



Heart-to-Heart, Hand-in-Hand:

**Co-Creating an Inclusive,
People-Centred, and
Sustainable ASEAN-Japan
Future**



ASEAN - JAPAN CENTRE

ASEAN Promotion Centre on Trade, Investment and Tourism



Strategic Alignment with ASEAN-Japan Joint Visions

- The ASEAN-Japan Joint Vision Statement – “Trusted Partners”
- The Comprehensive Strategic Partnership’s three pillars
- AOIP

As a small international organization, AJC cannot do everything—but we can:



- **Be a Regional Catalyst:** Convene diverse voices and shape regional narratives
- **Be a Connector:** Match needs with solutions across borders and sectors
- **Be a Curator of Good Practices:** Share, adapt, and amplify local innovations—especially in sustainable tourism and youth-led development
- **Be a Communicator:** Translate complex agendas into accessible, human-centred messages

Pillar 1 – Heart-to-Heart
Partners Across
Generations



AJYELN: ASEAN-Japan Youth Environmental Leaders Network – fostering marine sustainability leadership.

Active Followers: 55,000



Connecting Women Entrepreneurs for Inclusivity in Business

ASEAN-Japan Women Entrepreneurs Round Table and Summit:

On-line survey and
On-line interviews



2023



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Face-to-Face interviews



2024



ASEAN-Japan Young
Women Entrepreneurs
Round Table Discussion at
Vientiane



Nov 5-6, 2024



ASEAN-Japan Women
Enterprisers Summit
at Kuala Lumpur



Feb 13, 2025



Pillar 2 – Partners for Co-Creation of Economy & Society



Supporting MSMEs, women-led businesses through promotion of **digital** and **green economy**

Innovations:

- **Fostering cross-border collaboration among CLMV nations and Japan.** It focused on leveraging agriculture SMEs' export potential, particularly for rice, coffee, dried fruits, and vegetables, targeting intra-ASEAN markets.
- **The peer-to-peer learning model,** where farmers shared their experiences and best practices. This not only fostered stronger networks but also helped farmers accelerate their business ties and adopt new marketing strategies.
- **The inclusion of digital platforms** (Google, TikTok, and others) and marketing experts (PMAX, ST25 rice wholesaler) helped participants learn how to brand and market their products effectively, building a more robust regional export network.



Pillar 3 – Partners for Peace and Stability



Storytelling & digital platforms promote: Shared ASEAN-Japan narratives of resilience, diversity, and mutual respect.







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Short Film Collection**
Vol. 1
The world I want to see 私が見たい世界
ショートフィルムアワード入賞作品

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