerable challenges. Tokyo is now looking outside its boundaries, to the over 700 million people around the world without access to safe drinking water, and taking measures to solve global water problems. For example, Tokyo Waterworks accepts trainees from other countries at the Training and Technical Development Center in Tokyo. Trainees can gain the skills and hands-on experience they need to improve the water supplies in their own countries. Tokyo Waterworks employees are also sent overseas to countries such as Myanmar and India to share skills and technology.

Tokyo provides its population with a safe and reliable advanced water supply system. With the goal of sharing this experience with others, Tokyo will continue to do its part to overcome water-related challenges throughout the world.

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Come and learn about the history of water supply and the wonders of water! Admission is free!

● The Tokyo Waterworks Historical Museum:  
<http://www.waterworks.metro.tokyo.jp/eng/history/index.html>

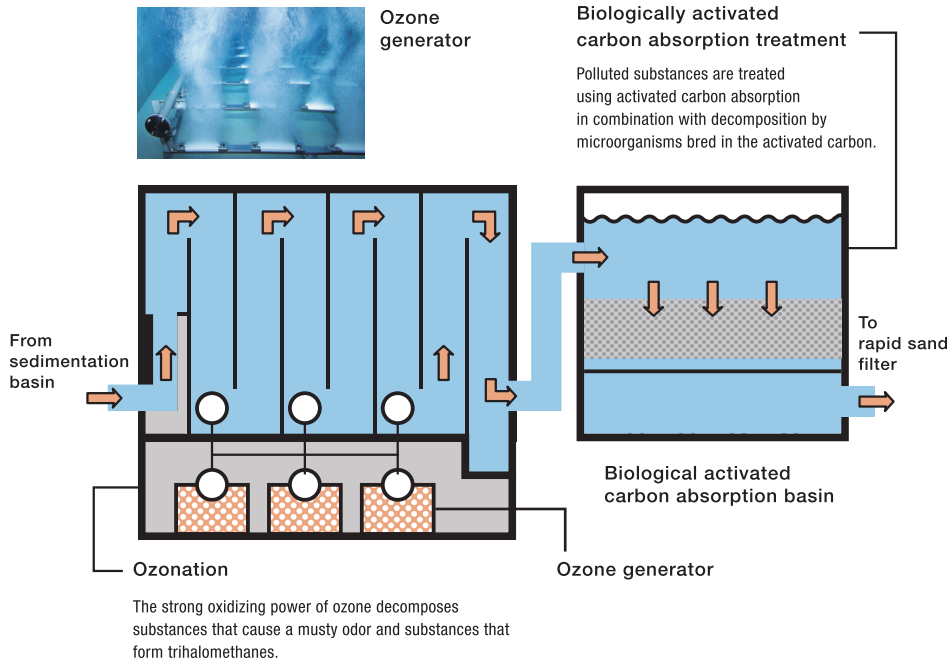
● The Tokyo Waterworks Science Museum:  
<http://www.waterworks.metro.tokyo.jp/eng/science/index.html>



1 | 2

1. Safe and delicious water always available from Tokyo taps 2. Twenty-four-hour monitoring at the Water Supply Operation Center

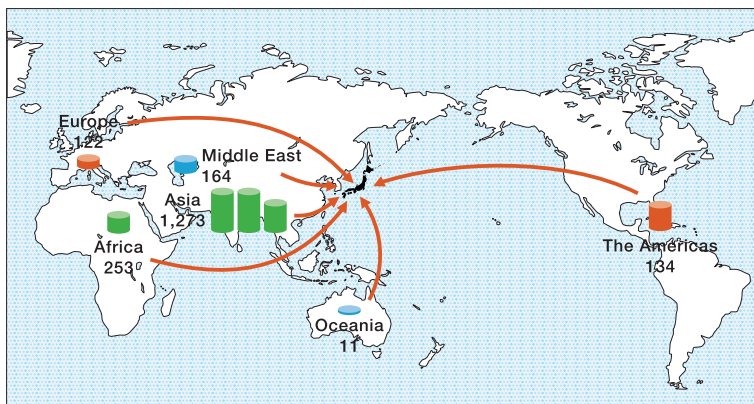
### An Advanced Water Treatment Mechanism



