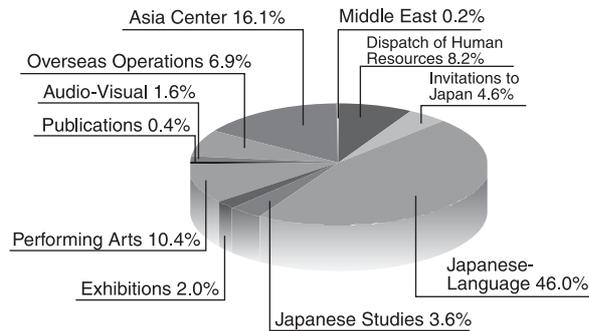


Southeast Asia

Abstract



Total amount of operations: 1,554 million yen

The operational expenses in the Southeast Asia amounted to 1,554 million yen.

The year 2003 was designated “Japan-ASEAN Exchange Year 2003” at the Japan-ASEAN Summit, and a large number of events were conducted in various fields, such as politics, economy, society, education, and culture. The Japan Foundation conducted over 150 projects to “create a sense of unity in Japan and ASEAN countries through cultural exchange”.

The “J-ASEAN Pops Concert” was attended by a total of 14,000 people in Kuala Lumpur, Jakarta, Bangkok and Yokohama, providing opportunities for youths across South East Asia and in Japan to deepen mutual understanding through pop music. The Asian Cartoon Exhibition “Beyond the Surface,” an exhibition of contemporary Japanese craft, and “Painting for Joy: Japanese Paintings in the 1990s” also toured in the region in 2003. The English-language newspaper *Nation* in Thailand remarked on the success of the Japanese cultural events in 2003 and commented that cultural institutes of other countries should be inspired by the initiative taken by the Japanese. Also in 2003, the Foundation invited the artistic director of the Actors’ Studio in Malaysia to Japan and organized theater staff training workshops, as part of its activity to promote collaborative projects.

The Foundation has continued to introduce the cultures of Southeast Asian countries to Japan through various

programs, among which are the “Southeast Asian Modern Art” Exhibition, “Southeast Asian Film Festival 2003”, “Asia in Comics: the World of Female Cartoonists in Asia” Exhibition, the Asian Authors Lecture Series commemorating Takeshi Kaiko, a lecture by Cambodian author Pal Vannaireaku, and the Asia Leadership Fellow Program and Southeast Asian Studies Regional Exchange Program (SEASREP).

In the field of Japanese-Language, which occupies half of the overall expenditure in this region, the Foundation conducted training for teachers, supported the development of teaching materials, offered opportunities for information exchange and network building among teachers, and provided support in and outside of the capital cities. As for Japanese studies, the Foundation supported the “Regional Convention on Japanese Studies in Asian Countries” and the “Conference of Representatives of Japanese Studies Institute in Indonesia” at Thammasat University, Thailand. This year also saw the first doctoral degree awarded in Japanese studies (business management) in South East Asia, at the graduate school of Indonesian University.

■ Report by overseas offices

Thailand

The Japan Foundation, Bangkok

1. General

The Thai Rak Thai Party led by Prime Minister Thaksin Shinawatra won an overwhelming parliamentary majority in the 2001 general election. In March 2003, the administration reorganized the coalition and increased its seats in parliament to 365 (73%), resulting in top-down policy making.

Under these circumstances, the APEC Summit was held in Bangkok in October 2003. The political leaders discussed economic issues, anti-terrorism measures, security issues, etc., and adopted the promotion of trade and investment and reinforcement of human security as central themes of their communiqué.

The Thai economy had recovered from the Asian economic crisis occurred in 1997 and was seeing a steady growth. Constructions

of buildings were resumed, and a large-scale project was carried out on the northern side of the Siam Station, which were signs of an active economy.

In 2003 and 2004, the Tourism Authority of Thailand hosted the Bangkok International Film Festival, showing over 150 films at five different locations and attracting a great amount of much attention.

A new law on reorganization of the administrative offices was promulgated in July 2003, and the former Ministry of Education, University Ministry and the Office of the National Education Commission were merged to become the new Ministry of Education. The new ministry will decide on the policies and strategies at the national level and support the regional administrative offices, and the regional offices will adapt these policies to local education.

