

We Are *Tomodachi*

Summer 2018



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FEATURE >>>

Japan in Africa

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and provide a better future for Japan and Africa



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It introduces topics such as Abenomics, Japan's economic revitalization policy, and the attractive investment environment that Abenomics has created. In addition, it highlights Japan's contributions for international development, including efforts to spread fruit of innovation and quality infrastructure worldwide.

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



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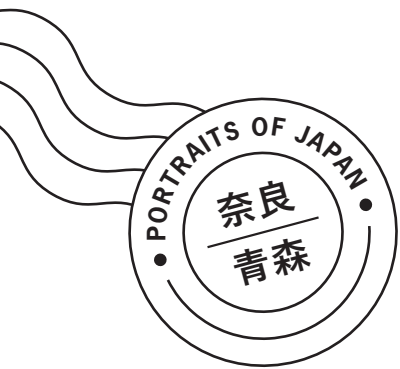
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COVER

In August 2016, Prime Minister Shinzo Abe attended the Sixth Tokyo International Conference on African Development (TICAD VI) in Nairobi, Kenya. He also visited an annex event, the Japan-Africa EXPO, that featured advanced technologies, products, and services from both Kenyan companies and Japanese companies operating in Africa. The next TICAD will be held in Yokohama, Japan in 2019.



The Splendor of Autumn Fields

Autumn, when verdant trees shift to fiery yellows and burning reds,
and here, where seas of cosmos flowers spring into the landscape

Ikoma | NARA 奈良





Towada | AOMORI 青森

Speckles of vermillion and rust as far as the eye can see

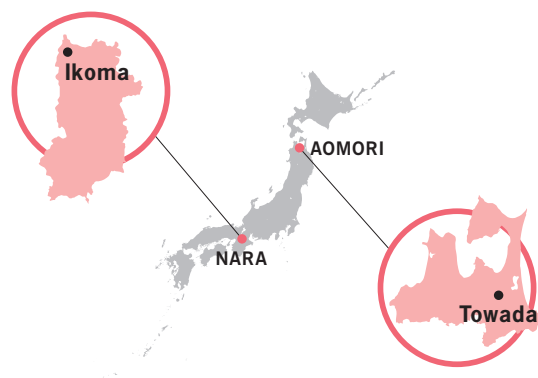
Japan's wide variety of hardwoods provide a rich array of colors in autumn. The word in Japanese is *kiseki no kouyou* (miraculous autumn leaves)—a replete experience at Tsuta Numa Lake. Tsuta Numa is located in Towada Hachimantai National Park, and many tourists visit its majestic sights and hot springs, which are nurtured by volcanic activity. The autumn colors of Tsuta Numa hold a beauty of their own during the day, but the moment after sunrise awakens the real miracle of the colors. In the morning, the ocean of rich reds reflect against the lake's surface, seemingly transcending time and space.

<https://www.en-aomori.com/scenery-004.html>

The temple garnished with rich cosmos flowers

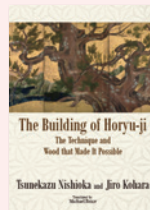
Nara Prefecture fascinates visitors every year with its historical sites, and Hokki-ji Temple maintains the tradition with kaleidoscopic autumn vistas. Founded in the seventh century, the temple is associated with Prince Shotoku, the father of modern Japanese culture, politics, and government. Hokki-ji is in Ikoma and is registered together with Horyu-ji Temple as a UNESCO World Cultural Heritage Site under the *Buddhist Monuments in the Horyu-ji Area*. In early October, refreshing breezes herald the coming of winter and cosmos flowers sprinkle color over the fields, and Japan's oldest three-story pagoda stands against a vibrant landscape, telling a story rich in history and beauty of the Ikoma area.

<https://www.visitnara.jp/venues/A00508/>



from JAPAN LIBRARY

『The Building of Horyu-ji The Technique and Wood that Made It Possible』



Horyu-ji and Hokki-ji are located in Ikoma and are recognized as the oldest wooden structures in the world, and are registered as a UNESCO World Cultural Heritage Site under the *Buddhist Monuments in the Horyu-ji Area*. This book focuses on Horyu-ji and the essence of Japanese wood culture, demystifying Buddhist wooden architecture that has not survived in China or Korea.

<http://www.jpica.or.jp/japanlibrary/en/books/001720.html>



More than a Helping Hand to Africa

The Tokyo International Conference on African Development (TICAD), a multilateral forum for high-level policy dialogue between leaders and development partners, providing African ownership and international partnerships

After the Cold War, international support for African development was waning, so Japan launched TICAD to address the challenges the continent faced. Among these challenges were poverty alleviation, human resource development, and economic growth.

Co-organizers for TICAD include some heavy hitters, among them international development organizations such as the World Bank and United Nations institutions. More recently, the African Union

Commission is participating as an organizer as well. Such an open, diverse mixture of multi-stakeholders is unique to TICAD.

“TICAD pioneers new territory, uniting Africa with countries and regions from the EU and the Americas to China, Korea, and India to participate in high-level, bilateral dialogue forums with Africa for the benefit of the continent,” says Kenzo Oshima, Managing Director of the Africa Society of Japan.

As the conference has evolved, its focus has shifted from assistance to private sector-led activities, such as trade and investment—adapting to Africa’s ever-changing needs. Traditional government-based assistance to relieve poverty such as Official Development Assistance (ODA) remains important as a base of economic development. However, for sustainable development, society needs job creation and economic growth, and for that to happen,

private sector investment is imperative.

TICAD VI, held in Nairobi, Kenya, in 2016, attracted 200 private companies from Japan and led to the establishment of the Japan-Africa Public-Private Economic Forum. This new mechanism is expected to promote cooperation between the public sector and private enterprises and helps drive commercial enterprise, investment, and trade in Africa.

In international development cooperation including for Africa, Japan has laid emphasis on nurturing self-reliance and on the dual principles of African ownership and international partnership. Human resources development accompanied by skills transfer is an important facet of this policy.

Looking ahead, it is hoped that Asia-Africa partnerships, as well as programs to promote “south-south” and “triangular” cooperation will be strengthened. ✿



Kenzo Oshima is Managing Director of the Africa Society of Japan and former Permanent Representative of Japan to the United Nations as well as Under-Secretary-General for Humanitarian Affairs and Emergency Relief Coordinator.

We are now ready for serious business.

S.K. Maina Ambassador of the Republic of Kenya in Japan

A quarter-century after TICAD I convened in Tokyo in 1993, this ground-breaking forum for Africa-Japan dialogue on development reached a major turning point with TICAD VI in Nairobi in 2016. Japanese Prime Minister Shinzo Abe headed a huge Japanese delegation to Kenya's capital for the first TICAD held on African soil. Yet while no one would deny the powerful symbolism, Ambassador of the Republic of Kenya in Japan S.K. Maina likes to also recall an earlier milestone. "The defining moment for TICAD," says the Ambassador, "was TICAD V in Yokohama, Japan, where the leaders first said that we need to involve the private sector and move TICAD to Africa....It has changed TICAD's whole perspective."

There can be little doubt that previous TICAD forums have had a significant impact on African development. Since that first 1993 dialogue, transportation corridors have been built, ports modernized, education and public health improved. However, with many early TICAD goals being achieved, African

participants increasingly feel the need to shift attention to Africa's competitiveness in global markets. "Japan mooted the TICAD process...when African countries were going through very difficult times," says Ambassador Maina. Now, however, the World Bank is forecasting 6.17% per annum GDP growth for Kenya, while Africa's population is expected to reach 2 billion by 2050.

TICAD participants clearly are focused on new dynamics. TICAD VI, for instance, held discussions on universal health care, social stability, and terrorism and radicalization. "Africa has moved very fast," says the Ambassador, "and so we are saying, we are now ready for serious business...we have now reached the level of 'partnership.'"

From building railways and hospitals to debating global market access for African agricultural exports and boosting hi-tech startups, the issues facing TICAD 7 delegates in Yokohama next year will be very different from those their 1993 predecessors confronted. Prime

Minister Abe's "Free and Open Indo-Pacific Strategy" plan unveiled in Nairobi addresses issues facing this new world order. "Kenya is a firm believer in rules-based international systems," says the Ambassador, "we all have to trade among ourselves. If we don't, we all will suffer."