3 | 4

3. The advanced water purification process 4. Listening for leaks with a sound detection bar

### Number of trainees from different regions (as of August 2014)



5 | 6

5. In the past five years, approximately 2,000 trainees from more than 100 different countries, chiefly those in Asia, have come to Tokyo to learn about water systems 6. A hands-on training session for foreign trainees

# Japan's Regional Power

## Fukuoka—One of the Most Livable Cities in the World

Encouraging foreign companies to invest in Japan plays a crucial part in Abenomics—the economic program advocated by Prime Minister Abe's Cabinet. We spoke with Soichiro Takashima, mayor of Fukuoka, who is actively working to attract companies to invest in his regional municipality.

Ideally located in close proximity to other countries, Fukuoka has a long history as a gateway for trade and interchange with the world. Fukuoka's Port of Hakata is an international seaport servicing thirty-nine routes. It boasts faster shipping than any other major port in Japan, making it a perfect base for distribution, particularly in trade with other Asian countries. In addition, Fukuoka has one of the most easily accessible international airports in the world—only 10 minutes by subway from downtown. And being near other Asian countries makes the city an ideal business hub—traveling to another major city in East Asia is just as easy as traveling to Tokyo. The airport also offers regular international flights to countries beyond East Asia, connecting to nearly twenty cities across the globe, including in the United States and Europe.

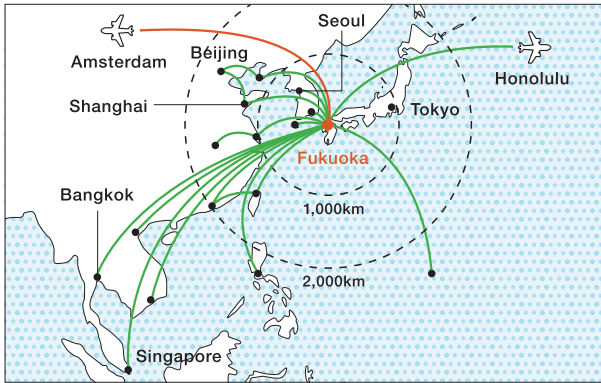
Fukuoka's downtown area features a bustling business district and shopping centers and is a major hub for transportation. Just outside the city is a rich and vast natural landscape including ocean and mountains, providing a stress-free, comfortable living environment. Fukuoka is ranked high both nationally and internationally as one of the most comfortable cities in the world to live in. It placed first among Japanese businessmen in a national survey and global tenth in a survey by a foreign magazine. Since Fukuoka is more affordable than other major cities in developed countries, savings on office rent and living expenses make it an ideal business environment.

In 2014, Fukuoka was selected as a National Strategic Special Zone for Global Startups and Job Creation, one of the new strategic special zones created by the national government to boost local economics, and efforts to further support startups are being accelerated. Fukuoka is also implementing several policies to encourage people from other countries to set up businesses in Japan. The city is working toward simplifying the procedures required to start a business, and offering an incentive to companies that establish their headquarters in the city within five years of their founding: a reduced effective corporate tax rate on par with that of Singapore (17 percent) the lowest rate among the major countries of Asia. In addition, Fukuoka is also working to simplify immigration procedures and ease visa requirements.

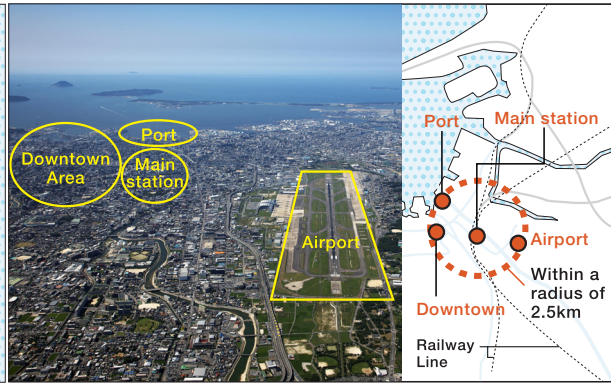
Combining the initiatives of the national government with Fukuoka's own efforts, the city is striving to be the world's best business environment and continuously generate new value.