2. Cultural Exchange with Japan

The major topic on cultural exchange between Japan and Thailand in FY2003 was “Japan-ASEAN Exchange Year 2003”. There were as many as 74 official Japan-ASEAN exchange projects according to the Ministry of Foreign Affairs, 12 of which were organized or co-hosted by the Japan Foundation, Bangkok. Each of these 12 projects was introduced on Thai TV, which helped promote the Foundation as an “organization that conducts high-quality cultural exchange projects.”

Large-scale productions of performing arts were presented, including the Asian Fantasy Orchestra Tour 2003 (June), *Gauche the Cellist* by the Opera Theater Konnyaku-za (July), *Memorandum* by Dumb Type in Bangkok (September), J-ASEAN Pops Concert in Bangkok (October), and *Invisible Man* by Mizu to Abura (November), and all of these productions attracted large audiences with the cooperation of local media.

Considering the development of businesses related to performing arts in Thailand, the demand for arts and cultural exchange is expected to grow even larger in the future. The role of the Foundation should shift from being the host or co-host of the production, to that of the coordinator. The Foundation will be expected to be the matchmaker between Japanese and Thai organizations.

3. Activities of the Japan Foundation, Bangkok

<Activity policies>

The Foundation conducted the following activities, after considering (1) reinforcement of unity among ASEAN member countries and cooperation with Northeast Asian countries, (2) promotion of decentralization and restructuring of the Thai educational system, and (3) observation of new cultural activities that pursue “Thaiflikeness” alongside with traditional culture, and the past achievements of the Japan Foundation, Bangkok.

- Improvement of information transmission capability by reinforcing the website functions to strengthen the presence of the Foundation and to reveal its existence as a core institute for cultural exchange between Japan and Thailand and throughout the Indochina region
- Support resolutions of issues that require regional measures through cooperation between Japan and Thailand and between Japan and the entire Indochina region in all social strata from the intellectual to grassroots level. The Foundation gives particular consideration to cooperation in information provision and activities in cultural exchanges between Japan and Thailand, cooperation in social contribution activities of government agencies and NGOs, promotion of intellectual exchange projects and regional development as an intermediary function. The Foundation supported traditional bilateral projects as well as cooperation with regional studies in the Japanese studies field.
- The Foundation supported fine arts activities in Thailand as a preparatory stage for structuring an artists’ network between Japan and Thailand, as well as between Japan and the rest of the Indochina region. The Foundation opened its art gallery and hall to the public, supported pioneering art exchange projects, offered opportunities for former Japan Foundation fellows to present their experiences in Japan, and conducted a collaboration project between Japanese and Thai artists.
- The Foundation conducted projects with special consideration given to cooperation with local regions and neighboring countries, and it conducted headquarters projects in various regions.
- The Foundation continued support for Japanese-Language at secondary schools and supported the activities of the local Japanese-Language teachers’ association, which are becoming increasingly active.



J-ASEAN Pops

Chika Yuri and Briohny: Image song artists from Japan and Thailand



J-ASEAN Pops Bangkok performance

<Examples of FY2003>

● **J-ASEAN Pops performance in Bangkok (October 26, 2003)**

The Japan Foundation and GMM Grammy Public Co., Ltd. co-hosted the J-ASEAN Pops Concert at the Impact Arena in Bangkok, with the cooperation of the Japanese Embassy of Thailand, Thai Air, etc. Chika Yuri, Johnny's Jr. and Masahiro Nitta (shamisen player) participated from Japan, while Briohny and other popular artists participated from Thailand. The concert was a great success, with attendance exceeding 7,000.

● **Publication of the Japanese-Language textbook *Akiko to Tomodachi* for students in upper secondary schools**

The Japanese-Language textbook *Akiko to Tomodachi*, which had been prepared jointly by the officials of higher education and secondary education institutes in Thailand and the teachers at the Foundation since 2000, was completed. This textbook was designed for a 3-year course of 6 classes a week in the upper secondary school, and it consists of 6 volumes of textbooks, workbooks, teacher's guides and cassette tapes. The odd-numbered volumes, to be used in the first semester of each grade, went on sale in March 2004 and are available at local bookshops.

