

A photograph of several teal-colored chairs with a modern, curved design, arranged on a light-colored stone tile floor. The chairs are partially obscured by a white diagonal shape that covers the bottom half of the image.

THE
JAPAN FOUNDATION
2010/2011

Annual Report

About the Japan Foundation

The Japan Foundation was established in October 1972 as a government-affiliated special corporation with the objective of promoting international cultural exchange through the implementation of comprehensive programs. On October 2003, the Foundation was relaunched as an independent administrative institution under the Ministry of Foreign Affairs.

With its global network consisting of the Tokyo headquarters, a Kyoto office, two domestic Japanese-language institutes (the Japan Foundation Japanese-Language Institute, Urawa; and the Japan Foundation Japanese-Language Institute, Kansai) and 22 overseas offices in 21 countries, the Foundation operates a number of programs, often in partnership with other organizations, focusing mainly on three areas: Arts and Cultural Exchange, Japanese-Language Education Overseas, and Japanese Studies and Intellectual Exchange.

Based on a government endowment of 78 billion yen, the Foundation's activities are financed by annual government subsidies, investment revenue, and donations from the private sector. As of March 31, 2011, the Japan Foundation has 230 staff members.

History

1972	The Japan Foundation established.
1989	Japanese-Language Institute, Urawa established.
1991	Center for Global Partnership established.
1997	Japanese-Language Institute, Kansai established.
2003	The Japan Foundation relaunched as an independent administrative institution.
2006	China Center established.

The Japan Foundation was established with the objective of conforming to the following legislation passed in 2002.

Article 3 of the "Law of the Japan Foundation Independent Administrative Institution":

The purposes of the Japan Foundation Independent Administrative Institution (Dokuritsu Gyosei Hojin Kokusai Koryu Kikin: hereinafter called the "Foundation"), is to contribute to the improvement of a good international environment, and to the maintenance and development of the harmonious foreign relationships with Japan, by the efficient and comprehensive implementation of activities for international cultural exchange, which will deepen other nations' understanding of Japan, promote better mutual understanding among nations, and contribute to the culture and other fields in the world.

Three Main Activities

Art and Cultural Exchange

Creating opportunities to encounter the values embodied in Japanese art and Japanese life

Japanese arts—fine art, music, theater, literature, and films—and everyday culture such as food and fashion inspire interest in Japan. They give insights into how Japanese people think and act, and communicate feelings and emotions without needing to understand Japanese. The Japan Foundation creates opportunities for encounters with Japanese art and culture, running programs for international contact between practitioners.

Japanese-Language Education Overseas

Increasing the number of people who speak Japanese increases the number of people who understand Japan

Students of Japanese gain understanding and appreciation of Japan in addition to knowledge of the language. The Japan Foundation encourages teaching of the Japanese language around the world, and ensures the quality of the education that students receive. Programs include organizing the JLPT, developing teaching materials, supporting new Japanese courses, and providing local and Japan-based training programs for Japanese-language teachers.

Japanese Studies and Intellectual Exchange

Combining a deeper understanding of Japan with an interest in learning about the world is key to resolving issues that we all share.

To encourage Japanese studies, the Japan Foundation supports institutions and academics around the world and assists networking. Top academics are introduced to Japan, giving the Japanese people access to world level knowledge and insights into global intellectual trends. This gives the international scholars a deeper understanding of Japan, fosters the development of shared perceptions, and facilitates discussion of shared issues.

Calendar of the Major Programs 2010/2011

4	5	6	7	8	9	10	11	12	1	2	3			
<ul style="list-style-type: none">● The 17th Budapest International Book Festival [Hungary]● The 36th Buenos Aires International Book Fair [Argentina]	<ul style="list-style-type: none">● "Japan-Canada Authors' Forum" attended by Atoda Takashi, Asada Jiro, and Mori Eto" [Canada]● Noh and Kyogen Performance Tour (Spain, Portugal) → P.40	<ul style="list-style-type: none">● The Chamber Orchestra of Balkan Concert in Sarajevo [Bosnia and Herzegovina]● Historias del Crimen: La Yakuza Japonesa [Mexico, Brazil, Argentina]● Instruction on Museum Display at the Museum of Archaeology Kaman-Kalehöyük [Turkey]● Hogaku Concert in Shanghai [China]	<ul style="list-style-type: none">● The 23rd Tehran International Book Fair [Iran]● The 16th Seoul International Book Fair [Korea]● The 16th Book World Prague 2010 [Czech Republic]● The 55th Warsaw International Book Fair [Poland]	<ul style="list-style-type: none">● Winter Garden: The Exploration of the Micropop Imagination in Contemporary Japanese Art [U.S., Canada, Mexico]● The Center for Face-to-Face Exchanges established in Chongqing [China] → P.16● AGA-SHIO + Music & Rhythms Tour in Africa [Democratic Republic of Congo, South Africa] → P.5	<ul style="list-style-type: none">● The 100th Anniversary Film Festival of Kurosawa Akira's Birth [Korea, Indonesia, Thailand, Philippines, Malaysia] → P.14, P.37● Judo Instruction by Yamashita Yasuhiro and Inoue Kosei [Israel, Palestinian territories] → P.15● Invitation Program for Cultural Leaders: Iraqi Photographer Faud Shaker [Iraq]● "Heart-to-Heart": Long-Term Exchange Program for Chinese High School Students-Presentation by Participants of the 4th Term before Returning to China [Japan]● The 12th International Architecture Exhibition, Venice Biennale "TOKYO METABOLIZING" [Italy] → P.4● Matsuda Mio, Yaihiro Tomohiro, Hugo Fattoruso South-America Concert TRANS-CRIOLLA [Argentina, Uruguay, Chile, Japan] → P.13	<ul style="list-style-type: none">● The 6th Asian Museum Curators' Conference [India]● Support for the Provincial Government of Sakhalin to Preserve Historic Buildings and Sites [Russia] → P.15● Japan-Turkey Contemporary Music Collaboration "Sound Migration" [Turkey, Egypt, Hungary, Japan]● Invitation Program for Cultural Leaders: Special Lecture by Chichi Peralta [Dominican Republic]● Workshop on Cultural Heritage Preservation at Kharakhorum Museum [Mongolia]● Japanese Film Festival "Hiroshima" and Lecture by Tanabe Masaaki [Egypt] → P.40● Kabuki Performance Tour in Mexico and Central America "Kabuki: Encounter with 400 Years Tradition" [Mexico] → P.13, P.39● Public Symposium on International Architecture Exhibition, Venice Biennale and Japanese Architecture in the World [Japan]● Traveling Exhibition "Struggling Cities: from Japanese Urban Projects in 1960s" [China, Germany]● The 62nd Frankfurt Book Fair [Germany]● Workshop for Curators at the National Museum in Wrocław on Japanese Traditional Arts and Crafts [Poland]	<ul style="list-style-type: none">● Butoh Performance in Russia: Butoh—The Great Spirit [Russia, China] → P.13● Japan-Korea Blastbeat Project [Korea] → P.15, P.35● Ozu Yasujiro Retrospective [Germany]● The 17th International Exhibition of Publishing and Books [Morocco]● Ito Toyoo Architecture Exhibition "MY COSMOS: from my room to my city" [Singapore]● The 12th International Cairo Biennale: Nara Yoshitomo Exhibition [Egypt]● Exhibition "Manga Realities: Exploring the Art of Japanese Comics Today" [Korea] → P.12● Lecture and Demonstration on Robot Technology by Ishiguro Hiroshi and Yamato Nobuo [Ecuador, Peru, Venezuela]● Invitation Program for Cultural Leaders: Zagars Andrejs, General Director of the Latvian National Opera [Latvia]● Ticobo Eco Concert Tour [Korea] → P.35	<ul style="list-style-type: none">● Japan-Korea Publication Exchange Symposium [Korea] → P.35● Invitation Program for Cultural Leaders: Yossi Tal-Gan, Director of the Israel Festival [Israel]● Local Cuisine Lecture and Demonstration Series: Kaga Cuisine of Kanazawa [France, Switzerland] → P.15● Yamaguchi Akira Solo Exhibition "Singa-planet" [Singapore]● Les Frères Tour in Australia [Australia]● Tsugaru-Jamisen and Minyo Concert in Far East Russia [Russia]● The 21st Abu Dhabi International Book Fair [United Arab Emirates]● The Center for Heart-to-Heart Exchanges Visiting Program for Japanese High School Students [China]● The Center for Heart-to-Heart Exchanges Concert Tour [China]● Japan-Korea Traditional Performing Arts Festival [Korea] → P.35● Stage Performance <i>Yakuniku Dragon</i> [Korea] → P.35● Ware Ware! Korea Japan Film Festival [Korea] → P.35	<ul style="list-style-type: none">● The 21st Sao Paulo International Book Biennial [Brazil]● Heart-to-Heart: Long-Term Exchange Program for Chinese High School Students - Participants of the 5th Term Came to Japan [Japan] → P.16● The Mission of Biennials/Triennials: An East Asian Perspective (Aichi Triennale 2010 Opening Symposium) [Japan]● Lecture by Architect Nishizawa Ryue on Japanese Modern Architecture [Brazil]● Traveling Exhibition "JAPAN: Kingdom of Characters" [China, Italy, Taiwan, Hungary] → P.40● Lecture and Demonstration on Japanese Cuisine by Kurisu Masahiro of Tankuma and others [Turkey, Lebanon]● Les arts décoratifs japonais face à la modernité 1900-1930" [France] → P.12, P.35● The 14th Asian Art Biennale Bangladesh 2010: Nawa Kheh Exhibition [Bangladesh] → P.4● Kato Kazuki J-Pop Concert in Korea [Korea]● Lecture by Architect Sejima Kazuyo [Italy] → P.36● Nishikawa Minosuke Nihon Buyo Performance in Singapore and Malaysia [Singapore, Malaysia] → P.5● Dairakudakan Brazil Tour [Brazil] → P.4● "UNIT ASIS" Middle East and India Tour 2010 [Egypt, Turkey, India, Japan]● An Evening of Classical Guitar, Flute, and Violin from Japan [Canada]	<ul style="list-style-type: none">● The Center for Face-to-Face Exchanges Established in Guangzhou [China] → P.16● Heart-to-Heart: Long-Term Exchange Program for Chinese High School Students - Participants of the 5th Term Came to Japan [Japan] → P.16● Exhibition "WA: The Spirit of Harmony and Japanese Design Today" [France, Korea]● Voyages Regards de Photographes Japonais sur le Monde [Portugal, Mexico]● The 12th Moscow International Fair of Intellectual Literature Non/Fiction: Public Discussion between Kurokawa So and Olga Slavnikova [Russia] → P.14● Training Program for Chinese Japanese-Language Teachers in Secondary Education [Japan]● Short-Term Training Program for Foreign Teachers of the Japanese Language (Winter) [Japan]● Japanese-Language Program for Overseas Students (Partner University Students) (for four months) [Japan]● Japanese-Language Education Seminar in Central and Eastern Europe [Hungary]● Website of NIHONGO e NA Korean and Chinese Sites Launched● The Japan Foundation Nihongo Kyojuho Series vol. 3, 10, and 12 Published → P.23● JF Nihongo Network "Sakura Network" Expanded to 102 Institutions from 33 Countries and one Region → P.20● Japanese-Language Education Provided for Nurses / Certified Care Worker Candidates Coming to Japan under EPAs [Indonesia, Philippines] → P.24● JF Standard Course Book <i>Marugoto: Japanese language and culture A1 (Starter)</i>, a Pilot Edition Produced [Japan] → P.23● The WEB version of "Erin's Challenge! I can speak Japanese." Made Available in Spanish, Portuguese, Chinese, and Korean → P.23	<ul style="list-style-type: none">● Training for Japanese-Language Teachers in the U.S. [Japan]● Japanese-Language Program for Specialists in Cultural and Academic Fields (for two months) [Japan]● Japanese-Language Program for Specialists in Cultural and Academic Fields (for six months) [Japan]● Japanese-Language Program for University Students (Spring) [Japan]● Short-Term Training Program for Foreign Teachers of the Japanese Language (Spring) [Japan]● Training Program for Malaysian Japanese-Language Teachers in Secondary Education [Japan]● Training Program for Leading Teachers of Japanese-Language [Japan]● The 51st International Speech Contest in Japanese (Niigata-City) [Japan]● Preliminary Results of the 2009 Survey of Organizations Involved in Overseas Japanese-Language Education Made Public [Japan] → P.24● The Japan Foundation Basic Japanese-Arabic Dictionary Published● Grant for International Symposium "Japanese Language Education in the World in the 21st Century— Building a Future Action Plan on the Past Achievements—" [Taiwan]● Training Program for Korean Japanese-Language Teachers in Secondary Education [Japan]● Japanese-Language Program for Overseas Students (Partner University Students) (Summer) [Japan]● Long-Term Training Program for Foreign Teachers of the Japanese-Language [Japan] → P.22● Training for Japanese-Language Teachers in Universities in China [Japan]● Japanese-Language Program for Foreign Service Officers and Public Officials [Japan] → P.22● Japanese-Language Program for University Students (Fall) [Japan]● Japanese in Anime and Manga Spanish Site Launched → P.23● Exchange of CIS Japanese-Language Teachers [Russia]● Invitation Group-Tour Program for U.S. Educators [Japan]● International Symposium "The Trend and Challenges of Japanese Studies around the World" [China] → P.28● Public Seminar "Shared Understanding of Asian Religion-Cultural Problems" Dialogue between Buddhism and Hinduism [Japan]● Abe Fellowship Program Retreat [U.S.]● The 2nd Japan-Argentina Exchange Symposium [Argentina]● International Conference on U.S.-Japan-ASEAN Trilateral Strategic Dialogue (Center for Strategic and International Studies) [U.S.]● Symposium "Regional Integration in East Asia: Globalization and Identity" [Germany]● Public Seminar "Intercultural City and Multicultural Symbiosis" in Tokyo [Japan] → P.30● Enhancement of Japanese Studies Network/ JF Librarian's Seminar on Library Information for Graduate Students and Young Researchers [Indonesia, Thailand]● Intellectual Exchange Touring Seminar in Maghreb [Morocco, France]● International Symposium "Japan-Europe Cooperation on Social Firms" [Japan] → P.4, P.30● International Conference "U.S.-Japan Dialogue over the Rise of China and India" (Council on Foreign Relations) [Japan]● Invitation of a Group of Chinese Intellectuals [Japan]● Abe Fellowship Policy Forum "The Environment and Climate Change: Energy Saving and the Reduction of Air Pollution and CO2 Emissions within City-Level Framework" [Japan]● Support for Leading Think Tanks: Brookings Institution International Conference "The 2nd Forum on Japan-U.S.-China Cooperation on Clean Energy" [Japan]● Public Symposium "Introducing the American NPO's Knowledge to the Local Region: Exploring the Future of the Local Region's NPOs" [Japan]● Invitation of a Group of Young Japanese Studies Researchers from Russia [Japan]● Japanese American Leadership Symposium "Breaking Out of the Comfort Zone: Role of Education in the Era of Global Competition" [Japan]● Presentation Ceremony for the Japan Foundation Prizes for Global Citizenship [Japan] → P.8	<ul style="list-style-type: none">● Website of NIHONGO e NA (Portal for Learning Japanese) Launched● Short-Term Program in Japan for Thai Japanese-Language Teachers [Japan]● Training for Japanese-Language Teachers in Secondary Schools in Indonesia [Japan]● Seminar for Japanese-Language Teachers in Europe [France]● JF Standard for Japanese-Language Education 2010 and JF Standard for Japanese-Language Education 2010 User's Guide Published [Japan] → P.24● Short-Term Training Program for Foreign Teachers of the Japanese-Language (Summer) [Japan]● Long-Term Training Program for Foreign Teachers of the Japanese-Language [Japan] → P.22● Training for Japanese-Language Teachers in Universities in China [Japan]● Japanese-Language Program for Foreign Service Officers and Public Officials [Japan] → P.22● Japanese-Language Program for University Students (Fall) [Japan]● Japanese in Anime and Manga Spanish Site Launched → P.23● Exchange of CIS Japanese-Language Teachers [Russia]● Invitation Group-Tour Program for U.S. Educators [Japan]● International Symposium "The Trend and Challenges of Japanese Studies around the World" [China] → P.28● Public Seminar "Shared Understanding of Asian Religion-Cultural Problems" Dialogue between Buddhism and Hinduism [Japan]● Abe Fellowship Program Retreat [U.S.]● The 2nd 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Techniques: Body and Physique in Hijikata Tatsumi's Butoh" [Japan]● Japan Travel Program for U.S. Future Leaders [Japan]● Lecture by Mikuriya Takashi on "Can the Multiparty System Take Root in Japan?" [France]● Japan-Europe Intellectual Exchanges in Alsace Japanese Studies Seminar on Meiji II [France]● The Japan Studies Association of Canada [Canada]● International Conference "Intercultural Crossover, Transcultural Flows: Manga/Comic" [Germany]● Grant for Russian-Japanese Seminar "Natural Resource Development, Population and Environment in Russia: Their Present and Future in Relation to Japan" [Russia]● Japan-U.K. Symposium "New Museology: Drawing Synergies between Cultural Heritage and Contemporary Cultures" [U.K.] → P.28● Canada-Japan-Korea Social Policy Research Collaboration Symposium "Policy Innovations for Successful Societies" [Canada]● International Symposium co-hosted by International Research Center for Japanese Studies and University of Indonesia [Indonesia]● Japanese Studies Touring Seminar "Universal Fashion: A New Relationship between Human and Fashion" [Uzbekistan, Russia]● U.S.-Japan Network for the Future (Montana) [U.S.]● Abe Fellowship Program Abe Brown-Bag Lunch "Japan's Evolving Security Policy" [Japan]● Asia Leadership Fellow Program Public Symposium "Rethinking Global Challenges: Asian Intellectuals in Dialogue" [Japan]● Invitation of Young Muslim Intellectuals from Southeast Asia [Japan]● Dispatch Program for Regional Social Enterprise Knowledge and Partnership Symposium [Thailand]● Presentation Ceremony for the Japan Foundation Awards [Japan] → P.8	<ul style="list-style-type: none">● Peace and Culture" Special Symposium "Culture of Peace Existent in Asia" [Japan]● Public Lecture on Contemporary Japan "Japan in the Age of Globalization and Immigration: Japan's Efforts towards the Social Integration of Foreigners" [Thailand, Singapore]● Enhancement of Japanese Studies Network/ Lecture on Japan's Economic Policies [Malaysia]● Symposium "Regional Integration in East Asia: Globalization and Identity" [Germany]● Public Seminar "Intercultural City and Multicultural Symbiosis" in Tokyo [Japan] → P.30● Enhancement of Japanese Studies Network/ JF Librarian's Seminar on Library Information for Graduate Students and Young Researchers [Indonesia, Thailand]● Intellectual Exchange Touring Seminar in Maghreb [Morocco, France]● International Symposium "Japan-Europe Cooperation on Social Firms" [Japan] → P.4, P.30● International Conference "U.S.-Japan Dialogue over the Rise of China and India" (Council on Foreign Relations) [Japan]● Invitation of a Group of Chinese Intellectuals [Japan]● Abe Fellowship Policy Forum "The Environment and Climate Change: Energy Saving and the Reduction of Air Pollution and CO2 Emissions within City-Level Framework" [Japan]● Support for Leading Think Tanks: Brookings Institution International Conference "The 2nd Forum on Japan-U.S.-China Cooperation on Clean Energy" [Japan]● Public Symposium "Introducing the American NPO's Knowledge to the Local Region: Exploring the Future of the Local Region's NPOs" [Japan]● Invitation of a Group of Young Japanese Studies Researchers from Russia [Japan]● Japanese American Leadership Symposium "Breaking Out of the Comfort Zone: Role of Education in the Era of Global Competition" [Japan]● Presentation Ceremony for the Japan Foundation Prizes for Global Citizenship [Japan] → P.8