## Great Access to the World

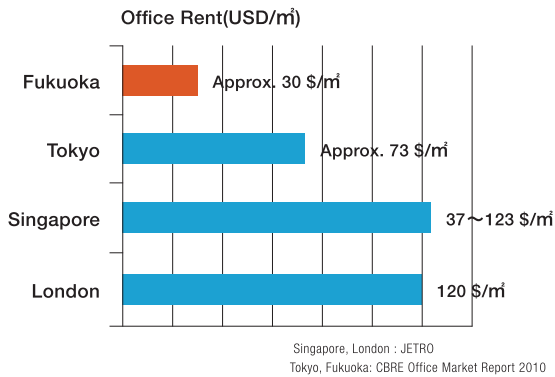


## A Compact City



Fukuoka Airport offers regular international flights to 20 cities. Only 10 minutes from the downtown area, it is one of the most conveniently located airports in the world. Fukuoka's easy access to other major cities in Japan and around the world via rail, air, and sea can significantly reduce distribution time and costs.

## Affordability/Livability for Foreigners



With office rents a third of those in Singapore or London, and half of those in Tokyo, Fukuoka's low office rents let businesses save on expenses. Fukuoka offers an ideal living environment for foreigners; including advice for international visitors and residents, multilingual maps, signs, and public facility information, and an outstanding educational environment, with Japanese classes for all ages and globally aware schools for young learners.

## A Business Friendly Environment



- Clarification of employment terms
- Review of residence status of foreigners
- Allowing foreign doctors and foreign nurses to practice medicine
- Lower corporate tax rates



**Fukuoka city offers the best business environment!**



"By implementing deregulation measures, clearly defining employment terms, and making it easier to employ foreign workers, Fukuoka is striving to attract people and companies from around the world that want to start a new business; the city strives to continuously generate new value."—Fukuoka Mayor Soichiro Takashima

## Basic facts and figures



With a population of around 1.52 million, Fukuoka city is the largest city in Kyushu. On the recently completed Kyushu Shinkansen, it is only 80 minutes to Kagoshima, the southern tip of Kyushu. Fukuoka is an international city second only to Tokyo in the number of international conferences held.

# Friends of Japan

In this report we introduce the life and work of two friends of Japan.



## Jerome Chouchan

Jerome Chouchan, Managing Director of Godiva, who brings insights of traditional kyudo to the chocolate empire. He also serves as a board member of the International Kyudo Federation.

## Kyudo and the Balanced Life



Two years after reading Eugen Herrigel's classic book *Zen in the Art of Archery*, Jerome Chouchan began practicing kyudo (Japanese archery)—“the Way of the Bow.” He felt a subtle pull toward a tradition that placed great emphasis on developing the proper *kokoro* (spirit) and *kata* (form). In addition to practicing kyudo, Mr. Chouchan is the Managing Director for the chocolate company, Godiva in Japan and South Korea.

Mr. Chouchan visited Japan for the first time in 1983. He was still in college when his essay—“Why do new graduates in Japanese companies like Matsushita and Japan Airlines go to Zen temples as part of their initiation into a company?”—won a nationwide student essay competition in France. The win afforded him two weeks in Japan.

Mr. Chouchan has been practicing kyudo for 25 years. He believes that it has brought clarity and purpose to his personal and business life and given him insights into Japanese culture. “For example, in kyudo you learn the importance of the moment—both mentally and physically. When you practice kyudo day in and day out, you discover what they call the *kai*, which is when you are in full draw. The moment when you release the arrow decides whether your shot is good or not; and you cannot repeat it.”

“Another thing you discover is to be decisive,” Mr. Chouchan says, “because if you start to worry, the shot will be very weak. This is the same in business. I know that I have to decide now. And I cannot repeat the past. So every year, we try new things.” Mr. Chouchan continues: “Another point that has been important is the saying *seisha bicchu*, which means if you do things correctly, you will hit the target. I try to apply it in my business dealings.”

Mr. Chouchan's clarity of purpose, poise, and determination were demonstrated following the Great East Japan Earthquake in 2011. Mr. Chouchan recalls, “I was managing this business, and we had 250 stores in Japan and 700 employees. So I could not leave the boat when there was trouble in the sea.” Referring to those dark days, he says, “I was impressed by the dignity with which the staff reacted.”