● **Joint seminar for Masters course students at Thammasat and Chulalongkorn University (March 24, 2004)**

Thammasat University and Chulalongkorn University, two of the most prestigious universities in Thailand, started Japanese studies early and established a Masters course for Japanese studies in 1997 and 1999, respectively. A seminar on Japanese studies was held at Thammasat University with invitations sent to the alumni and relevant personnel. The seminar was attended by major researchers of Japanese studies from the two universities, and after a review on the history of Japanese studies in Thailand, several presentations were made, and discussions were held on how to proceed with Japanese studies in the future.

Indonesia

The Japan Foundation, Jakarta

1. General

The year 2003 was a highly unstable period for the country in terms of security. Following the terrorist bomb explosion in Bali in October 2002, another terrorist bombing occurred at a high-

class American-affiliated hotel in Jakarta in August 2003, killing 12 persons. Immediately after this incident, several buildings received bomb threats, including the building in which the Foundation is located. On the other hand, in rural regions, peace talks between the Indonesian government and Aceh Liberation Movement (GAM) had ended unsuccessfully. Marshal Law was invoked in Nanggroe Aceh Darussalam State in May, and the National Army took over control of GAM. Casualties included members of GAM, National Army soldiers, policemen and many civilians.

From the social aspect, elections for the members of parliament and local parliament were held in April 5, 2003, as a preliminary for the first popular elections for president and vice-president scheduled for July 5, 2004. This was the first popular presidential election in Indonesia.

The 9th ASEAN Summit was held in Bali and the "ASEAN Union Statement II" was adopted, which declares the participating countries' future union in (1) security measures, (2) economic measures and (3) social and cultural measures. Action plans were reviewed for achieving the structuring of the ASEAN Union by the target date of 2020.

2. Cultural Exchange with Japan

Various cultural exchange projects were held during Japan-ASEAN Exchange Year 2003, and the Japan-Indonesia Friendship Festival was held in July around Jakarta. The government and civilian joint organization, "Japan-ASEAN Exchange Year: Monthly Execution Committee of Indonesia" was established in September 2002, and this Committee took leadership in conducting over 30 performances, exhibitions, film festivals, civilian exchange events, festivals, speech contests, sports exchange projects, seminars and symposiums.

In local cities other than Jakarta, Surabaya in East Java held the first "Surabaya Yosakoi (Kochi folk dance) Festival" to strengthen exchange between the citizens of Surabaya and its sister city Kochi.

Cultural exchange with Japan at the local community level is not as active in Indonesia as it is in Europe or the U.S.A., but it is gradually increasing. This could be said for most states and cities that have sister cities in Japan.



Japanese-Language textbook *Akiko to Tomodachi*



Joint seminar at Thammasat and Chulalongkorn University

3. Activities of the Japan Foundation, Jakarta

<Activity policy>

- Efforts for “Japan-ASEAN Exchange Year 2003”
- Improvement of accessibility for the general public

The Foundation made public relations efforts to reach out to a wider public. It strengthened the library facility at the Foundation, which boasts as many as 30,000 visitors a year, and carried out a “school visit” project.

- Expansion of Japanese studies and intellectual dialogues

The Foundation hosted various lectures presented by leading figures in humanities and social sciences, organized events at Islamic universities to introduce Japanese culture, and strengthened the ties among Japanese studies personnel at higher education institutes in Indonesia.

- Promotion of locally initiated projects

The Foundation supported various projects initiated by local organizations to promote understanding of Japanese culture. The Foundation also supported projects to promote Indonesian culture, particularly through support of young artists and intellectuals, in cooperation with the British Council and other foreign cultural institutes.

<Examples of FY2003>

- **Japan-Indonesia Friendship Festival (July 1 – 31, 2003, Jakarta)**

The Festival included an array of cultural events, including a Japanese-Language speech contest for the general public, an ikebana exhibition, Japanese and Indonesian children’s painting exhibition, Japanese Film Week, the 5th and 6th Asian Cartoon joint exhibition, the Jakarta Newspaper Cup International Go match, the “Tsuru to Kame” Tsugaru Jamisen concert, and performance by the Opera Theater Konnyaku-za.