Adding efficiency to partnering with Africa: TICAD

Aurélien Agbénonci The Minister of Foreign Affairs and Cooperation of the Republic of Benin

The objective of TICAD is to develop multilateral partnerships for Africa to tackle a wide array of challenges, extending beyond unidirectional support. Instead, it strives to provide the tools that lead to socioeconomic development, security, and peace through long-term partnerships. TICAD VI, held in Nairobi, Kenya, exemplified this mission.

Lively and structured conversations between Africa, Japan, and other stakeholders made more powerful

relationships possible. The Republic of Benin brought up the point that we consider human security, health, and economic growth to be the three pillars of improving life in Africa, and everyone agreed that the path for the improvement is financial strength.

Establishing economic zones, eliminating corruption, and maintaining working environments is expected to drive private-sector investment, and TICAD is designing the framework to build new partnerships and strengthen

existing ones for the development of Africa.



Spanning nearly 6,200 kilometers, SACS will connect the capital of Angola, Luanda, with northeastern Brazil's seaport city of Fortaleza. It will be the world's first submarine cable across the South Atlantic, and it will directly link Africa to South America.

The cable, constructed by NEC Corporation of Japan, will enable high-speed, large-capacity data transmissions and substantially contribute to Africa's economic development.

To diversify their economy, where hydrocarbons account for 70–80% of the national budget, Angola

launched bidding for SACS at the beginning of 2013. Coincidentally, Japan's Prime Minister, Shinzo Abe, announced Japan's plan to offer large-scale assistance to Africa at the Fifth Tokyo International Conference on African Development (TICAD) in June of the same year.

Motoyoshi Tokioka, of NEC's submarine network business, said, "We expected financial support from the Japanese government for this important project, and we sent

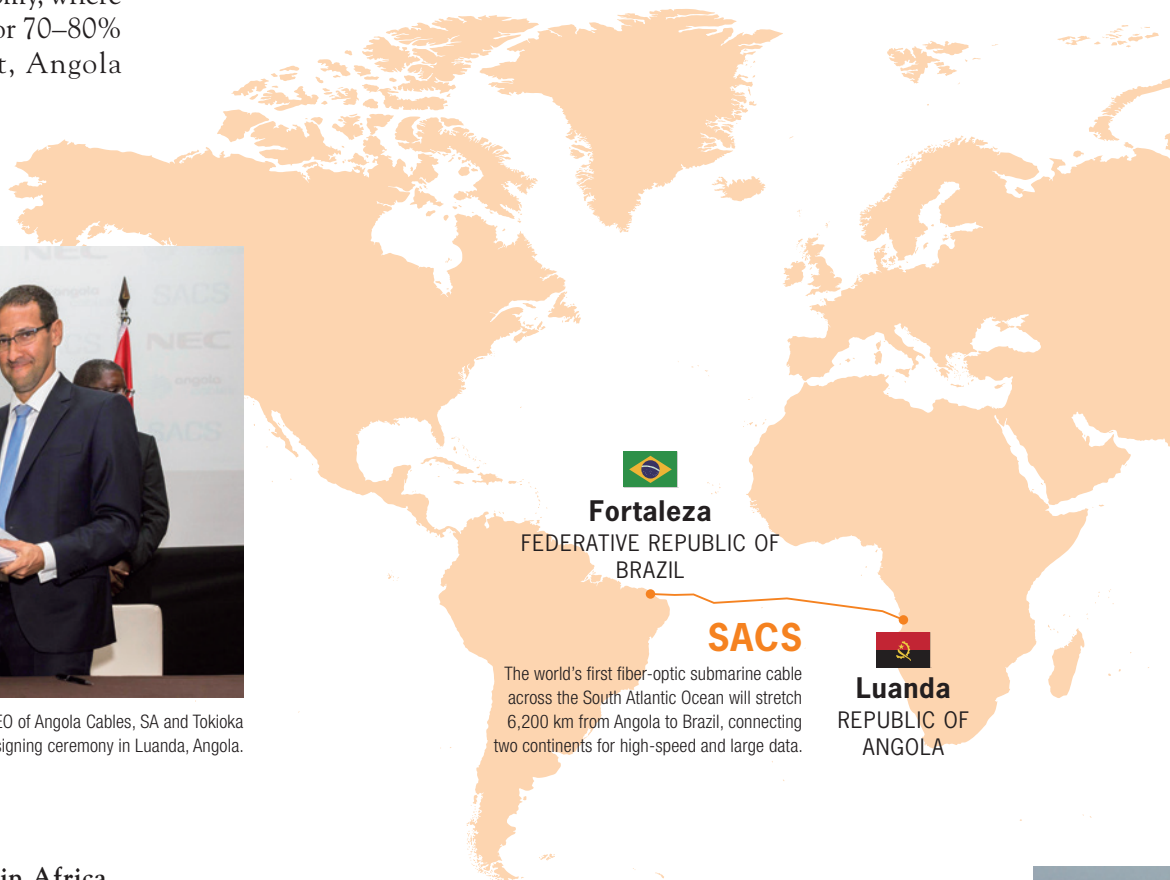
that message along to Angola."

NEC boasts the technical expertise of 50 years in the submarine cable business and has laid over 250,000 kilometers of cable, primarily in Asia and the Pacific. That is enough cable to circle the earth six times.

Angola Cables, a semistate telecommunications company, granted the contract to NEC, and the Japan Bank for International Cooperation (JBIC) is financing the project. Sharing its industry



Antonio Nunes, CEO of Angola Cables, SA and Tokioka at the SACS Supply Contract signing ceremony in Luanda, Angola.



FEATURE >>> Japan in Africa

Japanese Technology for the Future of Africa

As the South Atlantic Cable System (SACS) directly linking Angola to Brazil nears completion, expect higher speed and larger capacity data transmissions



expertise with Angola Cables, NEC is transmitting Japanese technology to Africa. Once completed, SACS will tangibly impact economies and lifestyles throughout Africa.

Scheduled for completion in the middle of 2018, SACS will provide more than 40 Tbps transmission capacities between Angola and Brazil—the equivalent to more than 1,000 DVDs per second.

Fortaleza connects to the U.S. East Coast with another submarine

cable system that is co-owned by Angola Cables. SACS will enable connections via South America between Angola and U.S. cities such as Miami, Florida and the world's financial hub, New York. Currently, data from South Africa to New York travels through the U.K. and across the North Atlantic on existing cables.

The new cable system will significantly speed up data transmissions to and from Africa, contributing to Angola's

economy and the economies of many other countries in the region. Today's financial markets engaged in automated, ultra high-speed trades, making speed more valuable than ever.

SACS will evolve other industries as well, including telemedicine systems that demand high network capacity for more precise imaging and accurate remote diagnoses.

With a new way to diversify the economy, Angola can reduce their dependence on hydrocarbons. SACS will be more than a cable system; it will be the gateway to a prosperous future for Africa. ✱



Motoyoshi Tokioka holds the deep-sea cable. The larger-diameter cable on the table is for shallow water. With over 30 years of experience in the international telecommunications industry, Tokioka is currently Executive Director, Global Sales for NEC's submarine network business. He has also served as an executive committee member at SubOptic, a non-profit organization that helps submarine cable community's growth and development.



Cable to Angola during marine installation.

INFRARED THERMOGRAPHY

Keeping Ebola at Bay

To contain the 2014 West African Ebola outbreak and prevent future outbreaks through border measures, NEC provided 83 infrared cameras to 14 countries, including Cote d'Ivoire, Ghana, and Liberia through the Japan International Cooperation Agency (JICA). Installed at international airport quarantine areas, infrared cameras screened passengers' body temperatures, distancing them from quarantine officers who would normally check for fevers. Japanese aid to Africa during the Ebola crisis totaled 184 million U.S. dollars.



The Africa Now festival, held in Hibiya Park, June 2018. In the event, live music, dancing, tourism and handicrafts were introduced. Japan's Foreign Minister, Taro Kono, attended the opening of the event and visited each booth of 38 African Embassies.



FEATURE >>> Japan in Africa

Uniting Africa and Japan

New initiatives promote talent-exchange and human resource development

Japan supports Africa with issues ranging from poverty to conflict resolution despite the two regions' physical and cultural distances. New levels of stability and more developed economies close the gap and open doorways to further development.

In June, the African Diplomatic Corps hosted a festival called Africa Now in Hibiya Park, Tokyo. The event aimed to bring the two regions even closer, introducing African culture to Japan. It drew reasonably sized crowds, and Embassies from 38 African countries based in Tokyo

showcased their uniqueness through food, fashion, and lifestyle.