Kyudo has also given Mr. Chouchan a clear direction with regard to his future and the future of the art around the world. “Anyone from any country,” he says, “can learn the virtues of what is called ‘respect’ in *dō* (way of life), especially in the traditional Japanese martial art of budo: to respect the senior, respect the value of patience, humility, continuity, and the value of the balance between process and result; all of these are completely universal.”

Will Mr. Chouchan stay in Japan? “Yes, for the moment I'm staying,” Mr. Chouchan says. “I would like to export Japan's skills and treasures, both cultural and human.”





## Philippa Clark

Philippa Clark, a student at the Australian National University, proudly wearing a kimono as a badge of international friendship.

## A Whole World of Culture in a Kimono

Ms. Philippa Clark is a student of Asian studies and music at the Australian National University (ANU) in Canberra. She has loved Japan since she was a child. “At my kindergarten,” Ms. Clark says, “we learned Japanese, and I had a lot of Japanese friends in middle school.” When she was 15 years old, Ms. Clark and her family went to Europe on vacation. On the way there, they stopped in Japan for three days. “We stayed in Kyoto,” she says, “and we saw three famous temples: Kinkaku-ji, Ginkaku-ji, and Kiyomizu-dera. I was amazed. It was also the first time that I bought Japanese clothing.” She bought a pink *baori*, a traditional Japanese jacket.

When she and her family returned home, Ms. Clark bought her first kimono. “I always thought kimonos were beautiful,” she says. Ms. Clark showed the kimono to her Japanese teacher, who taught her how to wear it. “For my high school graduation, I wore a kimono,” Ms. Clark says with a smile. Since then, she has loved wearing kimonos. She has also developed an interest in *kitsuke*, the proper way to wear a kimono.

On her next visit to Japan, Ms. Clark was an exchange student for a year at Kansai University in Osaka Prefecture. “I loved studying in Osaka; the people were so warm and friendly and they enjoy talking to foreigners,” she says. At the university, Ms. Clark joined many classes with Japanese and international students. She even joined the university’s a cappella club.

While in Osaka, she quickly searched for a school where she could learn how to wear a kimono. “One of my Japanese friends at the university had a *kitsuke* certificate,” Ms. Clark says, “and her grandmother had a kimono shop.” Through her friend’s introduction, Ms. Clark followed her dream and began a six-month course at a *kitsuke* school.

“Each week you had to learn a new skill because there are many kinds of kimonos,” she says. “For example, you learned how to wear and tie a yukata, a light cotton kimono used in the summer. After you mastered the yukata, you studied how to wear a kimono.” Four months later, she learned how to wear a *tomesode*, a black kimono that a mother wears to her daughter’s wedding. For this, Ms. Clark achieved the second-highest level of the kimono association.

Ms. Clark’s experience at the school also taught her about the people and culture of Japan. “To practice *kitsuke* you have to think very differently from Western culture, especially Australian culture,” she says. “In Japan they care about aesthetics and details, and they don’t hurry.” Ms. Clark has good memories about her teachers at the school. “They were wonderful,” she says. “They were very excited that I wanted to study kimono and wear it in Australia.”

During her stay in Japan, Ms. Clark visited Kyoto, Kanazawa, Nikko, Okinawa, and Tokyo. She made many friends. She enjoyed many parties and cooked local dishes. “It was probably the best year of my life,” she says, smiling at the memory. Talking about the future, Ms. Clark says, “My dream is to be the Australian ambassador to Japan someday.”



# Japanese Fast Food— Quick, Reasonable, and Delicious

When traveling, you want to eat the local delicacies. Japan is perhaps most famous for sushi and sukiyaki, but they are fairly expensive, and you cannot eat expensively at every meal. But no need to worry! Plenty of other foods are available that are inexpensive and delicious. You can find approachable Japanese fast food restaurants around most major train stations and downtown areas. So without further ado, here are some of Japan's top must-try fast foods.

One of the quintessential Japanese fast foods is *gyudon*, “beef bowl.” There are many variations on the dish, but at its most basic, it consists of thinly sliced strips of beef and onions simmered until soft and served over rice. A bowl costs about \$4. Most places also provide pickled ginger as a condiment, free of charge. Restaurants usually offer many different toppings and combinations to choose from: get a set meal with miso soup and/or salad, or if you're more adventurous, try it with a raw egg! Choose different combinations to find your favorite. Big chain restaurants compete for customers by offering a wide range of *gyudon* choices that are fun to try and compare.