Arts and Cultural Exchange

Japanese-Language Education Overseas

Japanese Studies and Intellectual Exchange

Commonness

Message from the President



I have recently assumed the position of the President of the Japan Foundation. Ever since its establishment in 1972, the Japan Foundation has played a key role in promoting cultural exchange between Japan and other countries. I am honored and privileged to have been appointed the President of an organization with such a history and tradition as this foundation possesses.

I was a diplomat for almost as long as the Japan Foundation has existed. I still clearly remember 40 years ago assisting with preparations for the establishment of the Japan Foundation while still a young diplomat assigned to Washington. In the following years I was engaged in diplomatic activities in various regions and fields around the world. I have always been deeply interested in the cultures of different countries and international exchange and have been directly involved

in major cultural projects such as the Japan Festival held in London in 1991. I am proud to have been a supporter of the Japan Foundation and its activities throughout that time.

I was selected as the President of the Japan Foundation under its first open, highly transparent application system. I am determined to respond with a grave sense of responsibility to the high hopes and expectations of you all.

Today, a swelling tide of change is sweeping across Japan and the world. At a time when the Japanese government faces extremely serious fiscal conditions and reconstruction of the nation from the devastation of the March 11 disaster has become an urgent and challenging task, the relevance of international cultural exchange programs and projects is being questioned once again. Japan needs the strength that is created by culture and its exchanges. It needs to share this uniquely Japanese strength with the rest of the world. Japan's position has been undergoing changes amidst a swiftly shifting international situation. The people and organizations involved in diplomatic affairs and international cultural exchange activities have become increasingly diverse, and the role of these exchange activities itself has drastically changed. I think the time has come when, in the face of these changes both inside and outside Japan, we have to re-examine the role of the Japan Foundation and the kind of activities it should pursue in the future.

As the President of the Japan Foundation in an age when countries of divergent cultures must coexist in a tumultuous world, I would like to listen to your views and opinions, actively express my own beliefs and convictions, discuss them all with sincerity and thus contribute to further promoting international cultural exchange. We now have to take the initiative. We cannot afford to sit idly by. As the name "The Japan Foundation" suggests, we have to think about this country as a whole and about the international community of which it is a member. I hope we can walk hand in hand with the rest of the world along a path that will lead to greater, mutual cultural awareness.

October 1, 2011

Ando Hiroyasu

President

The Japan Foundation Annual Report 2010/2011
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Looking Back on 2010/2011

The Japan Foundation promoted a wide variety of projects in fiscal 2010 to deepen the understanding of Japan. It introduced Japanese arts, theater, publications, videos, and lifestyle to the world. It organized programs designed to help people learn about Japan through the Japanese language, and to foster intellectual exchange and exchanges of specialists in Japanese studies. The following are photos of some of the Foundation's activities during the year.



Assisting in Japanese Language Education

The Japan Foundation has been sending Japanese language specialists to various countries. In Indonesia, Japanese language classes are given at high schools, more students learning Japanese. [Bali, Indonesia]



Introducing Japanese Arts to the World

The Japan Foundation is introducing leading Japanese artists at international exhibitions. At the 14th Asian Art Biennale held in Bangladesh, the exhibition by Nawa Kohei received the Grand Prize. [Dhaka, Bangladesh]

Photo: Omote Nobutada



Organizing the Japanese Pavilion

Tsukamoto Yoshiharu and Nishizawa Ryue participated in the 12th International Architecture Exhibition, Venice Biennale under Japanese Pavilion commissioner Kitayama Koh.

Photo: Andrea Sarti/CAST1466



Providing Fun Opportunities to Study Japanese

The Foundation's overseas offices are helping local citizens to sample Japanese culture. This photo shows Canadian students trying out their Japanese calligraphy skills in an event held by the Japan Foundation, Toronto. [Manitoba, Canada]



Introducing Unique Japanese Dance

Butoh is a unique Japanese dance style. This art with its strong impact on the global dance world was shown to young people. [Sao Paulo, Brazil]



Revitalizing Global Intellectual Exchanges

The Japan Foundation provided forums for discussing global issues, including an international symposium on social farm in Japan and Europe.



