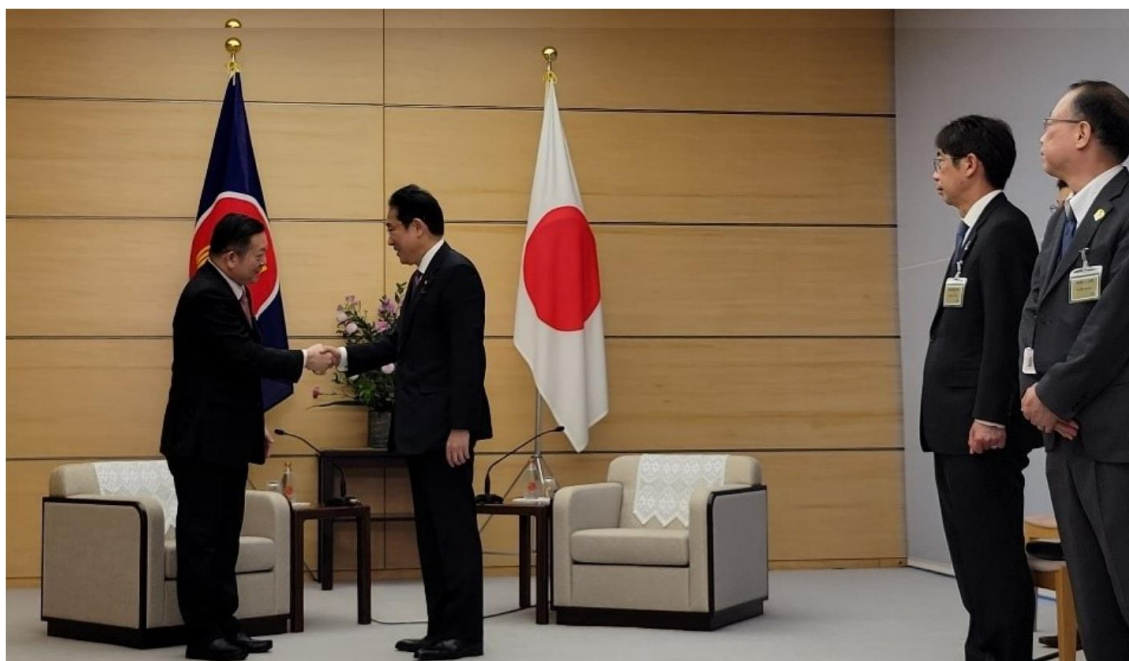


Newsletter from the Ambassador of Japan to ASEAN
No. 11: 'Trust' and 'Co-creation'

31 October 2023



Courtesy call on Prime Minister Kishida
by ASEAN Secretary-General Dr. Kao Kim Hourn
(24 October 2023, Credit: Cabinet Public Affairs Office)

With the end of ASEAN Summit and related summits last September in Jakarta, we are now well underway to prepare for the ASEAN-Japan Commemorative Summit in Tokyo this December. The visit by Secretary-General of ASEAN, Dr. Kao Kim Hourn, to Japan took place from 24 to 29 October. His extensive itinerary included a courtesy call on Prime Minister KISHIDA Fumio, a meeting with Foreign Minister KAMIKAWA Yoko, attending the ASEAN-Japan meetings on tourism and smart cities, and giving a lecture at Kyoto University, during which I also temporarily returned to Japan to attend many events.

In Jakarta in October, various events were also organised: the ASEAN-Japan Fair (a public-private partnership), executive training for ASEAN countries' disaster management agencies, ASEAN-Japan Generation Z entrepreneurs exchange, ASEAN research presentations at the Jakarta Japanese School (JJS) Festival. In late October a visit by JICA president Tanaka added a momentum towards the ASEAN-Japan Commemorative Summit at the end of this year.

Two key words, “trust” and “co-creation”, have emerged as I took part in these events and exchanged views with many so people about the values of the 50th Year of ASEAN-Japan Friendship and Cooperation. In this edition of the Ambassador's Newsletter, I would like to introduce to you this month's events and achievements, and to think together on the importance of 'trust' and “co-creation' between ASEAN and Japan.



Opening ceremony of the ASEAN-Japan Fair
(30 September 2023, Credit: ASEAN Secretariat)

● ASEAN-Japan Fair and JABOT

[The ASEAN-Japan Fair](#) at Plaza Senayan, Jakarta, was held over the weekend from Friday, 30 September to Sunday, 2 October. This was organised as a public-private partnership event, aiming to spread awareness on the significance and achievements of ASEAN-Japan cooperation among stakeholders and the public, including children living in Jakarta.