Japan also has a huge variety of noodle dishes such as soba and udon. East Japan is well known for soba, while the west is famous for udon, but many restaurants offer both. You can get a bowl for as low as \$3, and a wide variety of interesting toppings are available, from tempura to *wakame* (seaweed). Besides regular sit-down restaurants, small stand-up noodle bars can be found in most train stations and even on the platforms that are always packed with busy commuters. Give them a try when you take the train.

Of course, there is also the ever-popular ramen. Each region has its own variation: in Tokyo, ramen is usually flavored with soy sauce; in Hokkaido, miso is used; and in Kyushu, ramen is served in a savory pork broth called *tonkotsu*. Most ramen shops specialize in one type. A basic bowl of ramen will usually cost around \$5 to \$7.

Last but not least is a dish that has become so well loved that it could be called a “national dish” of Japan: curry rice. Curry rice is, as its name implies, curry served with rice. But Japanese curry has a flavor that is quite different from Indian or Middle Eastern curry. With its enticing flavor and aroma, it is something you should definitely put on your list of must-try foods. Curry rice starts at around \$5, and there are a variety of toppings you can add. The most popular is probably *katsu*-curry: curry rice topped with breaded, deep-fried pork cutlets. At some restaurants, you can choose the level of spiciness and the amount of rice, so you can customize your curry to your liking.

That concludes our introduction to inexpensive but delicious Japanese fast foods. Have a safe trip! Wait, what's that? You prefer takeout? Well, next time we will tell you about some great takeout dishes!



*Gyudon*, "beef bowl," consisting of beef on rice, is a fast food standard in Japan. Depending on personal taste, you can eat it with raw egg, miso soup, salad, or a variety of toppings.



1	2	3
	4	5

1. With cheap and simple soba noodles, you can enjoy toppings from tempura to *wakame* (seaweed).
2. The flavor and presentation of ramen varies greatly from shop to shop.
3. Japanese curry is an everyday favorite.
4. Foreigners enjoying ramen.
5. Noodle shops inside stations may be "standing only," or they may have seats inside.

# The JET Programme: A Great Way to Experience Japan

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## Reaching for Higher Goals

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Jeng Ying Tay

From Singapore, Tay spent her first two years as an ALT in the Chikugo Region of Fukuoka Prefecture and is now based at the Prefectural Board of Education. She is currently studying for a Japanese education degree via a correspondence course.

My time as an Assistant Language Teacher (ALT) on the Japan Exchange and Teaching Programme (JET Programme) in Fukuoka Prefecture so far has been enriching and inspiring. In my first few months, I thought that I had done everything possible to make myself a good ALT, but my supervisor challenged me by asking, “What is your next step? What is your next goal?”

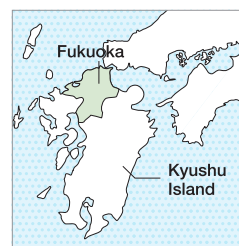
This has motivated me to set higher goals. Being an ALT is more than just making English lessons fun or being that “celebrity” who occasionally visits the school. In addition to language skills, ALTs bring a wide array of knowledge—our cultures, personal experiences, and different perspectives.

As a native English speaker from an Asian country, I saw myself as a role model for my students. Tapping into my own language-learning experiences, I looked for ways to provide students with a more integrated learning experience. Recognizing the need for authentic situations that allow students to use what they have learned, I worked with Japanese Teachers of English (JTEs) to create lessons that would give students opportunities to utilize English as an actual tool of communication. These project-based lessons, such as pen-pal projects and creating an English sightseeing pamphlet, engaged the students and left a strong impression on them and on me.

In the process of constantly setting higher goals, my self-challenging question evolved from “What more can I do?” to “How can I do more?”. With the hope of contributing to foreign-language education on a larger scale, I am now employed at the Prefectural Board of Education, where I can learn directly from experienced educators who are key decision makers regarding education in Fukuoka. It is exciting to be actively involved in planning training seminars for fellow ALTs and JTEs.