Enjoying Japanese Fiction → P.36

The Japan Foundation is encouraging people overseas to become interested in Japanese literature. Author Katayama Kyoichi went on lecture tours in South Korea and China. Many people sought his autograph. [Beijing, China]



Contributing to Peace through Culture

There are children in the world left deeply scarred by cruel political events and other incidents. The Japan Foundation sent experts in various fields overseas to support them. The 2nd Drama Workshop with Children of Aceh was among many examples. [Aceh, Indonesia]



Popular Japanese Robot → P.15

Robots are proof of Japan's technological expertise and a symbol of Japanese culture. During the year, the Japan Foundation introduced PARO, an advanced therapeutic robotic seal, to people in Vietnam, Singapore, Brunei, and Pakistan. The robot developed by the National Institute of Advanced Industrial Science and Technology delighted many people overseas. [Hanoi, Vietnam]



Sharing the Sounds

AGA-SHIO +Music & Rhyme Tour visited the Democratic Republic of the Congo and South Africa. Audiences were captivated by the perfect blend of Oriental and Western sounds. Workshops were held with local people. [Kinshasa, Democratic Republic of the Congo] Photo: Shionoya Satoru



Talking about Culture

Sharing a long history, Japan, China, and South Korea continue to influence each other. The 6th Japan-China-South Korea cultural forum was held to discuss political and economic ties and to look at each other from the standpoint of culture. The forum was held at the Yakushiji Temple in Nara (Jion Hall).

Getting Closer to Japan

The Japan Foundation organized performances of traditional Japanese arts. During Nishikawa Minosuke's tours, dance workshops were held with the participation of audiences. [Kuala Lumpur, Malaysia] Photo: Garry Loke Hong Weng



The Great East Japan Earthquake: Messages from the World

U.S.



Many people around the world sent messages to encourage the earthquake victims. They included scholars supported by the Japan Foundation in the past. Messages from American children were carried to the quake-ravaged region by journalists who came to Japan. Photo: Aikawa Kenichi

Spain



Mon Libre, held each year in Barcelona in eastern Spain, is a festival of children's literature. The festival that took place on April 23, 2010, was turned into "an event to pray for Japan's reconstruction." The Japan Foundation cosponsored a workshop by Gomi Taro, the Japanese illustrator and writer of children's books. Using brushes and the palm of their hands, children freely painted colorful pictures on a 25-meter-long piece of paper on the floor to cheer up the quake victims.

Photo: Coco Books

China



The Center for Face-to-Face Exchanges has been set up in various places in China for young people to sample Japanese culture. Twenty-three students who gathered at the center in Sichuan experienced a major earthquake in 2008. They sent a joint card and video message accessible at <http://www.chinacenter.jp/japanese/shinsai/shinsai.php>.

Uzbekistan



Some of the researchers who came to Japan at the invitation of the Foundation organized volunteer groups. They cooked for the victims and helped remove debris. Tuychiev Mukhiddin, a researcher at Tashkent State Institute of Oriental Studies (right), went into the disaster area together with some Muslims living in Japan.

Australia



The staff at the Japan Foundation, Sydney, Australia supported local charity events with local volunteers on weekends to raise funds for Japan. The website *Australia Supports Japan* was also created to exchange information about the situation in Japan, being a place where Australians could post heartfelt messages.

On March 11, 2011, news of the unprecedented tragedy quickly spread throughout the world by television, newspaper, and the Internet. Messages of condolences and encouragement poured into the overseas offices and Tokyo headquarters of the Japan Foundation, and a variety of support was extended. All this made us at the Japan Foundation realize that we are indeed citizens of the global community and impressed upon us the importance of partnership with the rest of the world.

Not only specialists and members of various organizations who have built strong relations with us through our past activities, but overseas people in general sent

heart-warming messages. Reports on charity events, fund-raising activities, and opinions about the disaster published in the media also arrived. This circle of action has now spread across the world, encouraging people in Japan and demonstrating to us that cooperation between Japan and other countries is becoming increasingly important. Taking advantage of the international human networks we have fostered, and our experiences and know-how in disaster prevention and reconstruction, the Japan Foundation plans to actively continue to put more projects in motion and contribute to the strengthening of ties among nations and reconstruction of the disaster region.



Germany
Discussion was held about the role of various mass and social media in disaster situation with journalists and researchers. (Symposium "The Catastrophes in Japan and the Role of Conventional and New Media—A Comparative Look at How Japan and Germany Reported on the Earthquake" co-organized with Japanese-German Center Berlin)



Egypt
At Tahrir Square in Cairo, the staff of the Japan Foundation, Cairo made video clips of messages from people who are studying Japanese. These videos were uploaded on YouTube for many people to watch. Passersby joined in the filming of the videos and sent words of encouragement.



Turkey
In Ankara, students at the Turkish Japanese Foundation Cultural Center wrote messages in Japanese in joint cards and sent them to Japan.



Vietnam
About 500 teachers and students of the Vietnam National University gathered to mourn the death of the victims and to support Japan's reconstruction efforts. They listened to explanations on Japan's culture and history, and ten thousand paper cranes made by the sponsors and students were sent to Fukushima University.



U.S.
At Webster University in Missouri, Japanese Students Association hosted a fundraising event called "Hope for Japan." Association members, in cooperation with local Japanese communities, held a flea market and Japanese drum concert to collect donations. A symposium on the earthquake also took place.

The Japan Foundation projects related to the Great East Japan Earthquake

1. Deepening the understanding of Japanese people and society

We translate the growing post-disaster sense of solidarity into a deeper understanding of Japan and also to introduce Japanese culture from a variety of perspectives to counter the stereotypical belief of Japan and its people.

2. Contributing to revitalization of Japanese society

We support international cultural exchange programs in the disaster region, including introduction of its culture overseas. We will also provide the region with opportunities to regain vitality and hope for reconstruction through closer ties with the rest of the world.

3. Sharing experiences of the disaster with the world community

We encourage other countries to promote education in disaster prevention through intellectual dialogue and by sharing Japan's earthquake experiences and information about the process of recovery, and thus make contributions to the international community.

4. Providing assistance for events overseas to support Japan and commemorate the disaster victims

We cooperate with people in other countries who are organizing events in support of Japan by making our networks in various regions available and by providing know-how and venues for such events.

The Japan Foundation Awards

Since 1973, the Japan Foundation has been presenting awards each year to individuals and organizations that have made outstanding contributions to the advancement of mutual international understanding. The awards are presented in three categories: Arts and Culture, Japanese Language, and Japanese Studies and Intellectual Exchange.

Award Recipients for Fiscal 2010



Arts and Culture

Sato Tadao

Japan
Film Critic

A leading film critic in Japan and a pioneer in Asian film studies, Sato Tadao actively promoted international exchange in the field of cinema, shedding light especially on outstanding Asian films that received little attention in the past and making great contributions to raising the awareness and interest of film audiences around the world.

Commemorative Lecture : "Encountering the World through Cinema"
November 2, 2010, at the International House of Japan



Japanese Language

Savitri Vishwanathan

India
Former Professor of Japanese Studies, University of Delhi

Savitri Vishwanathan studied and lectured on Japanese language, history, and politics at the University of Delhi for many years and laid the foundation for Japanese studies and Japanese-language education in India. She made significant contributions to educating young people in Japanese studies.

Commemorative Lecture : "India-Japan : Changing Perceptions"
October 29, 2010, at the International House of Japan



Japanese Studies and Intellectual Exchange

Ben-Ami Shillony

Israel
Professor Emeritus, Hebrew University of Jerusalem

As a leading scholar in Japanese studies in Israel, Ben-Ami Shillony made great achievements in the study of Japanese history, and contributed to the understanding and promotion of Japanese culture as well as academic exchange and advancement of Japanese studies around the world, especially in the United States and European countries.

Commemorative Lecture "Japan and I : New Prospects on Japanese Studies"
October 28, 2010, at the International House of Japan, in cooperation with the International House of Japan

The Japan Foundation Prizes for Global Citizenship

These prizes are presented to organizations whose community-based international cultural exchange activities are exemplary. Originally established in 1985 as the "Prizes for the Promotion of Community-based Cultural Exchange," they were renamed in 2005 as the "Japan Foundation Prizes for Global Citizenship." To date, 79 prizes have been presented, including one president's special award.

Prize Recipients for Fiscal 2010

NPO Action



Action organized a campaign in Japan and the Philippines to help children rise up to challenge their dreams. A brand was also launched to promote job creation and self-independence among women in the Philippines.

Tabunka Machizukuri Kobo



Tabunka Machizukuri Kobo (multicultural community development center) held Japanese-language classes for foreign nationals living in a housing complex in Yokohama, offering a venue for foreign and local Japanese residents to gather and create a model community.

NPO Dance Box



Based in Shin-Nagata, which sustained heavy damage in the Kobe earthquake of 1995, Dance Box held contemporary dance projects in Kobe and cities around the world. In addition to hosting community-based activities, it helped deepen cross-cultural understanding with other countries.

Arts and Cultural Exchange

Japanese arts-fine art, music, theater, literature, and films-and everyday culture such as food and fashion inspire interest in Japan. They give insights into how Japanese people think and act, and communicate feelings and emotions without needing to understand Japanese. The Japan Foundation creates opportunities for encounters with Japanese art and culture, running programs for international contact between practitioners.

Arts and Cultural Exchange

Linking Japanese Arts and Culture with the World

The Japan Foundation organizes arts and culture programs designed to encourage an understanding in Japanese values. Working in the four principal fields—visual arts, performing arts, films and publications, and culture and society—it promotes greater cultural links between Japan and the rest of the world.

Information Services and Networking

Effective sharing of information and vibrant networks of artists are the keys to successful cultural and artistic exchanges. The Japan Foundation supports both by providing resources and opportunities. It offers the latest information on performing arts, literature, and films through its website and newsletters, and coordinates exhibitions and trade fairs.

Visual Arts

The Japan Foundation works with domestic and international museums to produce both major exhibitions with an extensive display, and small-scale traveling exhibits with individual themes like contemporary art, photography, craft, and architecture. It also promotes Japanese art and artists by participating in international exhibitions, funding Japanese art exhibits held abroad, and organizing exchange programs for artists and art professionals.

Performing Arts

The Japan Foundation introduces overseas audiences to various Japanese performing arts, from the traditional such as Kabuki and Bunraku, to the more modern like pop and folk music, contemporary dance, and theater. It works on international collaborative projects, support artists and art organizations by providing grants and networking opportunities, and manage the website *Performing Arts Network Japan*.

Culture and Society

The Japan Foundation organizes lectures, demonstrations, and workshops abroad designed to give people a first-hand experience of Japanese cultural practices rooted in daily life, such as the tea ceremony, Ikebana, and cooking. It also administers programs to assist cultural development in other countries, including sending experts to share their expertise on the preservation of cultural property or dispatching sports and music practitioners.

Films and Publications

The Foundation's work aims to inspire interest in Japan through visual media and includes broadcasting Japan's TV programs overseas, providing grants for foreign-made films on Japan, holding film festivals, and supporting the screening of Japanese films at international film festivals. To promote Japanese literature, it publishes a newsletter, finances the translation and publication of Japanese books, and participates in international book fairs.

China Center

Established in 2006 to facilitate youth exchange, the China Center manages three programs: the Long-Term Exchange Program for Chinese High School Students, in which Chinese students experience life in Japan for 11 months; the Center for Face-to-Face Exchanges, a resource for the latest youth information; and the *Heart to Heart* Community website, a platform to exchange views on blogs and message boards.