At the “Tsuru to Kame” concert, the Foundation held a joint concert featuring tsugaru jamisen player Katsuaki Sawada, folksinger Shigesato Kizu and the “New Indonesia Ensemble,” a contemporary music group from Indonesia who is highly reputed overseas for its modern arrangement of the traditional music of Melayu Island. This was the final event of the Friendship Festival and highly appreciated not only by the Indonesians but also by the Japanese people residing in Indonesia.

The Foundation coordinated the performance of the Opera Theater Konnyaku-za with a subsidy by Arts Plan 21 of the Agency of Culture. This was the second performance here by the Konnyaku-za, and it was highly reputed with 90% attendance every day.

- **J-ASEAN Pops Concert in Jakarta (October 22, 2003, Jakarta Convention Center)**

Appearances were made by The BOOM, Hiroshi Takano, INSPi and Chika Yuri from Japan, and Inul Daratista, a superstar in the Dangdut industry, and AB Three from Indonesia. The Jakarta Convention Center Plenary Hall was packed with about 4,000 fans, and the concert was a huge success. The local media gave favorable coverage and the Indonesian National Broadcast Station broadcast the recording of the concert. The Foundation cooperated with various media prior to the concert and helped broadcast *Tokyo Beat* from a local FM station to popularize J-pop to its listeners.

- **Preparation of high school Japanese-Language textbooks (April 1, 2003 – March 31, 2004, Jakarta, etc.)**

The curriculum for elementary and secondary schools in Indonesia is reviewed every 10 years. The Foundation started this project, which complies with the new curriculum to be introduced in 2004, jointly with the Secondary Education Section, Elementary and Secondary Education Department, National Education Ministry of Indonesia. After setting the general outline of the project in June 2003, the Foundation held subsequent meetings to discuss the syllabus for second-year students, led by teachers recommended by the high school Japanese-Language teachers association in 6 districts (Jakarta metropolitan region, West Java Province, Central Java/Yogyakarta Special Province, East Java Province, Bali Province and North Sulawesi Province) 5 to 6 times in the second half of 2003. Young Japanese-Language teachers dispatched by the Japan Foundation supported the meetings at each district. The Foundation held a 6-day workshop from January 26 to 31, 2004 and put together the syllabuses from the district meetings at the Secondary Education Section in Jakarta. After introduction of the new curriculum in February, the teachers themselves must prepare the syllabus and teaching materials, a difficult task due to problems related to the capabilities and economic conditions of the high school teachers here and the lack of appropriate teaching materials. They urgently require technical support by specialists and young Japanese-Language teachers from the Japan Foundation, as well as financial aid from the Foundation.

Malaysia

The Japan Foundation, Kuala Lumpur

1. General

The most prominent aspect of Malaysia in 2003 was its continuous economic growth. The annual trade balance was 75,040 million ringgit led by the electronic and electric industries, and export to the Middle East, China and India increased by 20 to 40% in addition to Japan and other major trading partners. The Malaysian real economic growth rate in 2003 was 5.2%, exceeding the government's forecast of 4.5% partly due to the favorable conditions in civilian consumption spending and invited investments. In the tourism industry in Malaysia, the total number of incoming foreign tourists exceeded 10 million in 2000, and it reached 13.3 million (354,500 from Japan) in 2002, but in 2003, it decreased to 10.5 million due to SARS and the war in Iraq. Malaysia hosted the Non-Aligned Movement (NAM) Summit meeting, ministerial and summit meetings of the Organization of the Islamic Conference, the largest Islamic organization in the world, and played a role in the international relations field. The year 2003 was also a year of administration change. Prime Minister Mahathir bin Mohamad who had held the power from July 1980 to October 2003 passed the baton to Abdullah Haji Ahmad Badawi, who carries on Mahathir's "Look East" policy.

2. Cultural Exchange with Japan

Japan and Malaysia have experienced favorable relations for over 23 years with their Look East policy. Various worthy cultural exchange projects were conducted between Japan and Malaysia in FY2003 as Japan ASEAN exchange commemoration projects. Among the grand total of 740 projects (as of the end of 2003), 86 were held in Malaysia, which is second only to Indonesia with 93 events. The population of Indonesia is around 220 million and that of Malaysia is about 24 million; when the ratio of projects against population is taken into consideration, commemorating events in Malaysia weighs heavily in the statistics.