Another major initiative in which I play a large role is the English Challenge project. This consists of elementary school day camps in various parts of Fukuoka Prefecture, as well as overnight camps in a neighboring prefecture for junior high school students. I participated at these camps during my first two years as an ALT, creating a range of activities that students would find both enjoyable and challenging. It was a great chance for us ALTs to experiment with ideas that might not fit into the regular curricula. These interactive activities with native speakers allowed the students to immerse themselves in an English-learning environment. This year, I was given new responsibilities and led a team of ALTs and international students in planning and running the English Challenge project.

When I first joined the JET Programme, my plan was to spend only a few years in Japan. However, my experience here continues to change me in so many ways. I am currently studying for a teaching license in Japan via a correspondence course with Tokyo University of Social Welfare. I am excited about my remaining years on the JET Programme and look forward to a fulfilling teaching career in the future.





## The JET Programme

The Japan Exchange and Teaching (JET) Programme began in 1987 with the goal of promoting grass-roots international exchange between Japan and other nations.

The JET Programme is primarily sponsored and administered at the local level by local government authorities in Japan, which are also the direct contracting organizations of JET participants. At the national level, the JET Programme is administered by the Council of Local Authorities for International Relations (CLAIR) in cooperation with three Japanese government ministries: the Ministry of Internal Affairs and Communications, the Ministry of Foreign Affairs, and the Ministry of Education, Culture, Sports, Science and Technology.

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).

Now in its 28th year, the JET Programme has gained high acclaim both domestically and internationally for its role in advancing mutual understanding and for being one of the world's largest international exchange programs. In 2013, the JET Programme welcomed 4,372 participants, and currently, there are approximately 55,000 alumni from over 60 countries living in all parts of the world.

Official Website <http://www.jetprogramme.org/>



1	2
3	4
5	

1. Training seminar for ALTs and JETs. 2. Participating staff of the English Challenge Camp. 3&4. English Challenge Camp for elementary school students. 5. Lunch with students at the camp.

# The Official Website and SNS of the Government of Japan

The government of Japan has opened an official website to communicate all kinds of information about the country to people around the world.

The website provides daily news from the government and basic information about Japan. It also includes the online magazine *We Are Tomodachi* in English, Spanish, and French. The Publications page introduces English-language publications from different ministries, and the Links page introduces English-language contents from ministries and agencies. On the Photos page and the Videos page are photos and videos from government entities.

Photos and videos, especially, will give you many ideas for what to do and where to go on your trip to Japan. The website offers a section devoted to tourism as well as information on free Wi-Fi service for smartphones and tablets. We hope all visitors will take a look before leaving home.

An update is planned for the official website before the end of the year. Places mentioned in articles will be linked to an online map to give you an idea of where they are in Japan.

The Japanese government is also online on Facebook, Twitter, and Google+. Follow us for updates and photos of sightseeing spots, art exhibits, and more.

The official website URL is <http://www.japan.go.jp/>. Readers can also search on browsers and SNS using JapanGov. It is our fervent desire to connect with people from around the world and foster interest in Japan by providing news and information. We are certain that you will find many aspects of our country to enjoy.

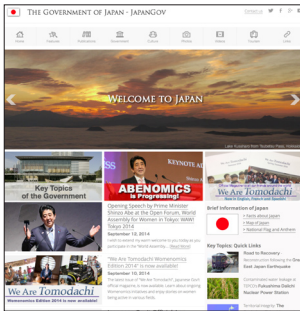
## The Official App of the Government of Japan

For smartphone and tablet users, the JapanGov app—a simple way to get news from Japan—is available for download. It not only provides quick access to pages from the JapanGov website but also serves as a one-stop app to access our Facebook and Twitter accounts.

The planned update will offer slide shows of beautiful scenery in Japan, screen savers to download, and more. Whenever you have a free moment, relax with scenic views or plan trips to places you have not visited yet. Photographs and articles provide access to exact locations that can then be bookmarked for your convenience in planning trips to Japan. Why not download the app right now, and then look forward to our coming update?

Search for JapanGov on iOS, Android, and Kindle platforms.