[The opening ceremony](#) on the first day ([video](#)) was attended by Deputy Secretary-General of ASEAN, H.E. Micheal Tene, Permanent Representative of Thailand (country coordinator for Japan) Mission to ASEAN, H.E. Urawadee Sriphiromya, and many other Permanent Representatives of ASEAN Member States, who enjoyed the [taiko performances](#) and booth displays. The mascot '[JABOT](#)' ([video animation](#)) took part and was presented on this occasion to introduce ASEAN-Japan cooperation to the younger generation.

Both at the booths and on stage, private companies, such as Amerta Indah Otsuka, AEON Delight, Glico, J Trust Bank, Fast Retailing (UNIQLO), Marubeni, Yachiyo Engineering, and government organisations, such as the Hokkaido Government, JICA and the Japan Foundation, exhibited and presented their activities on the topics of recycling, infrastructure and tourism. The JABOT stamp rally was very popular amongst children.

More than 1,000 people visited the fair over the three days. We hope that visitors could grasp how ASEAN-Japan cooperation contributes to the Sustainable Development Goals (SDGs) in our immediate surroundings. We would like to thank once again all the companies and organisations that cooperated with us.



ACE programme opening ceremony (4 October 2023)

● Human Resource Development and ASEAN-Japan Ministerial Meeting on Disaster Management.

On 4 October, the ASEAN Coordinating Centre for Humanitarian Assistance on Disaster Management (AHA Centre) conducted [the opening ceremony of the AHA Centre Executive Leadership in Emergency and Disaster Management for ASEAN Programme \(ACE-LEDMP\) in Jakarta](#). The ASEAN Deputy Secretary-General Ekkaphab, AHA Centre Executive Director Lee and I attended the opening ceremony and delivered remarks. About 20 young professionals

underwent a two-month online training course and are scheduled to undergo a one-and-a-half-month training course in Jakarta and a one-week training course in Japan in this programme.

Those selected to the ACE programme from ASEAN Member States were all fluent in English and highly competent. They explained to me accurately the actual situation of disasters and countermeasures in respective countries. Their experience of going through this programme together for a few months, combined with a study visit to Japan (an advanced country on disaster management), will become their asset for the future. Since the ACE programme started in 2014, about 120 participants have taken part in the programme and are still active in ASEAN countries.



ASEAN-Japan Ministerial Meeting on Disaster Management (AMMDM+Japan)

State Minister of Cabinet Office HORII Manabu attended the [ASEAN-Japan Ministerial Meeting on Disaster Management \(AMMDM+Japan\)](#) held on 12 October in Ha Long, Viet Nam.

A [video of cooperation achievements](#) was presented at the 50th anniversary ceremony, and [JICA](#) and the Asian Disaster Reduction Center (ADRC) signed a Memorandum of Intent (MOI) with the AHA Centre.



ASEAN-Japan Generation Z Business Leaders' Summit Pre-event
(18 October 2023)

● **From Entrepreneurial Exchange to Community Building among Generation Z Entrepreneurs.**

On 18 to 19 October, [a pre-event](#) of the [ASEAN-Japan Generation Z Business Leaders' Summit](#) was held in Jakarta, Indonesia.

While ASEAN is a global growth centre, it still faces various social challenges such as development gaps. Japan, on the other hand, faces challenges such as low birthrates and an ageing population, while possessing experience and assets cultivated over the course of its growth. Against this background, this pre-event was organised for the first time on the occasion of the 50th Year of ASEAN-Japan Friendship and Cooperation, based on the belief that there is an urgent need to create 'links' between young business leaders in ASEAN and Japan who have a strong awareness of social issues and taking action into their own hands, and to develop new agents of change. The summit is scheduled to be held in December in Karuizawa, Nagano Prefecture.

I exchanged views with many participants during the networking dinner. Both [ASEAN and Japanese participants](#) were entrepreneurs and social entrepreneurs who are taking actions and achieving results on their own. I felt their energy for the next generation of social change.

The ASEAN-Japan Generation-Z Leaders Community [website](#) is already up and running. NHK News also reported [this event](#). We hope that this community of entrepreneurial exchange will develop significantly in the future and lead the way to a new era.



ASEAN booth at the Jakarta Japanese School (JJS) Festival
(13 Oct 2023)

● Jakarta Japanese School (JJS) Festival

On 21 October, I visited the [Jakarta Japanese School \(JJS\) Festival](#). Third-year junior high school students have an integrated learning programme, and it takes on the theme of strengthening relations between Japan, Indonesia and ASEAN, and this time they had a festival to present their findings.