With a similar goal in mind, the Japanese government established the African Business Education Initiative (ABE Initiative) in 2014, and it is already yielding strong results. For eligible young African men and women, this two-year program provides an opportunity to study at Japanese graduate schools and intern with Japanese companies. Between 2014 and 2017, the program welcomed 1,100 Africans. It's also an excellent opportunity for young Africans to immerse themselves in

Japanese culture. The experiences and networks they develop will serve them in building bridges between Japanese and African businesses.

Nurturing youth and offering them deep knowledge of both Japan and Africa will provide unlimited employment opportunities. These initiatives evolve into a mutual support system in society, contributing to industrial development. It's an initiative designed to bring the continent of Africa a little closer to Japan. *



“The ABE Initiative improves Africa’s relationship with Japan.”

Antony Karanja ABE Initiative Alumnus

“Africa and Japan are far apart, not only geographically, but also culturally and socially,” says Antony Karanja, an ABE Initiative alumnus from Kenya. “The ABE Initiative is narrowing that gap by facilitating mutual understanding. I believe good communication builds strong bridges that unite cultures, regions, and people.”

Karanja was one of the first students to come to Japan with ABE Initiative in 2014. After completing his master’s degree at Kyushu University School of Economics, he went to work for Techlight Mobile Lighting Co., Ltd. in Fukuoka. The company is looking towards new opportunities in Africa,

and Karanja is providing them with research and insights into the market.

“More than aid, what Africa needs now is business. Aid fosters dependency, but business provides an opportunity for each country to use its own resources and develop the necessary infrastructure for success,” Karanja explains.

“Both Japanese and African companies are eager to work with each other. However, the cultural differences can be a barrier to business success. I hope to bridge that gap.”



“These interactions provide new ways to build bridges between Japan and Africa.”

Peter Maina Wanjohi ABE Initiative Alumnus

Peter Maina Wanjohi, one of the students from ABE Initiative’s third batch in 2016, plans to start his own business in the future. He’s considering fruit farming, which is gaining traction in Kenya. However, shipping fresh fruit can be risky and cost-prohibitive, so he is also considering other options.

“Partnerships with Japanese companies could add value to fruit products,” he continues, “which would increase the chances of success.”

At Waseda University, Wanjohi conducted research on economic results of education. During his stay in Japan, he also completed internships at AGC and Kewpie Corporation, learning about their rich product lines,

highly efficient production systems, and sustainable recycling efforts. Japan impressed Wanjohi from a business perspective, but the culture of consideration and courtesy left a lasting impression.

“ABE Initiative offered me the opportunity to experience business and interact with a new culture. What I learnt in Japan was great,” says Wanjohi. Now that he understands more about Japanese business practices, he would like to return to Africa to support both Japanese and Kenyan interests.



Cultivating the Zambian Economy

Dispatched to Zambia as a response to the country's request for infrastructural support

Located in south-central Africa, Zambia boasts rich mineral resources including copper and cobalt. Since the mid-2000s, the country has achieved steady economic growth. However, 2014 marked a severe decline in international copper prices, which combined with other factors, has destabilized the country's economy.

To reduce economic dependence on the mining industry, Zambia has launched an initiative to strengthen the agriculture sector in hopes of diversifying the economy for economic

growth and poverty reduction.

While the agriculture industry accounts for 67% of Zambia's workforce, it only contributes to 8.7% of the GDP. ^[1] Improved productivity will not only help the country's economy but also contribute to food security as well as increase household incomes and improve living standards.

The pursuit of improved productivity led to the Zambian government's request for assistance from Japan. Japan's response was to send Yutaka Inoue from the Ministry of Agriculture,

Forestry and Fisheries (MAFF) as the Senior Agricultural Advisor.

It wasn't the first time that Japan provided Zambia agricultural support. Japan International Cooperation Agency (JICA) has aided with projects for technology introduction, community-based smallholder irrigation and dissemination of rice cultivation. Inoue, however, would offer a different variety of support.

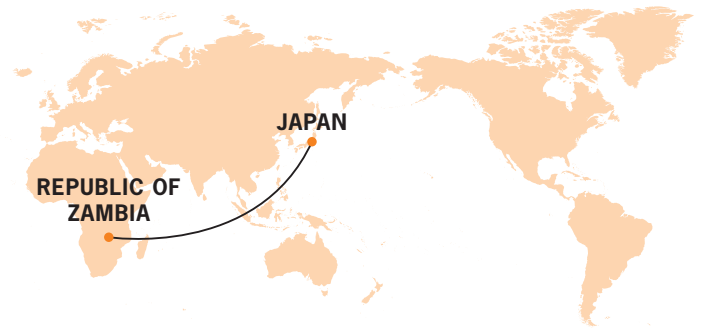
As an advisory member to the Zambian government and the Senior Agricultural Advisor to the Ambassador of Japan in Zambia,



Inoue warmly welcomed in Zambia. From left to right: Hidenobu Sobashima: Ambassador Extraordinary and Plenipotentiary of Japan; Yutaka Inoue: Senior Agricultural Advisor to the Ambassador of Japan and the Advisor to the Department of Agriculture of Zambia; Micheal Z.J. Katambo: Minister of Agriculture, Republic of Zambia; Peter K. Lungu: Director of Department of Agriculture, Ministry of Agriculture, Republic of Zambia.



Japan's irrigation development support project in Zambia to reap the harvest.



Inoue held a position that helped both governments exchange detailed information including regional difficulties and cooperation measures. His new role enabled him to take the initiative to discover and plan more effective Official Development Assistance (ODA) projects in a more efficient way.

“My mission is to find further challenges based on the past JICA projects. Being in this position, I can always talk to the leaders of Zambia’s Agricultural Ministry, including the Minister, the Permanent Secretary, and the Director of Department. In this regard, it will be easier for us to grasp the country’s real needs and respond appropriately to those,” says Inoue.

Inoue developed agricultural infrastructure in regions around Japan as a MAFF official, and he worked with JICA in Africa as an agricultural water management specialist. In Tanzania, he was involved with developing the rice industry, and he helped with the Project for Strengthening Water Management Transfer for the Nile in Egypt. “From now on, I will be committed to enriching the soil in Zambia by moving forward with the irrigation and rice cultivation dissemination projects,” says Inoue.

Water-rich Zambia produces



Meeting with Julius Shawa, Agriculture Permanent Secretary. After joining the Ministry of Agriculture, Forestry and Fisheries (MAFF) of Japan, Yutaka Inoue worked on agricultural infrastructure development projects in various regions in Japan. He was sent to Zambia earlier this year after his activities supporting Tanzania and Egypt. Inoue is now the Senior Agricultural Advisor to the Ambassador of Japan and the Advisor to the Department of Agriculture of Zambia, Department of Agriculture, Ministry of Agriculture.

almost 100% of its power from hydroelectric stations so one would think that with such abundant water resources, the country could put them to use for agriculture. Unfortunately, irrigation infrastructure is almost non-existent, and much of the land has yet to be developed. While the country’s area is classified as medium to high potential for agricultural production, only 15% is utilized, and very little of that is adequately irrigated. ^[2]

Over the past four years, JICA has supported a low-cost irrigation approach, community-based smallholder irrigation, in three provinces. The project is acclaimed for its practicality, effectiveness, and efficiency by the Zambian

government as well as donor agencies.

