

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

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







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





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**

Face-to-Face interviews

ASEAN-Japan Young Women Entrepreneurs Round Table Discussion at Vientiane

ASEAN-Japan Women Enterprisers Summit at Kuala Lumpur



2023



2024



Nov 5-6, 2024



Feb 13, 2025



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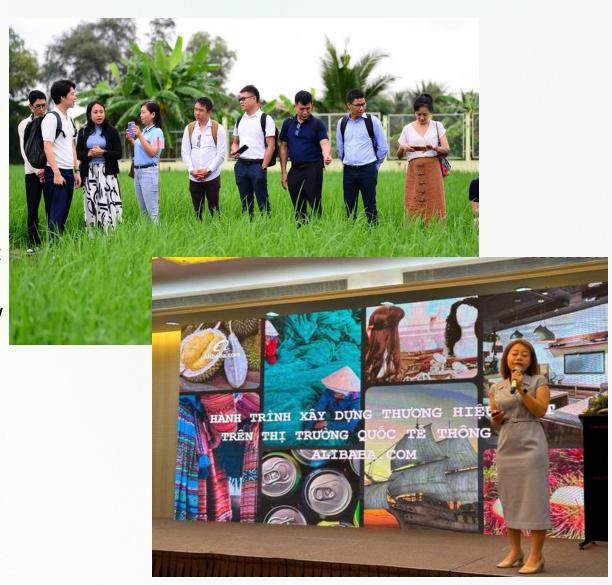




Supporting MSMEs, women-led businesses through promotion of digital and green economy

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.





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





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