June 2003 was Malaysia Month upon agreement between Japan and Malaysia. Among the commemorating events held during this month, projects by the Japan Foundation occupied a half. These projects received full support from the Japanese Embassy of Malaysia and other diplomatic missions in Malaysia.



Japanese-Language seminar

3. Activities of the Japan Foundation, Kuala Lumpur

<Activity policies>

The Foundation held the following policies in its cultural exchange projects for FY2003.

- Commemorating events for Japan-ASEAN Exchange Year
- Training of core promotion groups in Japan-Malaysia cultural exchange
- Support of preparatory Japanese-Language with the objective of nurturing human resources through the Look East policy of Malaysia
- Nurturing human resources to be the core of Japanese-Language in Malaysia.
- Reinforcement of the network required for local execution and independence of Japanese-Language education in Malaysia
- Support of Japanese studies and Asia Center projects
- Effective usage of local facilities and offering of expertise for promotion of arts exchange
- Support of activities of local exhibition and performance groups

<Examples of FY2003>

● Japanese-Language seminar

The Foundation held a seminar entitled "Let's think about textbooks and syllabuses" in 2003 in consideration of indirect support for syllabus revision for secondary education to be implemented in 2004 by the Ministry of Education of Malaysia. The Foundation invited lecturers from Australia and Thailand to determine the actual conditions of syllabus preparation at the secondary school level in neighboring countries, and the seminar discussed problems and pending issues that they faced during syllabus preparation.

At the working group meetings held at the same time, teachers at secondary schools, higher educational institutes, preparatory education and civilian educational institutes gave presentations on the status of textbook preparation and the usage in Malaysia. Information exchange in this field had not been active, and the seminar offered a good opportunity for the participating teachers to exchange practical ideas.



J-ASEAN Pops Concert in Kuala Lumpur

● **J-ASEAN Pops performance in Kuala Lumpur**

On June 25, the Foundation co-hosted with Radio and Television Malaysia (RTM), with cooperation from the Japanese Embassy of Malaysia and Malaysian Airlines, the main event of the Japan-ASEAN Exchange Year: the J-ASEAN Pops Concert. The concert was publicized heavily in newspapers and on radios. As popular artists from Japan and Malaysia were to appear, a cue of fans appeared in front of the RTM building early in the morning. The newspapers of Malaysia gave a highly favorable review on the concert, at which Masaki Ueda, Ning Baizura, Chika Yuri, Siti Nurhaliza and other singers from Japan and Malaysia sang together. The concert was later broadcast nationwide on Channel 1 of RTM.

● **Japanese animation film festival**

The Foundation showed notable animation films from the 1950s to 90s in Kuala Lumpur, Penang and Kota Kinabalu and introduced the changes in Japanese animation films over the past 50 years. Interest in animation films is generally high in Malaysia, and over 2,000 viewers visited the hall in the National Museum in Kuala Lumpur during the 5-day festival. Some were animation fans from remote cities, who learned of this event from the newspapers. Animation filmmakers also visited this festival with cooperation from the Malaysia Animation Association. Their interest and evaluation of Japanese animation films is extremely high, and many watched the films repeatedly. The film festival also provided the Foundation a good PR opportunity, for many of the visitors were newcomers to the Foundation's events.

The Philippines

The Japan Foundation, Manila

1. General

After President Arroyo declared her intention to run for the next presidential election, the popular movie star Fernando Poe Junior also officially announced his candidacy, and the political interest suddenly built up toward the presidential election in May 2004. During this period, there was a terrorist bomb explosion at the Davao Airport (April) and an attempted coup d'état by the National Army in central Manila (July). There has been no obvious progress in the resolution of security problems, a pending issue for the Arroyo administration.



Japanese animation film festival

The foreign exchange rate of the peso against the US dollar remained weak, due to the war in Iraq, the affects of SARS, and the political confusion prior to the presidential election.

2. Cultural Exchange with Japan

In Japan-ASEAN Exchange Year 2003, many Japanese theatrical groups toured Southeast Asia. They frequently performed in the Philippines and were received favorably. Examples include *Gauche the Cellist* by the Opera Theater Konnyaku-za and *Prism* by the theatrical group Kageboshi.