Four classes took part in the festival, each focusing on Japan, Indonesia, or ASEAN. The Japan booth presented various attractions of “Matsuri (festival)”. The Indonesia booth was an introduction to ecology through jungle exploration, while the ASEAN booth involved two classes and presented its own currency, quizzes, and introduction to tourist attractions in all ASEAN countries with a

board-game. Furthermore, there was an escape game from an incident that occurred at the ASEAN meeting, which was an interactive way to learn about ASEAN in a fun way while solving a mystery.

Following up the [recommendations and declaration of action](#) they compiled last month in the integrated learning, the students themselves worked very hard and presented their own ideas at this event, which was very impressive. The future of Japan and ASEAN depends on the exchange and cooperation of the youth bearing the next generation. I would like to continue to encourage them in their efforts.



Meeting between Minister for Foreign Affairs Kamikawa
and Secretary-General of ASEAN, H.E. Dr. Kao Kim Hourn.
(24 October 2023, Credit: Ministry of Foreign Affairs of Japan)

● **Visit of Secretary-General of ASEAN, Dr. Kao Kim Hourn to Japan.**

From 24-29 October, Secretary-General of ASEAN, H.E. Dr. Kao Kim Hourn visited Japan. Besides attending to [the 5th ASEAN-Japan Smart Cities Network High-Level Meeting](#) and ASEAN-Japan Special Dialogue of Tourism Ministers, but as it was a month and a half before the Commemorative Summit, various meetings and events were held, and I temporarily returned to Japan to accompany him on many of his itineraries.

In a [courtesy call on Prime Minister Kishida](#), they concurred to cooperate closely

together to accelerate preparations for the Commemorative Summit. During the [meeting with Foreign Minister Kamikawa](#), following the ceremony of the Commemorative Summit Countdown Board, they exchanged views on the goals and outcomes of the Commemorative Summit and the developments of concrete cooperation projects.

This year marks the 60th anniversary of the [Centre for Southeast Asian Studies](#) in Kyoto University. Established since 1963, CSEAS and the university has been promoting various initiatives, including the [ASEAN-Japan Joint Research Centre for Science and Technology Innovation \(JASTIP\)](#). Here, Secretary-General Dr. Kao exchanged views and delivered a [lecture](#) with President Dr. Minato at the university, and had lively Q&A sessions with ASEAN and Japanese students and researchers.

At the [Japan Foundation](#), I met with Mr. Umemoto, President of Japan Foundation, and exchanged views on strengthening human and intellectual exchange, and an [ASIAN ELEVEN](#) football exchange uniform was given to the ASEAN Gallery to commemorate the 50th Year of ASEAN-Japan Friendship and Cooperation. NHK News also reported the meeting between the Minister for Foreign Affairs Ms Kamikawa and Secretary-General Dr. Kao, the ASEAN-Japan Tourism Ministers' Special Dialogue, as well as its interview with me.



Exchange of views between the President of JICA and the ASEAN Secretariat
(30 October 2023).

● 'Trust' and 'co-creation'.

Having attended a series of events and meetings this month, the messages that I feel important for the ASEAN-Japan Commemorative Summit in December are "trust" and "co-creation". Japan and ASEAN have immense capacity to contribute to the region and the world by working together to "co-create" solutions to various social issues, based on the "trust" that has been build up through 50 years of heart-to-heart exchanges and cooperation. This is in line with the catchphrase for the 50th Year of ASEAN-Japan Friendship and Cooperation: '[Golden Friendship, Golden Opportunities](#)'.

On 30 October, JICA President TANAKA Akihiko visited Jakarta and exchange views with Deputy Secretary-General of ASEAN, Mr. Binh, Deputy Secretary-General of ASEAN, Mr. Ekaparp, Director-General Lim, Director of Connectivity, Senior Economic Rillo from ERIA and others. A [JICA symposium](#) to commemorate the 50th Year of ASEAN-Japan Friendship and Cooperation will be held in Tokyo on 9 November next month, at which Secretary-General Dr. Kao Kim Hourn will deliver a video message.

JICA's vision for the organisation is "[Leading the world with trust](#)". I hope that Japan and ASEAN will also lead the world through 'co-creation' for the future based on deep and strong 'trust' and to resolve various issues. I am determined to make further efforts towards the Commoerative Summit at the end of the year to realise this vision. I would be grateful for your continued support and cooperation.

Ambassador of Japan to ASEAN
KIYA Masahiko