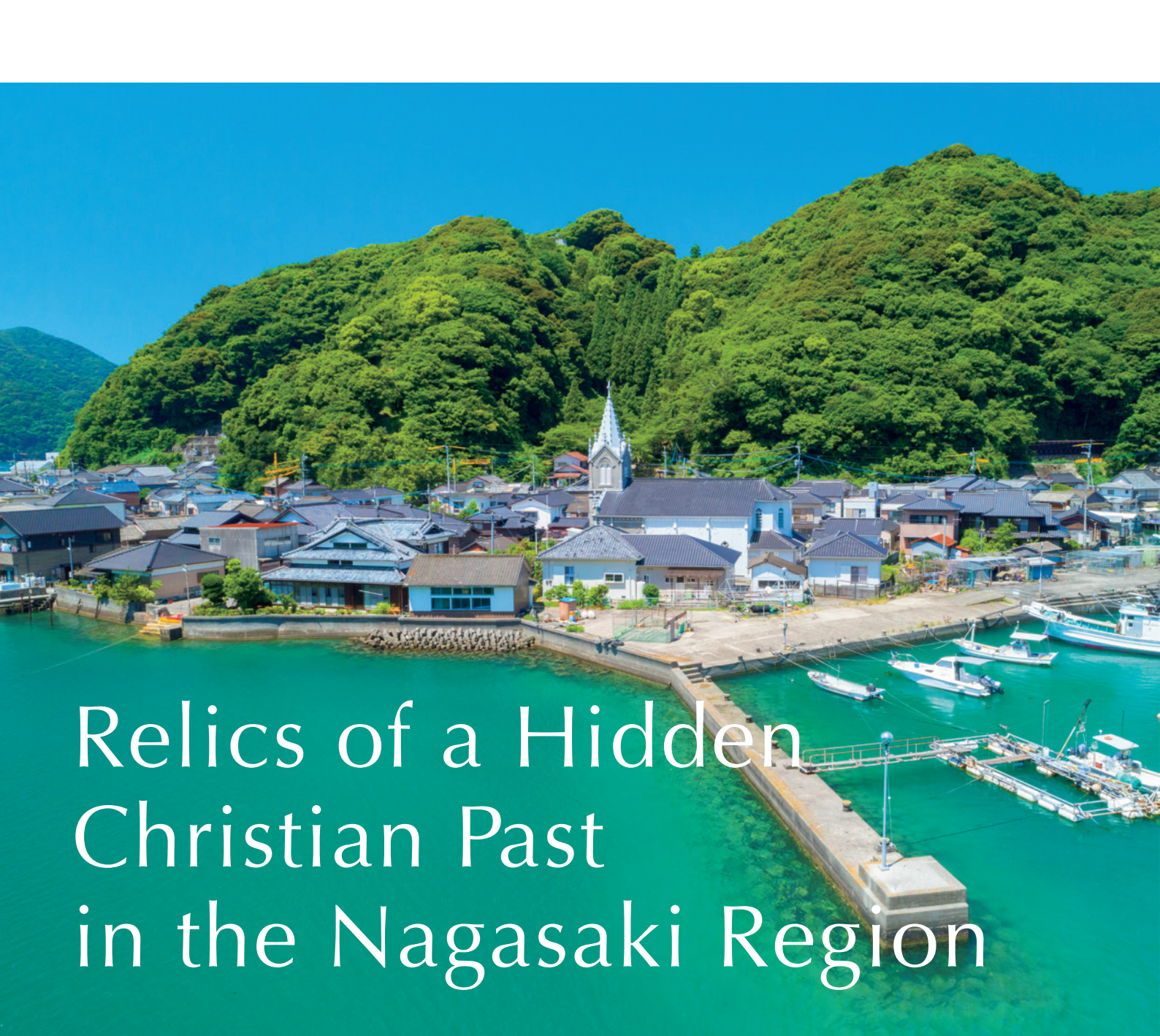
Inoue is monitoring these activities, and now with his new role, he will be engaged directly with agriculture development within the Zambian government.

The Zambian government has high expectations for the new advisor. Agriculture Permanent Secretary Julius Shawa states, “Having Mr. Inoue in the Ministry will facilitate our internal information sharing and speed decision-making. He can directly communicate with both governments, and we are confident that he is an invaluable addition to our office.”

Inoue added excitedly, “I want to become the agricultural bridge between Japan and Zambia.” ✿

[1] Ministry of Agriculture and Ministry of Fisheries and Livestock. 2016 Second National Agriculture Policy; Ministry of Department Planning; 2017 Seventh National Development.

[2] Embassy of Japan in Zambia Homepage; Aregheore, Eroarome Martin. Country Pasture/Forage Resource Profiles. FAO.



Relics of a Hidden Christian Past in the Nagasaki Region

One of the 12 components of the sites: Sakitsu Village in Amakusa City, Kumamoto Prefecture.



Remnants of a Once Flourishing Christian Community

Sakitsu is a fishing village in Amakusa, Kumamoto, where missionaries succeeded in converting the majority of the population in 1569. During the ban, these Hidden Christians began to incorporate elements of Buddhism and Shinto into their worship. After the shogunate ended the prohibition, the Sakitsu Church enjoyed a renaissance. The church's unique *tatami* flooring is a testimony to its ability to incorporate Christianity into local tradition.



- 12 Components of the sites
<http://kirishitan.jp/en>

Nagasaki Region,
NAGASAKI & KUMAMOTO



In June, UNESCO added Hidden Christian Sites in the Nagasaki Region to their list of World Cultural Heritage Sites. These sites have a rich history, dating back to the introduction of Christianity in the 16th century. From 1613, after Christianity was banned by the Tokugawa shogunate, these Christians continued to practice their faith in secret as Hidden Christians (*Kakure Kirishitans*), working as ordinary farmers and fishermen, some of them even moving to remote areas to develop the land. They passed their tradition on in secret until the government lifted the ban some 200 years later.

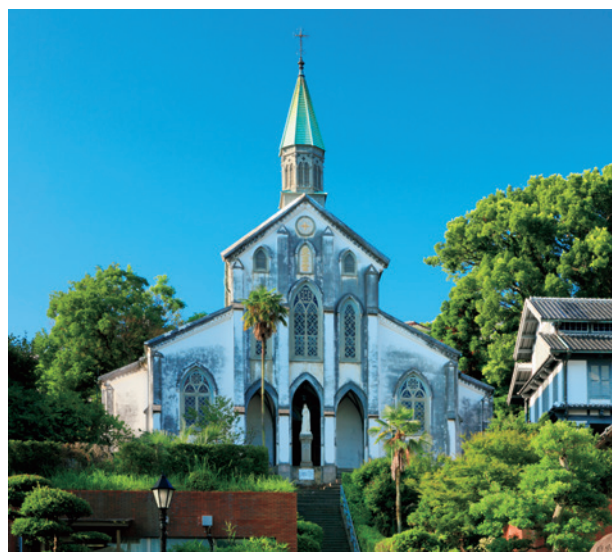
A Symbol of Christianity in Japan

Overlooking the port of Nagasaki, Oura Cathedral is the oldest standing church in Japan. Built in 1864, this National Treasure is the location of the Miracle of the Orient and the Discovery of Hidden Christians, when a group of Christians came out of hiding to worship openly.



On a Desert Island, a Monument to the Faithful

The Nokubi Church sits atop a hill on the now-abandoned Nozaki Island in the Goto Archipelago. It endures as a symbol of the devotion of the 600 Christians who once made this island their sanctuary.



The EPA Brings *Shochu* into the EU

With the Japan-European Union Economic Partnership Agreement (EPA), *shochu* stands to find its place in the world market

Japanese sake. In the Western world, it usually refers to *nihonshu*. In Japan, however, sake means alcohol, and *shochu* is another traditional Japanese sake for the world to explore.

The distilled spirit with a five-hundred-year history is fermented with a *koji* mold (*Aspergillus oryzae*) before distillation. Its medley of ingredients gives it distinctive characteristics, including complex flavors and aromas.

Made from sweet potatoes, soba, barley, rice, or brown sugar, *shochu* brings a new proposition to the table as a spirit (alcohol content between 25% and 45%) that can be served with food. A new category in the beverage world.

Nihonshu, as a form of wine, is easier to pair with food from a Western perspective, making it easier to market. However, *shochu* stands to hold its own on the global gourmet scene.

Japan's southern island of Kyushu is home to many distilleries, including TAKAHASHI SHUZO CO., LTD, which introduced its rice *shochu* at the Expo Milan 2015. The company

president Mitsuhiro Takahashi said, "Our main product is rice *shochu*. At the World Fair, we introduced *nihonshu* as a brewed beverage and rice *shochu* as distilled. Both are made from rice—Japan's principal crop. We offered a tasting of rice *shochu* with sushi to show visitors how well it pairs. It was quite a hit."

After the positive response in 2015, TAKAHASHI SHUZO's European exports increased 112.5% the following year. In 2017, the year-over-year growth rate rose to 268.5% and continues upward. In Europe, they currently export to the U.K., the Netherlands, Belgium, and Sweden, and the number of countries is increasing.

Distillers are exploring new ways to bring *shochu* to the Western world, including a craft gin using sweet potato *shochu* as its base called Yuzugin from Kyoya Distiller and Brewer Co., Ltd.

"We wanted to propose a new spirit that one could enjoy like whiskey or brandy at a bar. Yuzugin offers a clear, fresh flavor with a balance between sweet potato and citrusy yuzu both sourced from



Pairing TAKAHASHI SHUZO rice *shochu* with sushi at the Expo Milan 2015. This new category of alcoholic beverage captivated Italian bartenders.