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Kindle Fire OS 3.0 and later



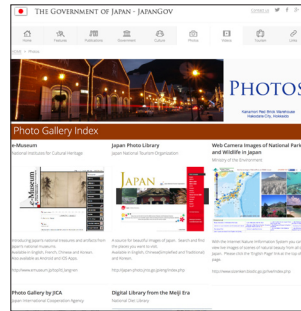
## Main Page

The JapanGov main page. Read the latest news from the Japanese government and follow the direct link to the government's online magazine, *We Are Tomodachi*.



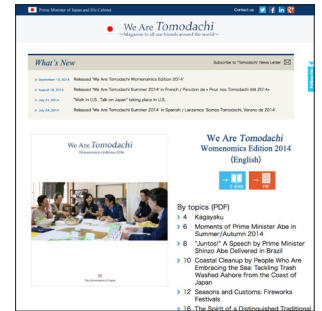
## Publications

Find out about English-language publications from Japanese ministries and agencies. There are many, including the casual magazine, *Highlighting JAPAN*.



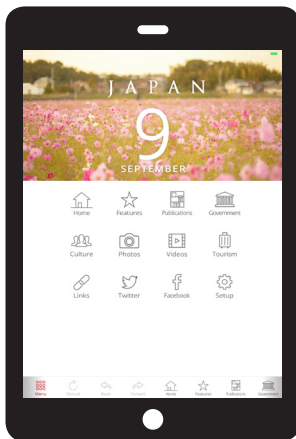
## Photos

Access photos of national treasures and a variety of sightseeing spots, live-feed video from national parks, and visual data from the National Diet Library.



## Tomodachi (Friends)

Find back issues of the official magazine of the government of Japan, *We Are Tomodachi*. Regular issues are in English, Spanish, and French. Special issues are also published.



## Startup Screen

Startup screen of "JapanGov app"—the Japanese government's official app. Shortcuts lead to each section and any section can be set as the startup screen.



## Links

The Links section of the JapanGov app. Browse through the list of English-language content from government ministries and agencies.

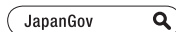


## Culture

The Culture section of the JapanGov app. Find the national flag, the national anthem, and a map of the country, in addition to basic information about Japan, and the Imperial Family.

For more information

<http://www.japan.go.jp/japangov>



# Websites

## Official Websites of the Government and Organizations

The following websites offer information from various ministries, information for tourists, and other information relating to the contents of this magazine.

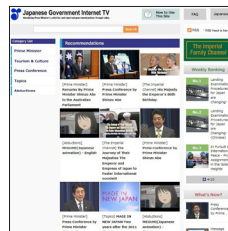
### Prime Minister of Japan and His Cabinet



Cabinet Public Relations Office, Cabinet Secretariat  
Information in English about Japanese government policies, speeches and statements by the prime minister, and press conferences by the chief cabinet secretary.

- WEB** <http://japan.kantei.go.jp>
- f** <https://www.facebook.com/Japan.PMO>
- t** [https://twitter.com/JPN\\_PMO](https://twitter.com/JPN_PMO)

### Japanese Government Internet TV



Public Relations Office, Cabinet Office  
Videos from the Japanese government relating to the prime minister, press conferences by the chief cabinet secretary, videos of the imperial family, and more.

- WEB** <http://nettv.gov-online.go.jp/eng/>

### Ministry of Foreign Affairs of Japan



Ministry of Foreign Affairs  
Information from Japan's Ministry of Foreign Affairs, with links to embassies and consulates overseas.

- WEB** <http://www.mofa.go.jp>
- f** <https://www.facebook.com/Mofa.Japan.en>
- t** [https://twitter.com/MofaJapan\\_en](https://twitter.com/MofaJapan_en)

### JNTO Japan National Tourism Organization



p.38-39

Japan National Tourism Organization (JNTO)  
Information about tourism in Japan, including videos and photos. In English and many other languages, including Chinese, Korean, French, and German.

- WEB** <http://www.jnto.go.jp/>
- f** <http://www.jnto.go.jp/eng/fb/index.html>
- t** (US) [https://twitter.com/Visit\\_Japan](https://twitter.com/Visit_Japan)

### JETRO Japan External Trade Organization



p.32-33

Japan External Trade Organization (JETRO)  
Information about how JETRO supports Japanese companies overseas, attracts foreign companies to the Japanese market, contributes to Japan's trade policy and conducts activities in developing countries.