1. A workshop by the Shigeyama Kyogen Theater for University of Sao Paulo's theater students. [Sao Paulo, Brazil] / 2. Film director Sai Yoichi at the "Ware Ware! Korea-Japan Film Festival" [Seoul, South Korea] / 3. The stage of *Shakkyo* (Stone Bridge) from the "Kabuki: Encountering a 400-year Heritage" tour [Mexico] / 4. "JAPAN: Kingdom of Characters" exhibit which toured China, Italy, Hungary, and Australia [Budapest, Hungary] / 5. A presentation by a Middle Eastern curator who was invited to Japan / 6. Japan-Turkey contemporary music collaboration project "Sound Migration" commemorating Japan Year 2010 in Turkey [Turkey, Egypt, Hungary] / 7. Jean-Baptiste Andrianarimanana, the famed Valiha player, and his band Zamba were invited to Japan / 8. Kanazawa's Kaga cuisine demonstrated for the Local Cuisine Lecture and Demonstration Series at the Japan Cultural Institute [Paris, France] / 9. The modern Japanese craft exhibition "Les arts décoratifs japonais face à la modernité 1900-1930" [Paris, France] Photo: C.-O. Meylan

Exhibitions and Programs to Foster a Deeper Understanding of Japanese Arts and Culture

■ “Manga Realities: Exploring the Art of Japanese Comics Today”

The Japan Foundation hosted an exhibition presenting today’s manga and its distinct art form with a spotlight on nine titles that became popular after 2000. The modern manga that developed in postwar Japan is a unique art form that continues to evolve today. Held at an art gallery, the show created by the curator Takahashi Mizuki and the space designer Toyoshima Hideki conceived to transcend the traditional exhibition format and presented the worlds depicted in manga works in 3D installations.

The exhibit opened in Japan and South Korea in fiscal 2010. In South Korea, where manga is popular and Korean translations are readily available, we held a symposium focusing on manga’s socio-cultural aspects, and an art magazine ran a feature story describing the show as original. While manga and anime have attracted much attention recently and are often regarded as soft power representatives of contemporary Japanese culture, they are received in different ways in different countries. We may see yet another reaction in the upcoming exhibitions in Hanoi and Manila scheduled for fiscal 2011.

[Contemporary Art Center Art Tower Mito, Japan, August 14 to September 26, 2010; Artsonje Center, Seoul, December 4, 2010 to February 13, 2011]

■ Modern Japanese Craft Exhibition—“Les Arts Décoratifs Japonais Face à la Modernité 1900-1930”

The Japan Foundation hosted an exhibition at the Japan Cultural Institute in Paris showcasing some 70 pieces of modern crafts produced between 1900 and 1930, including ceramics, textiles, and lacquer ware. The early 1900s was a period when modern art movements like Art Nouveau and Art Deco were at their peak in Paris, attracting artists from all over the world. The artifacts produced in Japan around this period

dexterously combined and developed designs influenced by Western modernism and the traditional techniques of Yuzen (dyeing), lacquer work, and Shippo (cloisonné). The show, visited by French Minister of Culture and Communication Frédéric Mitterrand on the opening day, attracted numerous visitors. To complement the exhibition, the National Museum of Modern Art, Kyoto and the Japan Cultural Institute in Paris hosted the international symposium “Orient/Occident: Une Attraction Mutuelle,” which launched a new cross-cultural dialogue between France and Japan.

[Japan Cultural Institute in Paris, France, October 13 to December 23, 2010]

■ Curatorial Exchange Program

In order to encourage an interest and understanding in Japanese art, the Japan Foundation invites a group of curators from overseas to visit art galleries, museums, and art studios throughout Japan. The program also provides opportunities for our guests to interact with their Japanese colleagues and build a lasting network.

In fiscal 2010, we invited two groups of curators on a tour around Japan to visit and meet with Japanese art professionals. The first group consisted of four curators from Kuwait, Palestine and Lebanon, who visited from February 7 to 19, 2011. The second group comprised 11 curators based in the United States, who stayed in Japan from March 7 to 19, 2011. We received many comments on the program, with one curator comparing the visions and systems of the art museums in his own country with those in Japan. Another credited the program for linking them with Japanese curators, and commented on the importance of looking at Japanese art in the context of its history and society. Another reported how he now felt closer to Japan and more confident to work on exhibitions featuring Japanese art.



Above: “Manga Realities” exhibition in South Korea Photo: Myoungrae Park
Right: Modern Japanese craft exhibition poster

Performances at the Crossroads of Cultures: Spectrum Ranging from the Traditional to the Avant-garde

■ South-America Concert Tour: TRANS-CRIOLLA

A number of South American countries celebrated their bicentennial anniversaries in 2010 and 2011. As a mark of tribute to their music that has been a source of hope and comfort for the people throughout a sometimes turbulent history, we organized a concert tour featuring Japanese and local musicians as part of the celebration. The key trio of singer Matsuda Mio, leading Japanese percussionist Yahiro Tomohiro, and the famous Uruguayan keyboardist Hugo Fattoruso toured Argentina, Uruguay, and Chile. Folklore music, tango, candombe, and nueva canción—music cherished by the local people—blended together with the sounds of the three artists, filling the concert halls with excitement.

A few months later the sounds of TRANS-CRIOLLA were replicated in Japan, strengthening the link forged by music as candombe drum group Rey Tambor from Uruguay and renowned singer Francesca Ancarola from Chile performed in Japan for the first time. The seeds of connection sown by these events continue to develop both in Japan and in South America, and are bearing fruit in various forms.

[Auditorio Inmaculada Concepcion, Buenos Aires; Universidad Nacional De Córdoba, El lugar Facultad de Ciencias Físicas, Exactas y Naturales, Córdoba; Teatro Maccio, San José, Uruguay; Auditorio Nelly Goitino, Montevideo; Universidad de Valparaíso, Valparaíso; and Centro Cultural y Deportivo de Peñalolén, Santiago, August 6 to 14, 2010]

■ “Kabuki: Encountering a 400-year Heritage” Tour in Central America

In commemoration of the 400th anniversary of Japan-Mexico relations, the Japan Foundation organized a performance tour of Kabuki, which also boasts a 400-year history, in Mexico, El Salvador, and Honduras. The audiences were treated to a presentation explaining the meaning of Kabuki music and a demonstration of costumes and make-up

before the stage performances of *Sagi Musume* (Heron Maiden), a classic piece in which a male actor plays a female role, and *Shakkyo* (Stone Bridge), or lion dance, featuring 13 performers including actors Nakamura Kyozo, Nakamura Matanosuke and Ichikawa Kinoshige, singers of Nagauta, and players of traditional instruments such as Shamisen and Narimono. Kyozo and Mananosuke, who both have extensive experience in performing abroad, engaged the audiences with their humorous talk and elegant yet powerful choreography, and received warm applause in each country.

[Teatro de la Ciudad, Monterrey, Teatro de la Ciudad, Mexico City, Mexico; Teatro Nacional de San Salvador and Teatro de Santa Ana, El Salvador; and Manuel Bonilla National Theater, Honduras, October 8 to 21, 2010]

■ “Butoh—the Great Spirit”

To mark the 25th anniversary of the death of Butoh's founder Hijikata Tatsumi, who received tremendous acclaim in Europe and elsewhere, the Japan Foundation organized a Butoh performance tour in Russia and China. The stage performances by Kanazawa Butoh-kan, led by Yamamoto Moe (in Russia) and Waguri Yukio (in China), were accompanied by various programs that included film screenings, lectures, and exhibitions of posters and *Kamaitachi* photographs taken by the famed photographer Hosoe Eikoh. (*Kamaitachi* is a photographic series by Hosoe in collaboration with Hijikata.) The influence of Hijikata's Butoh extended beyond genre boundaries and inspired other avant-garde arts of the time, including fine arts, films, and photography. Presenting an overview of how Butoh originated and evolved in Japan as a reaction to the Western artistic expression, the tour had a significant impact on the two countries where contemporary art is beginning to attract interest.

[Litsedei Theater Chemiakin Foundation, St. Petersburg; Theater School of Dramatic Art, Moscow, November 20 to 28, 2010; Ullens Center for Contemporary Art and TNT Theater, Beijing, February 26 to March 6, 2011]



Above: The concert tour “TRANS-CRIOLLA”
Right: “Butoh—the Great Spirit” tour in Russia and China



Events to Encourage Interest in Japanese Films and Literature in Asia and Russia

■ 100th Anniversary of the Birth of Kurosawa Akira—Film Screenings Across Asia

To celebrate the 100th anniversary of the birth of one of Japan's greatest film directors, Kurosawa Akira (1910-1998), the Japan Foundation organized a film screening tour in eight cities across five countries in Asia. We showed a total of 23 works, including his famous masterpieces *Rashomon* (1950) and *Seven Samurai* (1954). At the tour's first stop, the Korean Film Archive (KOFA) in South Korea, we had script writer Nogami Teruyo and actor Nakadai Tatsuya, two pivotal figures in any discussion about Kurosawa films, attend the event. Also at the showing were Ahn Sung-ki, one of the premier South Korean actors, and several other notable Korean filmmakers and actors, making for a glamorous opening.

There have been few opportunities in the past to introduce Kurosawa's films in Asia, but a total of some 39,000 viewers attended the screenings and enjoyed the world of director Kurosawa.

[South Korea, the Philippines, Indonesia, Thailand, and Malaysia, July 1, 2010 to March 20, 2011]

■ Participation in International Book Fairs (Russia and Thirteen Other Countries)

As part of our efforts to promote Japanese publications, in fiscal 2010 we participated in 14 international book fairs in as many countries in cooperation with the host country embassies and the Publishers Association for Cultural Exchange (PACE). In particular, the 12th Moscow International Fair of Intellectual Literature non/fiction held in Russia was a grand event with over 300 exhibitors representing 19 countries. Attracting a growing number of visitors each year, the fair drew over 33,000 people in 2010. The Japan booth that we set up jointly with PACE displayed 363 titles and 1,290 catalogues, and received

a huge turnout of about 2,000 visitors altogether.

On this occasion we arranged for the writer Kurokawa So to visit Moscow and sit down at the fair for dialogue with a Russian writer. He also lectured at the Japan Foundation in Moscow and took part in a roundtable discussion at St. Petersburg State University. In an event of this magnitude it is rare for an individual country to become the focus of attention, but Kurokawa's dialogue with Olga Slavnikova, who visited Japan in 2009 under our invitation program, attracted much local media attention. Their conversation was introduced in a prominent Russian state television cultural news program.

[Russia, December 1 to 5]

■ Grants for the Translation and Publication of *A History of Japanese Religion*

The Japan Foundation issues the quarterly newsletter *Japanese Book News* for overseas publishers and translators written in English. It contains information on recently published titles and the latest news from the Japanese publishing industry. We also manage a Japanese studies support program that funds part of the cost to translate and publish books about Japan or Japanese-authored books. The program accepts applications on an annual basis and is open to the public. In 2010, these support programs resulted in the publication of *A History of Japanese Religion* by Sueki Fumihiko through the Vietnamese publisher Alpha Books. An exceptional work of religious studies promoted in *Japanese Book News*, the book was also on our list of recommended works for publication abroad. The Vietnamese publication was a welcome outcome of the support programs.

Another novel introduced in our newsletter, *Shokudo Katatsumuri* (Restaurant Snail) by Ogawa Ito, was translated into Italian and received the Italian literary prize Premio Bancarella della Cucina in summer 2011.



Left: Kurosawa film screening poster
Middle: Japan booth at a Latvian book fair
Right: *A History of Japanese Religion*

Grassroots Cultural Exchange Activities Covering a Broad Range of Topics

■ Therapeutic Robotic Seal PARO Visited Southeast Asia

We sent Shibata Takanori, the inventor of PARO and senior research scientist at the National Institute of Advanced Industrial Science and Technology, on a four-country tour to present the robotic seal. The audiences were intrigued by PARO's therapeutic effects on the patients of nursing homes and hospitals, and after each lecture it was surrounded by a large crowd of curious attendees.