At the Japan-Philippines Friendship Festival held annually in March, local NGO groups planned joint performances in response to an invitation by the Embassy, indicating new potentials for the Festival's organizational scheme.

As the Philippines' younger generation, inspired by TV programs and animation films, becomes increasingly interested in the Japanese-Language, and as negotiations proceed between national governments toward a free trade treaty, there is a growing demand for practical Japanese-Language education.

The movie *The Last Samurai* released in the winter of 2003 attracted a large crowd in the Philippines as well, and the interest in traditional Japanese values has risen.

3. Activities of the Japan Foundation, Manila

<Activity policies>

The number of entrants to Japan from the Philippines is the largest among the Southeast Asian countries, and the Foundation conducted operations with consideration to the following points:

- In addition to the current support for Japanese-Language education at schools, the Foundation should improve the content of education with consideration to the new needs for IT engineers, nurses and elderly caregivers.
- The Foundation would increase joint works and exchange between Japan and the Philippines in the performing arts field as well as culture-introducing projects through movies, etc. that appeal to the younger generation.
- The Foundation would introduce the Japanese "culture of humor" to express a cheerful image.
- The Foundation would promote operations that support the local NGO with consideration to exchange with the entire South East Asian region in various fields.

<Examples of FY2003>

- **Rakugo (traditional Japanese comic story telling) in English (August 2003, CAP Development Art Center, Cebu and the University of the Philippines, Philippine Cultural Center, metropolitan Manila)**

English performances of rakugo was produced by producer Kimie Oshima and performed by Shofukutei Kakusho, Katsura Asakichi, Katsura Kaishi and Hayashiya Kazujo in Cebu and Manila. After an introduction by Oshima, each rakugo teller performed rakugo in English. There was much audience participation, endless laughter and applause from the full house. The most appreciated performance was “puppet rakugo”, where Kakusho, an official cultural ambassador of the Agency of Culture, worked puppets attached to his knees and shins.

Rakugo performed in English is an extremely effective event in the Philippines where English is widely spoken and cheerfulness is a national characteristic. The event was successful in introducing the Japanese “culture of humor”.

- **Emersion weekend for Japanese-Language teachers (September 19 – 21, 2003, Eugenio Lopez Center, Antipolo)**

This project was intended to promote network building among Japanese-Language teachers. This was a 3-day session, open to the graduates of the Japan Foundation’s Japanese-Language training program and the teachers from affiliated language schools. Special presentations were given by two graduates of the Japanese-Language leader training program invited from Malaysia, and also by a specialist in curriculum development at the Education Department of the University of the Philippines. Group discussions were conducted by the Filipino facilitators, and the teachers shared ideas about classroom activities in a relaxed environment. Sixteen Filipino teachers of Japanese-Language attended this event.

At this training session, the first-year graduates of the Japanese-Language leader training program took the initiative in supporting the other Filipino teachers. It was a promising project for voluntary training in the future.

- **Japanese Film Festival (September – October 2003, Philippine Cultural Center, etc., Metropolitan Manila; November 2003, Ayala Center, Cebu; March 2004, the University of the Philippines, etc., Metropolitan Manila)**

At the Film Festival in the first half of this year, seven works by director Takeshi Kitano, namely *Kikujiro*, *Hana-Bi*, *Violent Cap*, *Sonatine*, *A Scene at the Sea*, *Kids Return*, *Boiling Point* and *Southern Winds*, and five films from ASEAN countries were

shown. As director Kitano had recently won the Silver Lion Prize at the Venetia Film Festival with his *Zato Ichi*, the Film Festival featuring his works attracted much media coverage.

At the Film Festival in March 2004, the Foundation showed five films as a “Samurai Movie Fair”, namely *Tsubaki Sanjuro* (directed by Akira Kurosawa), *Zato Ichi* (directed by Kenji Misumi), *Furinkazan* (directed by Hiroshi Inagaki), *Ame Agaru* (directed by Takashi Koizumi) and *Jazz Daimyo* (directed by Kihachi Okamoto) as one of the Japan-Philippines Friendship Festival events. Since it immediately followed the release of the movie *The Last Samurai*, many people enjoyed the different images of “samurai” presented in Japanese films.



Rakugo in English



A scene from the emersion weekend for Japanese-Language teachers