- WEB** <http://www.jetro.go.jp/>

### JET Japan Exchange and Teaching Programme



p.40-41

Council of Local Authorities for International Relations (CLAIR)  
Information about the Japan Exchange and Teaching Programme.

- WEB** <http://www.jetprogramme.org>
- f** <https://www.facebook.com/pages/JET-Programme/219440938121634>
- t** (US) <https://twitter.com/JETProgram>

# Publications

## Official Publications from the Government and Organizations

The government of Japan and various organizations publish the following periodicals.

### Cabinet Office



#### “Highlighting JAPAN”

Aimed at people in other countries, this regular publication introduces the latest major government policies.

<http://www.gov-online.go.jp/eng/publicity/book/hlj/index.html>



Monthly

### Ministry of Foreign Affairs



#### “niponica”

Using beautiful photographs, this journal illustrates the appeal of present-day Japan.

[http://web-japan.org/niponica/index\\_en.html](http://web-japan.org/niponica/index_en.html)



Three times a year

### Ministry of Economy, Trade and Industry



#### “METI Journal”

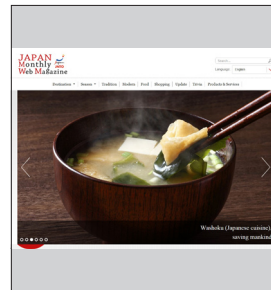
Explains policies being instituted by the Ministry of Economy, Trade, and Industry (METI) in an easy-to-understand manner.

<http://www.meti.go.jp/english/publications/index.html>



Bimonthly

### Japan National Tourism Organization



#### “Monthly Web Magazine”

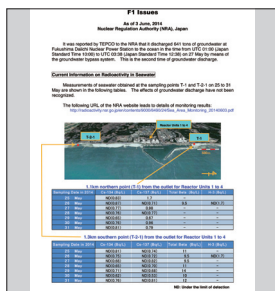
Each issue provides seasonal and updated information on three select features.

<http://japan-magazine.jnto.go.jp/en/>



Monthly

### Nuclear Regulation Authority



#### “F1 Issues Fukushima Daiichi NPS's Issues”

This releases information about the Fukushima Daiichi Nuclear Power Station, such as details about the monitoring of seawater since the accident caused by the Great East Japan Earthquake and subsequent tsunami.

<http://www.nsr.go.jp/english/>



About once a week

### Ministry of Defense



#### “Japan Defense Focus”

A monthly magazine that introduces various activities of the Ministry of Defense and Self-Defense Forces.

<http://www.mod.go.jp/e/jdf/index.html#sub01>



Monthly

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Let us update you on recent happenings in Japan.  
You can subscribe to the *Tomodachi* newsletter at the following URL.

✉ <http://www.mmz.kantei.go.jp/tomodachi/subscribe.php>

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We would be delighted to have your feedback.  
Please send us your comments.

[https://www.kantei.go.jp/foreign/forms/comment\\_ssl.html](https://www.kantei.go.jp/foreign/forms/comment_ssl.html)

Links to the websites of ministries

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Cabinet Office <http://www.cao.go.jp/index-e.html>  
Ministry of Agriculture, Forestry and Fisheries <http://www.maff.go.jp/e/>  
Ministry of Defense <http://www.mod.go.jp/e/>  
Ministry of Economy, Trade and Industry <http://www.meti.go.jp/english/>  
Ministry of Education, Culture, Sports, Science and Technology <http://www.mext.go.jp/english/>  
Ministry of the Environment <http://www.env.go.jp/en/>  
Ministry of Finance <https://www.mof.go.jp/english/index.htm>  
Ministry of Foreign Affairs <http://www.mofa.go.jp>  
Ministry of Health, Labour and Welfare <http://www.mhlw.go.jp/english/>  
Ministry of Internal Affairs and Communications <http://www.soumu.go.jp/english/index.html>  
Ministry of Justice <http://www.moj.go.jp/ENGLISH/index.html>  
Ministry of Land, Infrastructure, Transport and Tourism <https://www.mlit.go.jp/en/>  
Reconstruction Agency <http://www.reconstruction.go.jp/english/>  
Nuclear Regulation Authority <http://www.nsr.go.jp/english/>



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Autumn 2014

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