Kyushu. Perfect before, during, or after meals. Yuzugin has gained popularity in the U.K. After trying the *shochu*-based gin, many have shown interest in *shochu*."—Shinichiro Watanabe, President of Kyoya Distiller and Brewer Co., Ltd.

Negotiations for the EPA started in 2013 and were finalized in 2017. Once in effect, lower tariffs will



Shochu bottles from three makers. Bottle shapes and sizes differ by product, and when the EPA goes into effect, relaxing restrictions on bottle quantities, makers can use their original bottles that were designed for individual products.



Presidents of three *shochu* makers. Left: Mitsuhiro Takahashi, president of TAKAHASHI SHUZO CO., LTD. Center: Shinichiro Watanabe, president of Kyoya Distiller and Brewer Co., Ltd. Right: Kazuto Hombo, president of Hombo Shuzo Co., Ltd.

promote trade, facilitate investment, create new jobs, and bring a sense of competition to the market while boosting the overall economy.

The EPA protects Geographical Indications (GI) as intellectual property, using a distinct sign to indicate a product as originating from a particular country, region, or locality to preserve quality,

reputation, and other valuable characteristics. This agreement will help prevent imitations from appearing on the world market—which is good news for the *shochu* makers of Japan.

“The EPA will improve recognition of the Kyushu brand as *Shochu* Island. Under GI protection, Japanese *shochu* makers can unite their efforts

to bring the real taste of Japanese *shochu* to Europe. Also, the relaxed restrictions on quantity per bottle will allow us to export original bottles and caps that we carefully designed for each product, providing consumers with a wide variety of options to enjoy.”—Kazuto Hombo, President of Hombo Shuzo Co., Ltd. Now, for a toast... ✨

Experience Japan in Paris and London

2018 could be considered the Year of Japan in Europe,
with Japonismes 2018 in Paris and the newly opened Japan House London

One-hundred-sixty years ago Japan and France came together to sign the 1858 Treaty of Amity and Commerce, and this year the two countries are celebrating the country-wide culture festival, Japonismes 2018: les âmes en résonance.

The event, centered in Paris, spans 100 cities across France, which will hold festivals from July until

February 2019. Exhibitions, performing arts, audiovisual, and art de vivre categories will offer over 50 titles.

“Usually when we say Japonism, we are referring to the 19th century *Ukiyo-e* boom. However, for the festival, we’re using it as an introduction to Japanese art.” — Tsutomu Sugiura, the President of the Japan Cultural Institute in Paris (The Japan Foundation).

It’s exciting that such an opportunity isn’t available in Japan. Visitors can see an exhibition of the explosively popular 18th century artist, Jakuchu Ito, for the first time in France. Also, the National Treasure, *Fujin Raijin-zu* (Wind and Thunder Gods) will be displayed at Musée Cernuschi.

Enjoy an Eiffel Tower illuminated with Japanese colors, a golden throne over 10-meters tall beneath the



Tsutomu Sugiura started at Marubeni as an art trader after graduating from the University of Tokyo, and he worked his way up to a curating position at the gallery. Since 2016, he has been the President of the Japan Cultural Institute in Paris (The Japan Foundation). Sugiura was also Ambassador of Japan to Burkina Faso.

teamLab : Au-delà des limites



Throne©Kohei NAWA | SANDWITH Inc.



National Treasure, Wind and Thunder Gods, Tawaraya Sōtatsu, Kennin-ji Kyoto, Edo period (17th Century)

Paris

Japonismes 2018

<https://japonismes.org/en/>

Top: A scintillating teamLab installation.

Left: The National Treasure, *Fujin Raijin-zu*.

Right: Work by Kohei Nawa at the Louvre.

Louvre's pyramid, and over-hundred Japanese films. The recently opened teamLab art exhibition is drawing record numbers — over 14,000 people every day.

“The exhibition *FUKAMI*—une plongée dans l'esthétique japonaise—sums up the entire event concept, which at its core, introduces diverse contemporary and ancient work drawing on similarities. Examples include displaying Japan's prehistoric *Jomon* pottery alongside a young artist's dress, as well as introducing Japanese aesthetic sensibilities referring to Gauguin and Picasso.”

Now, Enjoy Japan's Unique Charm

“We wanted to go beyond the hackneyed stereotypes such as *Geisha*

and *Fujiyama* to communicate contemporary Japan.”—Michael Houlihan, Director General of Japan House London.

The three-story building on the corner of Kensington High Street and Derry Street offers visitors a sense of Japan through a gallery, event space, and a library, as well as a shop and restaurant. It boasts open spaces and content that introduce guests to the many facets of Japan's unique charm.

“Interestingly, the definition of culture is very broad in Japan,” says Houlihan. In the West, the term culture normally means just art, music, literature, opera and such. Though in Japan, the rituals of drinking tea or even some shopping practices can be regarded as arts or

cultural experiences. For Japanese people, beauty and art exist in everyday life.

“Right now, we are preparing an exhibition for products from Tsubame-Sanjo, Niigata Prefecture. Even nail clippers are art-level works of mastery from sophistication to sharpness. Orders come from all over the world for some handmade razors and the waiting lists can be as long as three months.”

Creative director and one of Japan's top designers, Kenya Hara, produces promising work on the philosophy of Japanese craftsmanship *monozukuri*.

Go to it. See it. Touch it. Buy it. It's tradition and revolution in *yo-no-bi*, the art of everyday life. ✱



Michael Houlihan is the Director General of Japan House London. As a cultural leader and advocate he has held roles such as Director of the Horniman Museum, in South London, Chief Executive of the National Museums and Galleries of Northern Ireland, Director General of Amgueddfa Cymru – National Museum Wales, and Chief Executive of the Museum of New Zealand Te Papa Tongarewa. He has published and lectured internationally on museology, cultural diplomacy, and the memorialization of conflict.



 **London**

Japan House London

<https://www.japanhouselondon.uk>

Left: Overall design by Masamichi Katayama.
Top right: Authentic seating at the Japanese restaurant. Lower right: Located on London's Kensington High Street.

Urban Oilfields from Garbage

SEKISUI CHEMICAL CO., LTD. of Japan is pioneering new frontiers, producing ethanol from garbage through a fermentation process



The pilot plant built in a cooperative effort with a disposal treatment facility in Saitama is drawing interest from countries and businesses around the world.

The Dec. 6, 2017 press release read "...breakthrough in the conversion of Municipal Solid Waste to ethanol." SEKISUI CHEMICAL CO., LTD. is converting Municipal Solid Waste (MSW) marked for landfill or incineration into new products that otherwise would have come from fossil resources. As the world faces depleted fossil resources and a mounting waste problem, this technology offers new hope for a cleaner, healthier planet.

"We asked ourselves if we could convert trash into a natural resource

and began looking into possibilities about ten years ago," says Satoshi Koma, SEKISUI CHEMICAL BR Project General Manager at the Corporate R&D Center.

Postwar Japan's accelerated growth led to large-scale production and consumerism, resulting in unprecedented amounts of garbage, which opened the world's eyes to the consequences of waste on health, safety, and the environment—including dioxin emissions and soil pollution. The World Bank estimates that the planet is currently managing

1.3 billion tons of garbage a year, and that figure is expected to grow to 2.2 billion by 2025.^[1]

SEKISUI CHEMICAL started operations in 1947 as a general plastics producer, and soon the company was tackling Japan's water supply and sewage issues with vinyl chloride piping, which is corrosion resistant, light, and easy to assemble. However, the footprint that plastic manufacturing leaves on the environment, particularly concerning CO₂ emissions and resource depletion, has caused the industry to reevaluate its approach.