[Vietnam, Singapore, Brunei, and Pakistan, September 28 to October 9, 2010]

■ Introduction of Kanazawa's Kaga Cuisine to Europe

Of all our programs introducing Japanese culture, food is always a category of great interest to audiences. In fiscal 2010, we solicited ideas for our culinary lecture and demonstration series on the theme of local cuisine and selected Kaga cuisine of Kanazawa in Ishikawa Prefecture. The chefs of Tsubajin, one of Kanazawa's traditional restaurants, visited France and Switzerland where the audiences were introduced to the less known dishes of our cuisine through lectures on Kanazawa's historical and cultural backgrounds and cooking demonstrations.

[France and Switzerland, February 27 to March 13, 2011]

■ Judo Lessons by Yamashita Yasuhiro and Inoue Kosei

In July 2010, two of Japan's leading Judo practitioners, Yamashita Yasuhiro and Inoue Kosei, were sent to Israel and Palestine to give lectures and lessons. The boys and girls that attended their lessons worked up a good sweat while learning Judo. In December 2010, the NPO Solidarity of International Judo Education invited young men from the two countries to attend an international Judo tournament in Fukuoka. These activities linked future Judo competitors of the three countries and received wide media coverage.

■ Preservation of Prewar Historic Buildings in Sakhalin

In 2008 and 2009, we organized symposiums in

cooperation with Hokkaido University and the local government on the restoration and preservation of decaying historic buildings and other cultural heritage in Sakhalin built during the Karafuto period. In 2010, we sent a group of experts with expertise in such areas as architecture, painting, stone work, and tiling to conduct field research. Their findings were compiled in a report and presented to the local government in June 2011 for use in future preservation projects.

[Yuzhno-Sakhalinsk, October 5 to 9, 2010]

■ Group Invitation of the Dramaturgs of German-Speaking Countries

To celebrate the 150th anniversary of Japan-Germany diplomatic relations, we invited six dramaturgs (a position within a theater company that deals mainly with research and development of plays) from Germany, Austria, and Switzerland to Japan. As well as meeting with Japanese theater professionals and artists, they took part in the seminar co-hosted by the Goethe Institut in Tokyo on the latest developments in German theater. The participants exchanged views on such topics as the decision-making process in theaters and the role of public organizations in supporting cultural activities.

[Tokyo, Nasu, and Kyoto, November 23 to December 7, 2010]

■ Japan-South Korea Blastbeat Project

We sponsored a bilateral social enterprise program called the Blastbeat project as part of the Japan-Korea collaboration campaign. In the project, the students of both countries organized themselves into a music company, planned and hosted a live music event, and donated their profits from the event to charity. During the three-month program the young entrepreneurs met in camps and communicated over Skype, held heated debates over various issues, and in the end successfully achieved their goals.

[Seoul and Tokyo, November 2010 to February 2011]



Left: Kaga cuisine lecture and demonstration
Middle: Inoue Kosei giving a Judo lesson
Right: Blastbeat participants at work



Offering Multiple Opportunities to Promote the Understanding of Japan in China

■ Long-Term Exchange Program for Chinese High School Students

The China Center provides Chinese high school students with the opportunity to get to know Japanese society and its culture through an 11-month exchange program. It is designed to give students a first-hand experience of living and studying in Japan, and the opportunity to interact with many Japanese such as their classmates and host family. The program entered its fifth year in 2010. In July, we bid farewell to the 35 Chinese students who had stayed in Japan since last year and welcomed another 38 new students (10 boys and 28 girls) in September. Through taking part in various extracurricular activities and school events, and living with a host family, the participants became more independent and learned to cooperate with others. We are grateful to the high schools and the families that hosted the students; they played the vital role of embracing the students who will one day become the bridge between Japan and China. One of the host family members told us that the family and the student had a hard time communicating with each other in the beginning, but eventually, to her delight, they grew so close that they were able to talk about their inner feelings. Such stories illustrate how the deep sense of connection developed during their long-term stay in Japan will help forge strong ties between the two countries in the coming decades.

■ Heart-to-Heart Community Site

This website operated by the China Center under the domain www.chinacenter.jp contains the latest information on Japanese and Chinese cultures and a blog with simultaneous translation that allows users to share their thoughts by posting

entries in either language. The purpose of the interactive website is two-fold: first, it serves as a platform of communication where students who have participated in our cultural exchange programs can keep in touch with their friends and host family, and second, it aims to help build the foundation of a lasting friendship between the two countries by promoting mutual understanding through open and direct communication. While the site primarily targets young people, it has also received encouraging responses from users of all generations. One user remarked, "Reading the comments by Chinese students on how they perceive Japan has given me a renewed sense of appreciation for our culture and its characteristics."

■ Center for Face-to-Face Exchanges

Located mainly in provincial cities in China where access to information on Japan is limited, the Center for Face-to-Face Exchanges provides local residents, particularly youths, with a window into contemporary Japanese culture. Visitors to the centers can get involved in various cross-cultural activities or browse through the library of Japanese magazines, books, CDs, and DVDs. In 2010, we opened new centers in Chongqing and Guangzhou, in addition to the seven already in operation in Chengdu, Changchun, Nanjing, Yanbian, Xining, Lianyungang, and Harbin by 2009. The centers hold many intercultural events; for example, the centers in Guangzhou and Nanjing hosted a student exchange event in March 2011 planned and implemented by Japanese exchange students. Also, under the Chinese Center Visit Program, some Japanese high school students visited the Chengdu Center and interacted with local students.



Left: Welcome reception for exchange students

Middle: Student blog on *Heart-to-Heart* Community website

Right: Mochi (rice cake) pounding at the Guangzhou Center





Japanese-Language Education Overseas

Students of Japanese gain an understanding and appreciation of Japan in addition to knowledge of its language. The Japan Foundation encourages teaching of the Japanese language around the world, and ensures the quality of the education that students receive. Programs include organizing the JLPT, developing teaching materials, supporting new Japanese courses, and providing local and Japan-based training programs for Japanese-language teachers.

Japanese-Language Education Overseas

Promoting Japanese-Language Education Overseas

The construction of a basic foundation for Japanese-language education is a significant part of the Japanese-language education programs. Activities include sharing expertise, conducting a survey of overseas Japanese-language institutions, and creating opportunities for information exchange.

Support for Teachers and Institutions

As guidance from a single teacher can influence a number of students, the Japan Foundation conducts programs aimed at enhancing the teaching skills of educators who teach the Japanese language outside Japan. The Japan Foundation also provides grants to Japanese-language institutions overseas and supports events to promote Japanese-language education.

Support for Learners

The Japan Foundation provides both direct and indirect support for learners. Indirect support involves efforts to enhance the Japanese-language learning environment, including creating learning materials and training future teachers. Direct support involves training for people required to learn Japanese for their profession, including diplomats, public officials, other public sector employees, and researchers.



Dispatch of Specialists/Support for Institutions and Projects

The Japan Foundation dispatches Japanese-language specialists and assistant teachers to foreign educational institutions worldwide. The Foundation provides grants for Japanese-language courses run by overseas NPOs, Japanese speech contests abroad, academic meetings and workshops on Japanese-language education, and training programs for teachers.

Survey on Japanese-Language Education Abroad

With the collaboration of Japan Foundation offices around the world, Japanese embassies, consulates, and other entities, a global survey of institutions providing Japanese-language education is conducted every three years. This is the world's only large-scale survey on Japanese-language education. The results of the survey are frequently quoted by the media.

JF Standard/Japanese-Language Teaching Materials

The Japan Foundation continues to develop the JF Standard for Japanese-Language Education as a tool to examine teaching, learning, and assessment, and it plays a core role in helping to develop infrastructure for overseas Japanese-language education. The Foundation also develops, manages, and deploys online and audio-visual Japanese-language teaching materials.

JF Nihongo Network "Sakura Network"

The Sakura Network is a global network linking the core Japanese-language institutions and teacher associations to promote the language and improve the quality of Japanese-language education. The Japan Foundation's overseas offices and organizations promoting Japanese-language education join forces to support Japanese-language education worldwide.

Training for Japanese Teachers Abroad (Japanese-Language Institute, Urawa)

The institute provides advanced training for non-native Japanese-language teachers who are already at the helm or soon will be and programs for teachers with little experience to enhance their Japanese-language skills and teaching methodology. The institute offers different training programs for teachers with different skills and experience.

Japanese-Language Proficiency Test (JLPT) (Center for Japanese-Language Testing)

The JLPT is administered simultaneously in Japan and abroad twice a year to evaluate and certify the Japanese proficiency of non-native speakers. In 2010, about 610,000 people, from elementary school students to adults, in 58 countries/regions took the test for different purposes such as for employment, promotion, or university entrance.

Training for Overseas Japanese-Language Learners (Japanese-Language Institute, Kansai)

The institute provides training programs for those who are influential in bonding ties between Japan and their countries, such as diplomats, public officials, researchers, and graduate students. The institute also invites foreign university and high school students who excel in Japanese to Japan.



1.Students participating in the Japanese-Language Program for Overseas Students (Partner University Students) conducted by the Japanese-Language Institute, Kansai, watched Sumo / 2.Students studying Japanese at Kenya's Kenyatta University enjoying the experience of preparing Japanese cuisine in class [Nairobi, Kenya] / 3.High school students playing a Japanese game [Manitoba, Canada] / 4.A Japanese-language class offered at the Japan Foundation, Kuala Lumpur [Kuala Lumpur, Malaysia] / 5.Participants in the Training Programs for Teachers of the Japanese Language conducted by the Japanese-Language Institute, Urawa visited Nara / 6.A workshop for members of a Japanese-language teacher association [Padang, Indonesia] / 7.A man being interviewed by the media at a ceremony to celebrate the publication of the *Basic Japanese-Arabic Dictionary* [Cairo, Egypt] / 8.Students studying Japanese at Baku State University formed an Origami club [Baku, Azerbaijan]

Dispatch of Japanese-Language Specialists and Expansion of Networks among Overseas Japanese-Language Teachers

■ Japanese-Language Specialists Play Important Roles Abroad

The Japan Foundation dispatches Japanese-language specialists around the world to help Japanese-language education take root and function independently abroad. The missions of these specialists include training local teachers, giving advice on curriculum development and teaching materials, supporting initiatives for networking among teachers, and giving Japanese-language classes. In fiscal 2010, a total of 101 Japanese-language specialists were dispatched to 39 countries.

To carry out their daily activities, the specialists need to build networks with locals involved in Japanese-language education. Take for example the 19th Ankara Japanese Speech Contest held in October 2010 as part of "Japan Year 2010 in Turkey." Japanese-language specialists sent to Middle Eastern countries joined forces with locals involved in Japanese-language education and managed to broadcast the contest live on the Internet. About 1,500 viewers watched the world's first live coverage of a Japanese speech contest, and we received a large number of comments from people in the Middle East and elsewhere. To help build and reinforce networks among local Japanese-language teachers, dispatched specialists make use of IT in Japanese-language education, as exemplified by the online distribution of videos of interviews with people involved in Japanese-language education. As mentioned above, helping to set up and reinforce the network of teachers is one of the important missions of Japanese-language specialists.

■ Support for Japanese-Language Education Projects Abroad

The JF Nihongo Network, also known as the "Sakura Network," is a global network linking the Japan Foundation's overseas offices and core Japanese-language institutions and teacher associations working in cooperation with the Japan Foundation. The network is aimed at promoting Japanese

language and improving the quality of Japanese-language education abroad. We started building the network in 2008 and set the goal of increasing the number of core members to 100 by the end of fiscal 2010. The objective was accomplished with 102 institutions from 33 countries and one region taking part in the network as of the end of March 2011. Sakura Core Projects are organized to make greater use of the network, and the overseas offices of the Japan Foundation implement a variety of Japanese-language programs and provide support to other core members' programs with a strong outreach effect that can lead to growth, expansion, and broader use of Japanese throughout their entire country or region.

In fiscal 2010, after an extensive review of the grant programs for Japanese-language institutions in countries without an overseas office of the Japan Foundation, the Grant Program for Japanese-Language Education Activities was newly launched to cater to the individual needs of each country and region.

The Second Seminar of Japanese-Language Education in Central America and the Caribbean, one of the projects granted by the program, was conducted in fiscal 2010 by the Central American and Caribbean Network of Japanese-Language Education. This network was created in 2009 by countries in the region that do not have many Japanese-language learners, with the aim to develop their own Japanese-language education in cooperation with each other. Japanese-language teachers from eight countries—Cuba, the Dominican Republic, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, and Panama—participated in the seminar. The network enables Japanese-language teachers working in isolated environments to know that there are counterparts in other countries, and that they can exchange information, share problems and concerns, and ask for advice. The establishment of the seminar and network encourages teachers to continue to engage in Japanese-language education in their own environment.



Left: A Japanese-language class of secondary education in India
Middle: MNB's *Radio Japanese Lessons* in Mongolia
Right: Japanese-language teachers of Universit of Kelaniya, Sri Lanka

Launch of the Renewed JLPT

The Japanese-Language Proficiency Test (JLPT) evaluates and certifies the Japanese proficiency of non-native speakers. The test is offered twice a year at test sites worldwide with the collaboration of local host institutions.

(In Japan, the JLPT is administered by Japan Educational Exchanges and Services, the co-organizer of the test, and in Taiwan it is administered by the Interchange Association, Japan, with which the Japan Foundation began co-organizing the test in 2010.)

■ Start of the New JLPT

The JLPT has been offered for more than a quarter century since it was launched in 1984. In recent years, as test applicants have become more diverse, the JLPT results have also been used in more diverse ways, for example, as a requirement for university entrance examinations and qualification tests, and as criteria for screening job applicants and making decisions about promotions and pay raises. Given these circumstances, a revised version of the test was launched in 2010 to take full advantage of the most advanced research in Japanese pedagogy and testing theory, and to reflect the vast wealth of data accumulated since the original test was launched.

[Key Points of the New JLPT]

1) Increased focus on communicative competence

The new test places importance not only on a learner's knowledge of Japanese language, including vocabulary and grammar, but also on their competence in using this knowledge in practical communication.

2) Choice of five test levels

The new test is offered at five levels (N1, N2, N3, N4, and N5) instead of the previous four levels (Level 1, Level 2, Level 3, and Level 4), enabling examinees to choose a level best suited to them.

3) More accurately measures Japanese competency with scaled scores

The new test adopts a new scoring method to more accurately

reflect the examinees' Japanese-language competence. Scores are calculated as "scaled scores" instead of raw scores.

4) What you can do in Japanese is easily visualized

The "Japanese-Language Proficiency Test Can-do Self-Evaluation Report" will be presented to help examinees and those around them visualize "what successful JLPT examinees can do with their Japanese skills at each test level."

■ New JLPT Taken by 420,000 People Abroad

In 2010, the Japan Foundation administered the new JLPT abroad twice, on July 4 and on December 5, and in total about 420,000 people took the test. The July test covering three levels from N1 to N3 was held in 80 cities in 13 countries and regions abroad and Japan. In the 12 overseas countries where the foundation administered the test, roughly 186,000 people applied for the test and about 154,000 actually took it. (The July test was held in 10 countries and 21 more cities than in 2009.)

The December test covering all five levels was held in 221 cities in 58 countries (including Japan) and regions. In the 56 overseas countries where the foundation administered the test, about 314,000 people applied for the test and about 267,000 actually took it. Three countries—Portugal, the Czech Republic, and Morocco—and six cities—Goyang and Bucheon in South Korea, Philadelphia and Boston in the United States, Venice in Italy, and Hamburg in Germany—became new venues.

■ Renewal of JLPT's Official Website

With the launch of the new JLPT, its official website (<http://www.jlpt.jp/>) was renewed. Now you can try sample questions of the new JLPT in an e-learning platform and refer to FAQs about the new test. You can also obtain information about, for example, test site cities and the registration process, and view the website in more languages. In fiscal 2010, Japanese, English, and simplified Chinese versions were made available. The website was accessed 3.57 million times (page views) during the period from July 2010, when it was renewed, to the end of March 2011.



Above: A JLPT venue in Warsaw
Right: JLPT's renewed official website



Overseas Japanese-Language Teachers Trained and Overseas Learners Given Japanese-Language and Culture Lessons

■ Training Program for Japanese-Language Teachers Overseas

One of the main pillars of the Japan Foundation's Japanese-language education overseas activities is support for teachers. The 2009 "Survey of Overseas Organizations Involved in Japanese-Language Education" conducted by the Japan Foundation found that Japanese-language education overseas faces problems not only in the shortage of teachers, but also in their poor teaching skills and command of Japanese, and the shortage of teaching materials as well. To deal with these problems, the Japan Foundation Japanese-Language Institute, Urawa, supports overseas-based Japanese-language teachers through training programs and the development of teaching materials and educational curriculum.

Since its establishment in 1989, the institute has welcomed over 8,000 trainees, building a considerable reputation as a training facility for foreign Japanese-language teachers.

In fiscal 2010, the institute provided 19 training programs varying in duration from two weeks to one year, and 425 Japanese-language teachers from 56 countries participated in those programs.

■ 2010 Long-Term Training Program for Japanese-Language Teachers

The Long-Term Training Program for Teachers of the Japanese-Language is a six-month program targeting young foreign Japanese-language teachers with teaching experience of six months to five years; in fiscal 2010, 53 teachers from 33 countries participated in the program. Trainees in the program not only take courses in Japanese language and teaching methodology, but are also given opportunities to experience aspects of Japanese culture such as calligraphy, Origami, Ikebana, Kitsuke (kimono dressing), tea ceremony and Japanese dance, and to go on study tours to Nikko and throughout the Kansai region.

To take advantage of their stay in Japan, the 53 participants

worked hard to improve their command of Japanese and to have a better understanding of Japanese society and culture.

■ Forty Foreign-Service Officers and Public Officials Trained at the Japanese-Language Institute, Kansai

Another main pillar of Japanese-language education promotion is support for Japanese-language learners. The Japan Foundation Japanese-Language Institute, Kansai, established in 1997, provides Japanese-language programs for overseas specialists whose jobs require a good command of Japanese, and also for university and high school students studying Japanese overseas. It is also involved in e-learning development such as the *Japanese in Anime and Manga* website.

The programs for foreign-service officers and public officials are conducted with the cooperation of Japan's Ministry of Foreign Affairs, inviting the foreign ministries of other countries to send young foreign service officers, public officials, and other public sector employees to the institute for eight months of training in Japanese language and Japanese affairs. In fiscal 2010, 40 specialists from 37 countries took part in the programs.

The Japanese-language courses are designed to cater to the needs of trainees likely to be assigned to a diplomatic mission to Japan or an official organization handling work related to Japan. As these courses aim to impart communicative competence that would be useful for such work, the curriculum is prioritized towards oral communication. The training also includes lectures by specialists, cultural experiences, visits to governmental, business, and cultural organizations, and study tours. These activities are designed to allow participants to familiarize themselves with Japanese society and culture, and to construct their own networks in Japan.

Of the 628 foreign service officers (fiscal 1981-2010) and 109 public officials (fiscal 1997-2010) who enrolled in the training programs, 202 were assigned to their country's embassy in Japan (as of October 2009) and seven became their country's ambassador to Japan (as of December 2010).



Above: Trainees at the Japanese-Language Institute, Urawa
Right: Visiting undergraduates to learn Japanese



JF Teaching Materials Expanded with New Publications and Made Available in More Languages

■ Pilot Edition of *Marugoto: Japanese language and culture A1 (Starter)* Produced

Marugoto: Japanese language and culture A1 (Starter), a pilot edition of Japanese-language teaching material based on the “JF Standard for Japanese-Language Education,” was developed to present practical models of “Japanese for mutual understanding”—the principle of the JF Standard—and to enable users to acquire Japanese for communication with other Japanese speakers regardless of nationality and race, competence in accomplishing tasks in cooperation with others, and competence in Japanese to become a more cultured person with multiple viewpoints and new perspectives on their own country.

■ The WEB Version of *Erin’s Challenge! I can speak Japanese*. Available in Four More Languages

With more than three million hits (page views) from 176 countries and regions in less than a year since it was launched, the WEB version of *Erin’s Challenge! I can speak Japanese* has been used by a large number of people interested in Japanese language and culture. Japanese and English versions were previously available, and in fiscal 2010, four more languages versions—Spanish, Portuguese, Chinese, and Korean—were produced.

■ Whole Volumes of the *Nihongo Kyojuho Series* Now Available

The *Nihongo Kyojuho Series* is a teaching material on how to teach Japanese compiled by the Japan Foundation based on its many years of hands-on experience of training overseas Japanese-language teachers. The series is written by lecturers who have instructed trainees and covers almost all subjects on the methodology of teaching Japanese. With the 3rd, 10th, and 12th volumes published in fiscal 2010, publication of the series is now complete.

■ *Japanese in Anime and Manga Website*—Spanish, Korean, and Chinese Versions Released

Japanese anime and manga, perhaps the best known elements of Japan’s pop culture, are winning high favor with young people around the world and motivating many to start learning Japanese. To reach those Japanese learners, the Japan Foundation launched the e-learning site *Japanese in Anime and Manga* in February 2010 to offer a fun way to learn Japanese and discover Japanese culture.

The website is designed for Japanese-language learners ranging from beginners to advanced learners who enjoy Japanese anime and manga. As it gives many of the expressions actually used by characters in anime and manga popular overseas, users can learn a vivid style of Japanese not found in the usual textbooks and dictionaries. The website also offers quizzes and games as fun ways to learn, and allows users to choose their own preferred study contents and methods according to their own level and interests. In addition, they can learn not only distinctive expressions unique to eight character types typically seen in anime and manga, but also phrases and onomatopoeia (sound FX) frequently encountered in four popular anime/manga genres (love, school, ninja, and samurai) and their background cultural information as well.

The English version was previously available, and in fiscal 2010, three more languages versions—Spanish, Korean, and Chinese—were released. With the number of visitors constantly increasing, the website has been accessed about 2.6 million times (page views) from 186 countries and regions (as of March 31, 2011) since its launch. In addition, at sites including the Japan Foundation’s booths at Japan Expo in Paris and in pop culture events in Australia, Spain, and elsewhere, the *Japanese in Anime and Manga* website is used as a tool to link Japan’s anime/manga culture and Japanese-language learning.



Above: *Japanese in Anime and Manga*
Left: *The Nihongo Kyojuho Series*

Survey of Overseas Japanese-Language Education 2009 and JF Standard Made Available

■ Preliminary Results of the 2009 Survey on Japanese-Language Education Abroad Made Public

The Japan Foundation conducts the worldwide “Survey of Organizations Involved in Overseas Japanese-Language Education” every three years to exactly grasp the present condition of overseas Japanese-language education, and to make good use of the results in the planning and implementation of Japanese-language education programs.

The survey is carried out with the collaboration of the Japan Foundation’s overseas offices, Japanese-language specialists dispatched around the world, Japanese embassies/consulates, and organizations that the Japan Foundation supports. With the aim to serve as a tool to help people involved in Japanese-language education build networks through information exchange, the survey provides basic data and information on Japanese-language education abroad obtained from questionnaire surveys on the number of students and teachers, purpose of study, and problems and concerns in teaching.

The results of the 2009 survey showed that the number of overseas Japanese-language students had increased sharply to 3.65 million worldwide, and that the learning environments and purpose of study were diversifying. The survey results are referred to by a large number of people and organizations at home and abroad, including researchers, institutions with an interest in Japanese language, and international exchange groups. In fiscal 2010, the preliminary results of the 2009 survey were made public, and a report on the results of detailed data analysis was published.

The Japan Foundation’s website provides “Information on Japanese-Language Education by Country/Region,” which is compiled based on the survey, and contains the latest information on trends in Japanese-language education, educational systems, textbooks, syllabuses, teachers, and students. It is also widely used as an information source not only by Japanese-language teachers, but also in class at

universities conducting policy research on Japanese-language education, and by students who desire to become a Japanese-language teacher.