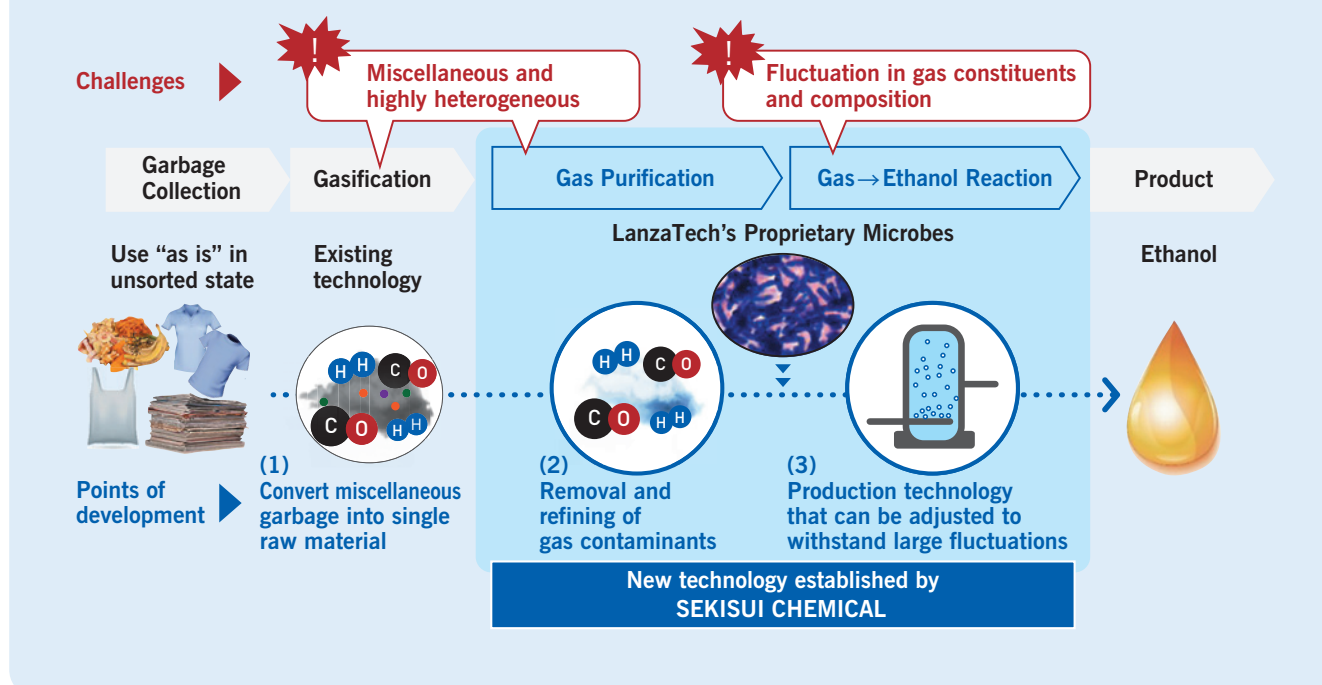
SEKISUI CHEMICAL estimates that Japan produces about 60 million tons of burnable trash a year, based on a Ministry of the Environment report.^[2] When converted into calories, this amounts to 200 trillion kilocalories. Fossil resources used in plastic production amount to



Left: Satoshi Koma joined SEKISUI CHEMICAL in 1995, where he took charge of ethanol production from the Waste Technology Development Project. He is currently General Manager of BR Project, Corporate R&D Center.

Right: Shinichi Tsukagawa joined SEKISUI CHEMICAL in 1997. After working in SEKISUI's Residential Division, he moved to the BR Promotional Group where he is currently Manager of BR Project, Corporate R&D Center.

The new technology established by SEKISUI CHEMICAL



Ethanol generated from combustible garbage with support from LanzaTech, USA offers potential as another income stream for governments.

150 trillion kilocalories a year, so this is where Koma and his team decided to shift their attention.

The technology for converting burnable trash into gas is well established in Japan, but this waste includes a mix of organics, plastics, and paper products that make the components unstable, inconsistent, and full of impurities. With typical catalysts, recycling these fossil resources has been extremely difficult, but Koma and his team discovered that microorganisms are likely candidates for replacement catalysts due to their compatibility with Japan's burnable garbage.

This led them to partner with American biotech leader LanzaTech, whose extensive expertise in microbe-based carbon conversion enabled Koma's project to advance rapidly.

"The microbes we're working with have existed on earth since time immemorial, and this is a safe technology," Koma assures us. "These microbes produce ethanol through the same fermentation process we use to make drinking alcohol."

On occasion, the volatile gasses released by the process would slow fermentation or even kill the bacteria off. This problem inspired SEKISUI CHEMICAL to develop a system for removing impurities from the gas, providing an ideal environment for the working microbes. In 2014, pilot plant operations commenced at the Saitama disposal treatment facility managed by ORIX Environmental Resources Management Corporation.

"There are 1,200 garbage incinerators in Japan," SEKISUI CHEMICAL's

BR Promotion Group Section Chief Shinichi Tsukagawa tells us, "Once we have these recycling plants operating alongside waste disposal facilities and incinerators, we'll be able to realize our vision of producing raw materials locally using local waste as feedstock."

This new technology is efficient and more profitable than conventional technology, and since the 2017 press release, governments and businesses around the world have inquired about the system. Also, several European and Asian countries have expressed interest in building their own plants. SEKISUI CHEMICAL is bringing a new vision of total resource recycling to the world as operations at the first plant commence in 2019. ✱

[1] The World Bank, "Solid Waste Management" (March 27, 2018).

[2] Ministry of Environment, "Report on the Investigation into the Actual Recycling of Waste Materials and Transport of Waste Materials over Wide Areas" (2016)

Rwanda's Hidden Treasure

Still relatively unknown, Rwandan coffee is the country's number one export, and one Japanese man intends to share it with the world



Rwanda boasts a coffee industry that spans over a century. Its high elevation, temperate tropical highland climate, and fertile volcanic soils provide an ideal environment for the plant to thrive, and government backing has improved production quality. However, growers had been unable to boost the economy and improve wages, so the government called on Japan for assistance.

The Japan International Cooperation Agency (JICA) surveyed growers to ascertain awareness of quality standards for each stage of production: selection, processing, distribution and sales. The two countries bolstered their ties in 2017 with a partnership deal between JICA and Rwanda's National Agricultural Export Development Board (NAEB) to improve crop yields, coffee quality, and marketability.

Spearheading the deal is Yoshiaki

“José” Kawashima—known as the Coffee Hunter because of his knowledge and expertise combined with an ability to discover rare varieties and talented producers around the world. Governments and royal foundations regularly call on him to work alongside farmers and provide counsel on techniques to improve production.

Consider Kawashima the bridge between coffee-consuming countries and coffee-producing countries. His personal mission is to “change the world through coffee,” spearheading sustainable coffee production. And, he says it all starts with researching the history of the region.

“Rwandan coffee comes from a variety introduced to the area by German missionaries in 1903, which had adapted well to the land around the small village of Mibirizi in southwest Rwanda,” Kawashima

says. He continues, “This cultivar ultimately took the name Bourbon Mibirizi. However, disease had seemingly wiped it out.”

While visiting Mibirizi, a forlorn coffee plot behind a church caught Kawashima's eye. Upon inspection, he realized it was a Bourbon Mibirizi, so he harvested its ripe berries, roasted them, and prepared a cup of the forgotten brew. It struck him that he had discovered Rwanda's hidden treasure. This coffee's richness and complexity were unlike any other coffee he had tasted.

Kawashima had found a new mission: to bring this coffee back to life and build a global brand from this national treasure. When asked how he interacted with the locals, Kawashima smiles and replies, “Initially, the local farming community didn't offer much support. Japan's not a coffee producer, so, for them, it didn't make much sense to listen to me.”





Yoshiaki “José” Kawashima

As the son of a wholesale coffee roaster, Yoshiaki “José” Kawashima, known as the Coffee Hunter, has spent his entire life around coffee. He studied at the Salvadoran Institute for Coffee Research and then worked for a major coffee company, developing plantations in Jamaica, Indonesia, and Hawaii. Then, in 2008, he founded Mi Cafeto, achieving his dream of creating a sustainable business importing and selling coffee in Japan.

Rwandan coffee producers listen to Kawashima as he explains how to make terraced fields.



As he crushes the berries, Kawashima shows that the ripeness of the berries can be determined by their juices.

From his experience with agrarian societies, he knew that to gain their trust he would have to sweat and toil alongside them. Over time, he forged a bond with the community, and their skepticism toward him turned into a belief in his cause. The time had come to bring these seedlings back from the brink of extinction. With the locals on his side, Kawashima could switch his focus from the seeds to the fields.

Deforestation along the hillsides combined with heavy rains had eroded the land, wreaking havoc on the plantations. To curtail this, the locals and Kawashima used terraced fields and planted shade trees as well as underbrush to prevent soil runoff. To rejuvenate less productive trees, they employed a “cutback” technique to offset unchecked growth.

“The farmers knew the trees would die if over-trimmed, which was a

little disturbing for them, but a few months later, the trees looked noticeably better, and they saw that I was right. That lifted everyone’s spirits,” recalls Kawashima.