■ JF Standard for Japanese-Language Education 2010 and Related Websites Augmented

We took various steps to enhance the content and improve the user-friendliness of the “JF Standard for Japanese-Language Education (JF Standard) 2010,” developed as a tool to help examine how to teach and learn Japanese, and how to evaluate learning outcomes. The JF Standard was made public at the end of March 2010.

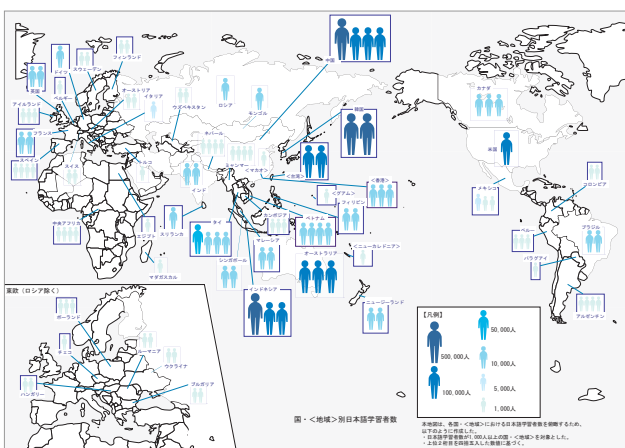
In July 2010, booklet versions of the *JF Standard 2010* and *JF Standard 2010 User’s Guide*, which explains in greater detail how to use the JF Standard, were published. Both are uploaded onto the JF Standard’s website in PDF format and can be downloaded for free.

The *Minna no “Can-do” Website* was upgraded with new features. Now users can draw up “My Can-do statements” and analyze their “Can-do folder,” and Japanese-language teachers and learners can make use of the website in more practical ways. To help users take advantage of these new features in their study of Japanese, more “JF Can-do statements” were added mainly to levels A1 and B2 on the JF Standard’s website and the *Minna no “Can-do” Website*.


In order to have the JF Standard widely used, we will continue to provide information both in print and online while upgrading the functions of the websites.

■ Japanese-Language Education Provided for Nurse/Certified Care Worker Candidates Coming to Japan

Since 2008, Japan has been receiving candidates for nurses and certified care workers from Indonesia and the Philippines under Economic Partnership Agreements (EPA) with the two countries. The Japan Foundation provides them with three-month preparatory Japanese-language education programs before coming to Japan.



Above: Report on Japanese-Language Education Abroad
Left: Number of Japanese-language students



Japanese Studies and Intellectual Exchange

To encourage Japanese studies, the Japan Foundation supports institutions and academics around the world and assists networking. Top academics are introduced to Japan, giving the Japanese people access to world level knowledge and insights into global intellectual trends. This gives the international scholars a deeper understanding of Japan, fosters the development of shared perceptions, and facilitates discussion of shared issues.

Japanese Studies and Intellectual Exchange

Promoting Japanese Studies Overseas

Japanese studies overseas is important for deepening the understanding of Japan and maintaining good relations between Japan and other countries. The Japan Foundation supports organizations outside Japan that undertake Japanese studies. It provides fellowships and other opportunities that connect scholars and encourage networking among them.

Promotion of Intellectual Exchange

The Japan Foundation organizes workshops and international conferences where intellectual leaders can address common issues across national boundaries. It provides scholars and specialists in various fields with opportunities to visit Japan for research, and supports various projects to promote multi-layered and multi-faceted international mutual understanding.

Strengthening Networks

In order to build close networks among scholars, the Japan Foundation supports international conferences and workshops in various fields of Japanese studies. It also attempts to expand the networks by providing partial support to a wide variety of groups, including academic associations of the Japanese studies, alumni of Japanese studies, as well as international conferences.

Fellowships

The Japan Foundation supports individuals who are doing outstanding work in Japanese studies and intellectual exchange. The Japanese Studies Fellowship provides supports to scholars, doctoral candidates, and other individuals to conduct research in Japan. The Abe Fellowship supports scholars and journalists to strengthen the Japan-U.S. partnership on a global scale.

Support for Organizations

The Japan Foundation assists universities and Japan research centers overseas to strengthen their institutional capacity. It supports the expansion of teaching staffs and libraries and promotes visiting professorship depending on the needs of these organizations. Through the comprehensive support, the Japan Foundation helps organizations around the world to build up their research activities on Japan.

Center for Global Partnership (CGP)

CGP aims to strengthen U.S.-Japan collaboration and global partnership through projects addressing global issues, promoting dialogue and networking, and cultivating next generation leaders. To this end, CGP organizes and provides grant support to international conferences, workshops, and joint researches as well as providing fellowships and dispatching outreach coordinators.



1.Students who came to Japan at the invitation of the JENESYS Special Invitation Program for Graduate Students / 2.Japan-China-South Korea Cultural Exchange Forum / 3.Public Seminar on Intercultural City was held in Tokyo / 4.A participant speaks at the symposium on "Japan-Europe Cooperation on Social Firms" / 5.Panelists at the "Japan-Argentine Symposium—Globalization, Cultural Identity and Japan-Argentina Exchanges" [Argentina] / 6.Public Symposium on the Middle East and Japan / 7.A JOI program coordinator teaches a lesson about Japan at a U.S. elementary school [U.S.] / 8.Aceh children who participated in the 2nd Drama Workshop interview people on the street [Aceh, Indonesia] / 9.Japan Studies Touring Lecture at Universiti Sains Malaysia [Penang, Malaysia]

Building Closer Coordination in the Network of Japanese Studies in Asia

■ East Asia Japanese Studies Forum

Japanese studies have been actively pursued in many countries in the world. In recent years, however, the “globalization of Japanese studies” has become more pronounced, with scholars, information, and research funds moving across national boundaries. Under these conditions it is important to train personnel, conduct joint research projects, and share information while building cooperative international relations.

Recognizing this importance, the Japan Foundation organized the “World Forum for Scholars in Japanese Studies” in October 2009, designed to build a network of scholars across national and regional borders. In fiscal 2010, the Japan Foundation provided support for the “East Asia Japanese Studies Forum” organized by the Korea Association of Japanology to construct cooperative relations among Japanese scholars in East Asia. Thirty-two scholars participated in this forum held on December 4 and 5 on Cheju Island in South Korea. The forum began with the key note address by Special University Professor Aoki Tamotsu (Aoyama Gakuin University) on “The effectiveness of the holistic approach, the possibility of international Japanese studies,” followed by a special lecture by Professor Uegaki Kenichi (Otemae University) on “The history of cultural exchange and Japanese studies.” Active discussions were held and presentations made in four separate groups which respectively discussed “Japanese Literature (Study of Japanese Literature in East Asia in the 21st Century),” “Japanese Culture (Cultural Exchange in East Asia and Mutual Recognition),” “International Relations (Japanese Diplomacy and East Asia),” and “Japanese Language and Japanese Studies (Japanese Language Study and Japanese Studies in the Future).”

The forum participants confirmed the importance of international cooperation in Japanese studies and construction of an intellectual network in East Asia. They also discussed plans to hold a second forum in Tokyo.



Above: Collection of papers for East Asia Japanese Studies Forum
Right: Symposium held in October 2010 in Beijing

■ Beijing Center for Japanese Studies

An international symposium was held in Beijing in October 2010 to commemorate the 25th anniversary of the founding of the Beijing Center for Japanese Studies, which has produced many Japanese scholars, and also the 30th anniversary of its predecessor, the Training Center for Japanese Language Teachers (commonly known as the Ohira School).

The two-day symposium consisted of a forum on “Trends and Coordination in Japanese Studies in the World” and four sessions devoted to different topics. About 200 Japanese scholars from various countries and regions, including Japan, China, South Korea, the United States, France, and Britain, gathered for the meeting.

Through the keynote address and panel discussions on the first day and presentations by the four panels on the second day, the participants exchanged information and opinions on the present situation and future of Japanese studies and shared the insights of individual scholars.

Also taking place during the symposium were events that included award ceremonies for the “6th Masayoshi Ohira Memorial Prize” and the “3rd Casio Cup for Excellent Master’s Theses in Japanese Studies in China,” and the “1st All-China Forum for PhDs in Japanese Studies.” Many aspiring scholars in Japanese studies presented the results of their research. These prizes and presentations encouraged Chinese scholars to continue their Japanese studies and provided them with a good opportunity to feel the reach and progress of Japanese studies.

After September 2010, some meetings were cancelled in the midst of worsening relations between Japan and China. But the fact that this symposium was held as scheduled demonstrated that the spirit of the “Japan-China joint project” at the Beijing Center for Japanese Studies, established in 1979 on the basis of an agreement between then-Japanese prime minister Ohira Masayoshi and then-China’s Chairman Hua Guofeng, continues unbroken to the present day.



Providing Research Opportunities for Overseas Specialists in Japanese Studies

Under its Japanese studies fellowship program, the Japan Foundation invites scholars and specialists in Japanese studies from overseas to do research in Japan, in addition to promoting the construction of a network of specialists in Japanese studies in Japan and throughout the rest of the world. Introduced below is a report by Shawn Bender (U.S.), a cultural anthropologist who came to Japan as a fellow in fiscal 2010.

RESEARCH EXPERIENCE IN JAPAN

SHAWN BENDER

As a cultural anthropologist interested in the interface between technology and society, I was intrigued by Japan's emergence as one of the world leaders in social robots, service robots, and assistive robotics technologies. I wondered: How successfully have these devices made the transition out of the laboratory? In what contexts have they been integrated, and how have people responded to them? With the generous support of a Japan Foundation Research Fellowship during 2010-2011, I began to investigate these questions by conducting ethnographic research among roboticists in Japan.

From early on I had a particularly keen interest in how robots were being used for therapeutic purposes in some elder care facilities. Yet, despite having contacts in the robotics community, I had difficulty finding a suitable site where I could do research. It was in this connection that my relationship with the Japan Foundation happened to have unanticipated benefits. At a party sponsored by the foundation for incoming fellowship recipients, I happened to discuss my project and research interests with one staff member. About a month later I received an email from a roboticist inviting me to observe just the kind of onsite use of robots I was interested in. It turned out that this researcher had recently appeared on a panel at a joint German-Japanese conference held in Germany on robotics in aging societies. The conference was supported in part by the Japan Foundation.

This fortuitous connection, which depended on coincidence as much as global interest in solving demographic issues, led to one of the most productive research relationships during my time in Japan. The group of roboticists with whom I began working held faculty appointments at universities in the Kanto area. About a decade earlier they had organized themselves as the "robot therapy group" out of a shared interest in utilizing their technical knowledge to help ease the psychological stress of nursing home residents. This group had actually evolved out of another organization that used pets (primarily dogs) for similar therapeutic purposes.

In fact, most of the robots that the group uses look quite similar to animals, and all of them were made in Japan. One of these is a robot named PARO, which was invented by a roboticist currently based at the National Institute of Advanced Industrial

Science and Technology (AIST). PARO is about the same size as a baby seal, and looks and acts like one, too. Sensors located under PARO's white fur are connected to a miniaturized computer inside the robot that processes sensory information, thus enabling the robot to respond to touch, speech, and movement. PARO is programmed to respond and adapt to the person interacting with it, and even understands a limited set of words. One other robot used by the group is AIBO. AIBO, which was developed and sold by Sony until 2006, looks like a small dog. Like PARO, AIBO has a series of sensors on its body that enable it to respond to touch and sound. In contrast to PARO, AIBO has a sleek and machine-like exterior, is user-programmable, and can be controlled wirelessly. Natural tinkerers themselves, the engineers appreciated how easily they could adapt the AIBO system for their own needs and purposes.

Using robots for therapeutic purposes is still so new that people are not entirely sure how best to do so, making the line between research and practice quite thin. What is clear, however, is that many in Japan see these devices as central to the successful future management of Japan's aged. Moreover, as the joint German-Japan conference mentioned above indicates, this interest is not limited to Japan alone. Although AIBO is no longer manufactured, PARO, for example, has recently been approved for use in the United States and also has proven quite popular in several European countries. There are signs that other robotics technologies developed in Japan will make the move abroad as well. In the future, I hope to continue exploring the development and implementation of Japanese robots both in Japan and beyond. I am deeply grateful to the Japan Foundation for giving me a start on what promises to continue to be an exciting intellectual journey.