Two years into the project, Kawashima believes the Mibirizi beans will be ready for market in about five years, thanks to steady improvements in cultivation. After cultivation, the next step is bean selection, followed by processing, sales, and exporting. All are connected and important steps within the industry.

“I’m nurturing these new skills in the locals. This way they can instruct new generations,” says Kawashima.

Soon, Rwandan coffee will be one of the most coveted coffees in the world—elevating the country and its people—thanks to passionate young farmers who learned from the Japanese Coffee Hunter. ✱



One of the secrets to delicious coffee is the “selection” process of the coffee berries. Kawashima instructs Rwandan producers not to mix mature berries with those that haven’t ripened.

Alexandra Munroe brings Asia to America as the Senior Curator of Asian Art at the Solomon R. Guggenheim Museum in New York. At the age of 13, her family moved to Japan with her father's work. Her father's interest in history and culture combined with her mother's career as an artist led to weekly excursions to visit temples and museums in Kyoto, which was near their home in Ashiya City, Hyogo.

"Many of my parents' friends were artists and cultural figures. We were often around the so-called first generation of great American scholars on Japan, who had been living in the country since the postwar Allied Occupation. This was my gateway to Japanese culture, both classic and modern."

Upon returning to the United States, Munroe attended Brown University. Summer breaks provided her irresistible opportunities to return to Japan and participate in the Oomoto Summer Seminar in Kameoka, Kyoto. There, she remembers, "I studied tea ceremony, *Noh* dance 'shimai,' ceramic art, and calligraphy.

Each experience further kindled my interest in Japanese arts, as well as in the philosophy and spirituality behind them."

While studying at Doshisha University in Kyoto, she became a resident lay disciple at the Daitokuji Zen Temple. That experience afforded her time and opportunities to train with *Rinzai Zen* monks and to appreciate the temple's rich history and culture, deepening her knowledge of Japanese art.

The year 1982 marked a pivotal moment in her career, when, in Tokyo, she met Rand Castile, the founding director of the Japan Society Gallery in New York. The Japan Society was then the leading center for Japanese arts and culture in America.

"I was hired on the spot as a curator, and to my surprise, my first job was to organize an exhibition of Ushio Shinohara, one of Japan's foremost avant-garde artists, who had been living in New York since the late 1960s," explains Munroe.

"In the 80s, however, most Japanese artists, including major figures such as Yayoi Kusama and Yoko Ono,

were struggling to gain recognition from mainstream Western museums. After the Shinohara show, I started interviewing almost all of the Japanese artists who were living in New York. I slowly realized that there was a story that had not been told, a history that was not known, and I wanted to make it visible."

The result was her groundbreaking exhibition, *Japanese Art After 1945: Scream Against the Sky*, first shown at the Yokohama Museum of Art in 1994 and later at the Guggenheim Museum SoHo in New York and San Francisco Museum of Modern Art. This legendary exhibition helped encourage young academics to focus on the art of contemporary Japan, and its in-depth catalogue has long served as the de-facto textbook on this subject.

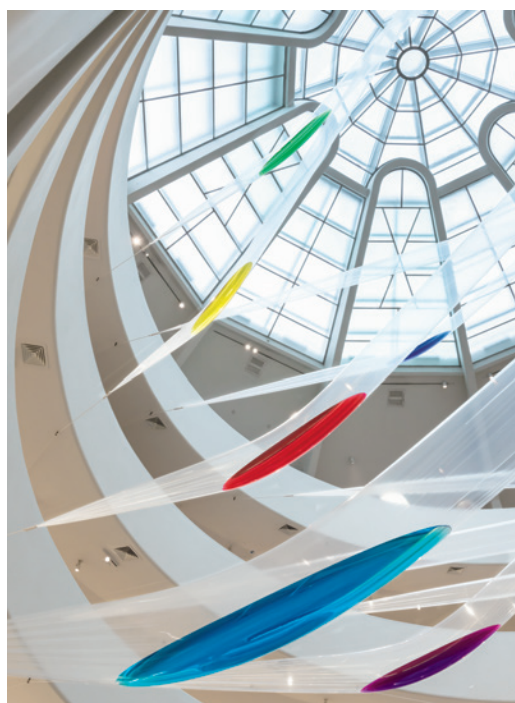
Munroe says that not only historical figures but also today's artists in Japan are equally worthy of attention, including Takashi Murakami, Ei Arakawa, and the art collective teamLab, to name a few. "If anything, Japanese artists' wildest ideas about the future and their ability to shed light on the darkness of human

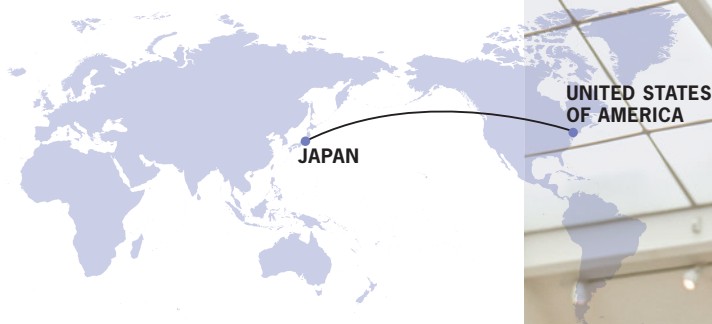
GRASSROOTS AMBASSADOR >>> Friends of Japan

Bringing Japan to the World

The pioneering curator of Japan's postwar art: Alexandra Munroe

Installation view of
Sadamasa Motonaga,
Work (Water), 1956,
from the exhibition *Gutai:
Splendid Playground*
at Solomon R.
Guggenheim Museum,
New York, 2013
Photo by David Heald
© Solomon R.
Guggenheim Foundation





psychology always fascinate me,” she continues.

As a curator for the Solomon R. Guggenheim Museum, her scope has widened. *The Third Mind: American Artists Contemplate Asia, 1860-1989*, another landmark exhibition of hers, which was presented in 2009, was highly acclaimed for highlighting the dynamic and complex impact and influence of Asia on modern and contemporary American art movements, including postwar Abstract Expressionism and Minimalism.

Munroe observes, “I want to eliminate the barriers built by European and U.S.-centric perspectives to art and culture, and strengthen other histories beyond the Western canon. I have this passionate conviction, which is a powerful driving force of my career.” *



Alexandra Munroe and Ushio Shinohara in front of the Boxing Painting, *The Poppy Field*, 2009
Photo by Noriko Shinohara

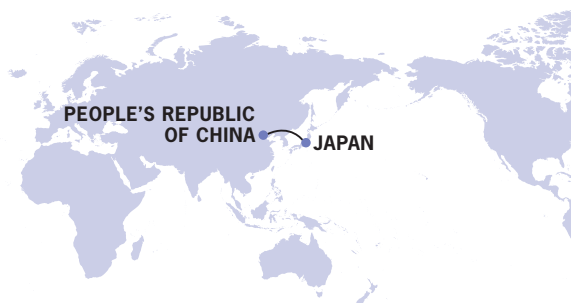


Alexandra Munroe

While still a graduate student in art history, she organized *Yayoi Kusama: A Retrospective* (1989) and *Japanese Art After 1945: Scream Against the Sky* (1994). In 1998, she was appointed Director of Japan Society Gallery, and organized *Yes Yoko Ono* (2000), which was presented across the U.S. and in Asia. To Japan Society, she brought Takashi Murakami's *Little Boy: The Arts of Japan's Exploding Subculture* (2005), which won the Best Thematic Show award from the International Association of Art Critics in America. Since 2006, Munroe has served as Samsung Senior Curator, Asian Art, and Senior Advisor, Global Arts, at the Solomon R. Guggenheim Museum. In 2017, she received the Japan Foundation Award for making significant contributions to promoting mutual understanding and friendship between Japan and the U.S. through art.

A Bridge between China and Japan

Fang Rui brings China and Japan closer together as a management consultant, realizing new possibilities for both countries



“I was having a conversation on the bus with an older woman,” Fang Rui recalls as she tilts her head back and smiles. “Somehow the topic of kimonos came up, and I told her I had never worn one. She invited me to her house, where she dressed me in one. It was an incredible experience.”

Originally from Nanjing, China, Fang is a senior associate at The Boston Consulting Group (BCG), a global management consulting firm. Her interest in Japan led her

to study its language and culture at Fudan University, Shanghai. She also attended Matsuyama University for a year as part of a foreign exchange program. “People were always friendly. I was happy to connect with other students who looked past my nationality. It was a great first impression of Japan,” says Fang.

After graduating, she enrolled at the University of Tokyo for graduate school. Two years later, a large Japanese insurance company hired

her. “Japanese business interested me—the idea of global development and work styles,” Fang says. “During my six-month nesting period, I was able to experience how different departments do business. Unlike China, where internships and prior work experience are in demand, the work culture here is one where new employees are raised in the company. I feel that nurturing human resources is one of Japan’s strengths.”

The Japanese government offers

Points-based Preferential Immigration Treatment for Highly -Skilled Foreign Professionals, and Fang fell into this category, which was an incentive to pursue her career in Japan. “People who come from overseas with advanced expertise, high educations, strong work experience, and high annual salaries receive relaxed restrictions on visas that allow for even their spouses to start careers,” she says. “If they need familial support for raising children under seven years old, parents may also receive residency. The long-term working environment for these workers is appealing.”

Hoping to acquire even more experience, two years ago, Fang switched to her new position at BCG. For her, bringing Japanese and English skills to her clients as a consultant has been fulfilling.

“Clients interested in the Chinese market ask my perspective as a Chinese national,” Fang states. “That really makes my work worthwhile. I have developed

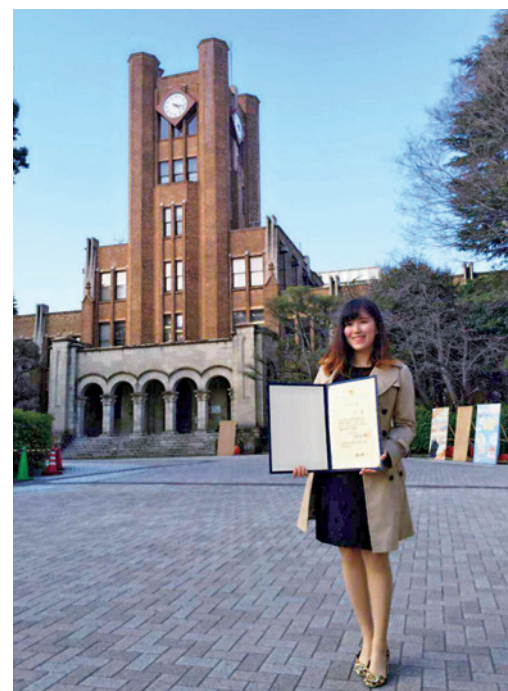
relationships with new people from different cultures, and SNS services such as WeChat help me stay on top of things in China. My role is to provide fresh and useful information.”

Fang pursues new possibilities for China and Japan, using her specialized knowledge of the two countries.

She explains, “Japan has technical expertise and quality brands. China offers low-cost production, as well as the largest e-commerce market in Asia. The two countries’ strengths fused could generate an economic powerhouse for business development. This brand of cooperation would serve the region for years to come. This is the future I’m working toward, hoping to develop businesses and platforms to facilitate a coalition between Japan and China.”

Fang Rui’s motto is “Take one step forward.” With her optimistic attitude, she will undoubtedly take one giant step forward to build a new and powerful alliance between the two countries. ✱

Graduated from the University of Tokyo graduate program, where Fang Rui spent two years at the Komaba Campus.



BCG’s Regional Training attended by Fang Rui and consultants from around the world.

Fang Rui

Senior Associate, The Boston Consulting Group. Born in Nanjing, China. She has worked with clients in various industries, such as finance and consumer products, as a management consultant. Before joining BCG, she worked for a leading Japanese general insurance company. She received a BA (Japanese) from Fudan University and an MA (International Relations) from the University of Tokyo.



Han Jeonggyu

A graduate of Korean History, from the University of Seoul. This is his third year working as a Coordinator for International Relations on the JET Programme at the International Affairs Division of Kochi Prefecture. He joined the division in April of 2016.



Han's workplace is located on the Kochi Castle grounds.

GRASSROOTS AMBASSADOR >>> The JET Programme

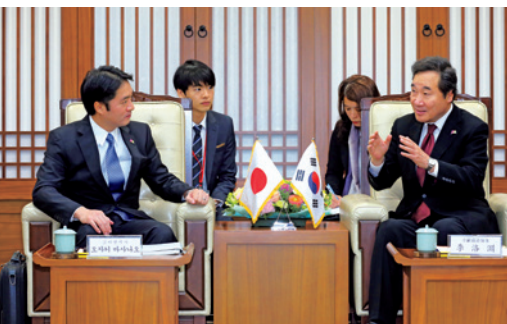
Reinforcing Relationships: Korea and Japan

Korean history buff and Japanophile, Han Jeonggyu, brings two countries together through Kochi

It was 2016 when Han Jeonggyu first stepped into the Kochi Prefectural office as a Coordinator for International Relations through the Japan Exchange and Teaching (JET) Programme. His responsibilities included translating tourist brochures, interpreting, as well as teaching weekly Korean classes and organizing a program to introduce Korean culture to local students.

“During university, my interest in Japan grew significantly. As a Korean History major, we studied Japan and its history, which intrigued me—especially when it came to the growth and prosperity of the Edo Period. I found the restricted foreign trade made through Dejima Island in Nagasaki really interesting. These aspects of Japan inspired me to visit in 2009 when I studied Japanese at Tokyo Gakugei University for a month.”

At the University of Soul, Han participated in an exchange program with Japanese students. He realized the difficulties that arise from limited language ability, so the next year, in 2014, he helped with a Ministry of Foreign Affairs of Japan program called JENESYS 2.0 (Japan-East Asia Network of Exchange for Students and Youths) in Hokkaido. He still ran into the same language barrier.



Left : Translating sightseeing information and planning events to introduce Korean culture at the Kochi Prefectural office.

Center : Han serves as both interpreter and envoy of friendship at the sister-city signing ceremony between Kochi Prefecture and Jeollanam-do, South Korea.

Right: Nakatoso, retains its traditional atmosphere. Han enjoys the hot springs with an ocean view, delicious food, and the classic ambiance of the town.

“These experiences deepened my desire to acquire high-level Japanese communication skills,” recalls Han.

Han had seen a television drama called *Ryomaden*, which was a story about Ryoma Sakamoto: A historical figure who played an essential role in overthrowing Japan’s feudal regime despite his lower caste. Sakamoto’s hometown was Kochi, and he’s famous for negotiating peace as a pinnacle figure in Japan’s early government.

It was then that Han stumbled across the JET Programme—a perfect opportunity to put his Japanese skills to use. He applied immediately.

“I failed on my first attempt, but I really wanted to make it happen, so I enrolled in a Japanese language school in Japan. After improving my skills, I passed the test on my second attempt and was given the opportunity to work in Kochi, my dream town.”

Han discovered a true sense of hospitality in the people from Kochi. The prefecture lived up to its slogan: *Kochi-ke* (The Kochi Family) because everyone is treated like family.

“It seems Ryoma Sakamoto also extended such hospitality. I imagine this is why so many came to trust in him, which I am sure empowered him to make changes.”

Soon after Han joined the Kochi

Prefectural office, Jeollanam-do, Korea entered a sister-city agreement with Kochi. This gave him a strong connection with the prefecture, and when the Deputy Governor of Jeollanam-do visited, Han worked with his colleagues of a different nationality toward a shared goal. From this, he felt a sense of achievement. He mentions that the two provinces have shared a healthy relationship since 1997 thanks to Chizuko Tauchi from Kochi, known as the Japanese mother of Korean orphans, who established an orphanage in South Korea.

When his term with the JET Programme finishes, Han isn’t sure what he will do. He’s considering translating or working in tourism and community development, hoping to contribute to revitalizing the region.

“Kochi is considered advanced in its challenges. It faces threats of earthquakes, which the local government approaches proactively. Its population is graying, which is a challenge Korea faces as well. I hope to bring good examples from Japan to Korea and vice-versa.”

He’s thankful for the JET Programme that has opened a new world to him.

“Japan is close to Korea, yet Korean visitors to Kochi are few. I want to serve as a bridge, introducing Kochi’s

hidden beauty and charm to my people. I really hope this will contribute to a deeper relationship between our two countries,” Han says with a smile. ✨

About the Japan Exchange and Teaching (JET) Programme

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

JET participants are placed in every region of Japan and work in one of three positions: assistant language teachers (ALTs), coordinators for international relations (CIRs), or sports exchange advisors (SEAs). In 2016, the JET Programme welcomed 4,952 participants, and currently there are approximately 62,000 alumni from 65 countries living in all parts of the world.



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

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