SHAWN BENDER

How to Build an Inclusive Community? Specialists Exchange Views on the Common Global Issue

The Japan Foundation organized projects focused on “social inclusion,” where each member of the community, with diverse cultural background and possible disability, can live their lives to the fullest.

■ Intercultural City

Foreign nationals account for about 1.7% of Japan’s population and 2.7% in Tokyo. Could the growing foreign population become a “threat” to the local Japanese residents, or does it represent an “opportunity?” When newly arrived foreign nationals meet and actively work with local residents, tension could naturally arise. But these encounters could also open new doors to find new business clients, to create new enterprises or to create new arts, and thus revitalize the community that they live. Like companies that value and manage the diversity of their workforce to achieve innovation, cities that are capable of managing and exploring the potential of their cultural diversity could stimulate creativity, innovation and dynamism of the community. These cities are called “Intercultural Cities.”

Twenty-one European cities join the “Intercultural Cities Programme” of the Council of Europe, where they exchange experience, opinions, and insights. In October 2010, the Japan Foundation sent a delegation of city officials, scholars, and practitioners led by Nishikawa Taichiro, mayor of Arakawa City, Tokyo to Switzerland and Italy. The delegation reported their findings at a public seminar held in Tokyo in January 2011. The mayor of Shinjuku City and deputy mayor of Ota City also joined the panel and discussed the present status and future possibilities of the community with people from diverse cultural background. More than 100 people attended the seminar,



which demonstrated the keen interest in the field by the general public.

■ Social Firms

Another project launched in 2010 on the theme of social inclusion was an international symposium on social firms. Social firm is a market-led enterprise set up specifically to create jobs for people disadvantaged in the labor market, such as those with disability. The firm does not “protect” these people, but work together with them. Social firms have been spreading throughout the world and in Japan, Social Firm Japan was established and has promoted this new approach of creating jobs for people with disability.

In January 2011, the Japan Foundation organized an international symposium “Japan-Europe Cooperation on Social Firms.” Specialists from Europe, mainly from northern European countries, and their Japanese counterparts exchanged ideas and opinions, including those on specific strategies to develop social firms. Prior to the symposium, experts from Europe visited Kansai and Shikoku regions where they visited social firms, non-profit organizations and social enterprises and had discussion with their managers and workers.

There indeed are many differences between Japan and Europe, and even within European countries regarding employment of peoples with disability, employment conditions, legal and support systems for them, as well as how the community and social firms are organized.

Despite these differences, we are hoping to enhance the networking of social firms within Japan and across continents, to learn from and to inspire the citizens in different cities.



Above: Lars Rene Petersen, Managing Director at the Danish Center for Social Economy, a panelist at a symposium on social firms

Left: Nakayama Hiroko, Mayor of Shinjuku City, Tokyo at a public seminar on intercultural city

Spreading the Circle of Support for Japan through Grassroots Exchange Activities

Even as Japanese food and anime have taken root in the United States, opportunities for interchange remain limited in the country's Midwest and South. The Japan Foundation for Global Partnership (CGP) has set the Japanese Outreach Initiative (JOI) in motion as a program designed to promote understanding and awareness of Japan among people in these U.S. regions. Coordinators were sent to the U.S. to engage in the activities to introduce Japanese culture and broaden the circle of interchange with local people.

These coordinators who were placed to universities and non-profits such as Japan America Societies visited educational institutions ranging from kindergartens to universities as well as libraries and community centers to talk about a broad range of topics on Japanese culture, including the lives of Japanese people and their traditional performing arts.

Through these activities CGP also aims to train personnel who could promote grassroots interchanges in the future. During fiscal 2010, one coordinator each was sent to Valparaiso University (Indiana), University of Iowa (Iowa), the Japan America Society of Minnesota (Minnesota), and International Institute of Wisconsin (Wisconsin).

The coordinators themselves believe the number of people who feel friendly toward Japan, or became interested in the country, has steadily grown through their activities following the Great East Japan Earthquake on March 11. They say people who passed by on the streets, one after another called out to them, feeling concerned for the disaster victims in a country so far away, asking, "Is your family all right?" or "Is there anything we can do for Japan?" The coordinators, who gradually expanded their network and became known to the local people, began receiving interview requests from the

media and started talking about natural disasters and disaster prevention education in Japan, and about the grim situation that confronted the Japanese people after the latest tragedy.

As they deepened their relations with the local people, events to support the reconstruction efforts in Japan and to launch campaigns to collect donations for the quake and tsunami victims sprang up in various places in the United States. At Webster University (Missouri), Japanese Student Association hosted a support event called "Hope for Japan," holding a flea market, a concert with traditional Japanese drums, and a symposium to reflect on the disaster. With the cooperation of coordinators, the student association collected 1.5 million yen in donations in about a month. At Western Michigan University, meanwhile, \$2,257 was collected through an event in which students watched a film about the disaster while enjoying sushi rolls together.

At the University of Arkansas – Fort Smith, a scholarship fund was established for Japanese students in the disaster area. Students who have recently lost their parents and relatives are often not inclined to return to school soon after. Therefore, university authorities, local business people, and community leaders in the United States wanted to create an environment and opportunities for those students to continue their studies. Their campaigns led to the decision to invite two students from disaster-ravaged Miyagi Prefecture for eight months. Cooperation between the coordinators and local U.S. citizens spawned a sense of caring for the victims and resulted in support for Japan by the entire community.

CGP believes these JOI projects will not only leave the U.S. participants with memories of shared experiences, but will also motivate the coordinators who participated in them to pursue their activities in the future.



Above: Folding paper cranes for disaster victims [University of Findlay, Ohio]
Left: JOI coordinator teaches Japanese greetings in an elementary school

Information Service and Cooperation with Other Organizations in Japan

In addition to implementing programs in three major areas, the Japan Foundation provides information on cultural exchange activities in Japan and abroad, engages in collaborative projects with the private sector, and works with universities to conduct research on international exchange.



JFIC Lounge

Photo: Masuda Tomoyasu

Information Center

Wochi Kochi Web Magazine and Information Service Events

The Japan Foundation Information Center (JFIC) provides information on international cultural exchange activities through public and media relations, the web magazine *Wochi Kochi* (Near and Far), its annual report, website, blog, twitter, and e-mail newsletters. We also implement collaborative programs with organizations in Japan, operate the Japan Foundation Awards and the Japan Foundation Prizes for Global Citizenship (see p.8), and manage the operation of the JFIC space comprised of the JFIC Library and the Event Space. Moreover, we welcome and offer tours to students.

Wochi Kochi, the only periodical in Japan on international cultural exchange, was re-launched as a web magazine in August 2010. It serves as a door to a wide range of reports and resources and as a digital archive of past articles. It features a cover story every month. Stories included in the fiscal 2010 issues were "The Future of International Cultural Exchange," "Cross-Border Literature," "Music Links Japan and Africa," "Manga as a Way of Expression," "Cultural Heritage Lives on Today," "Spellbound by Japanese Cinema," and "The World Meets Butoh."

The JFIC organized a series of new events in various genres, including "Cultural Meeting Point" that provided cultural affairs officers of foreign embassies in Tokyo with information on the cultural environment, a talk session and mini concert by two leading Japanese guitarists, Ohagi Yasuji and Shomura Kiyoshi titled "To the World, with My Guitar," and seminars for young artists called "Air! Air! Improve Yourself Overseas."

Furthermore, in celebration of the renewal of the *AIR_J* website,



Left: Talk session by Ohgaki Yasuji and Shomura Kiyoshi

Right: *Wochi Kochi* web magazine <http://www.wochikochi.jp/english/>

which is dedicated to disseminating information on Artist-in-Residence programs across Japan, a forum called "Artist-in-Residence and Creative Core in the Cities" was held.

The Japan Foundation Supporters Club stopped recruiting new members in fiscal 2009. Yet, until its termination at the end of January 2011, the club continued to publish a newsletter and e-mail magazine, and organized five events such as the talk session entitled "Kinoshita Keisuke, Great Master of Japanese Film" and an exhibition of Kirigami (paper cutouts) works by a Japanese artist who visited Russia, Kyrgyzstan, and Uzbekistan.

The JFIC library held small theme exhibitions from its collection. From June to September 2010, guidebooks on Japan in the Meiji and Taisho periods were exhibited, and from October 2010 to January 2011, books of photography in the Meiji period. Visitors enjoyed the opportunity to view these precious collections up close.

Exposing Young People Overseas to Japan through Design

The Office for Project Development and Corporate Partnership carried out the "Packaging Design Exchange Project of Japanese-Korean Students," more generally known as the "Happy Cube Award," to promote exchange between young people in Japan and Korea in collaboration with individuals, companies, and organizations such as the Japan Package Design Association, the Korea Package Design Association, Lotte, and Dai Nippon Printing Co., Ltd. The project is a packaging design competition in the categories of sweets, drinks, and cosmetics/toiletry for students of design in both countries. Among the 560 entries from Japan and Korea, the best designs in each category were exhibited in both countries. Under this project a design forum was held in Japan, and Korean students were invited to Japan for training. After interacting with companies and professional designers in the competition, the participants commented that "getting thumbs up on my work from a professional gave me confidence" and "now I understand differences in design between Japan and Korea." To maintain the ties built through this project, a follow-up event will take place. Moreover, the second International Furoshiki Design Contest for Students was held. Students in Germany, Indonesia, Australia, Canada, the U.S., Brazil, Russia, Vietnam, and Singapore submitted



Exhibition of award-winning designs in the packaging design competition

designs that represented a fusion of Japan and their countries. Four award-winning designs were put on sale as JF original Furoshiki. Likewise, the "Furoshiki Design Competition for Turkish and Japanese Students" took place on the theme of the imagery of fusion of Turkey and Japan. The two best designs were turned into commercial products.

The office also works with overseas units of Japanese companies to promote international cultural exchange through social activities. In fiscal 2010, we published a report of a survey conducted in 2009 on corporate responsibility of Japanese firms in China and Vietnam.

Joint Research Institute for International Peace and Culture

Holding Seminars and Symposiums to Disseminate Research Results

The Joint Research Institute for International Peace and Culture is operated in partnership between the Japan Foundation and Aoyama Gakuin University with the aim to expand international exchange through conducting academic research, analyzing and evaluating international exchange activities, developing methods for international exchange, and feeding back the research results to society.

In fiscal 2010, the institute held symposiums on themes like "fostering peace through cultural initiatives" and "comparative studies on international cultural organizations," and published the research bulletin *Peace and Culture*, Vol.3 No.1.



Round-table discussion on peace and culture held at the Japan Foundation, New York
Website of the institute <http://www.jripec.aoyama.ac.jp/english/>

Kyoto Office

Collaborating with Various Partners to Introduce Japanese Culture

The Kyoto office is developing a network with various partners in the Kansai region to introduce Japanese culture to students and researchers from abroad.

To this end the office holds hands-on events such as making Japanese sweets, visiting sake breweries, and touring brocade mills, as well as events with bilingual commentary, including performances of Noh and Kyogen and screenings of Japanese movies. An "Evening of Noh and Kyogen" started in 1974 and marked its 37th anniversary in 2010. The event attracted an enthusiastic audience of 380 people. The Kyoto office also organizes lectures, seminars, and gatherings of Japan Foundation research fellows to provide them with opportunities to meet and talk with local citizens interested in international cultural exchange. The fiscal 2010 fellow seminar

included a lecture covering "the image of Japan in Russian newspapers during the period of the Sino-Japanese War" by Marina Kovalchuk.



Left: Kyogen *Suo-otoshi* (Dropped Gift) by Shigeyama Sengoro
Right: Noh *Funa-benkei* (Benkei in the Boat) by Katayama Kurouemon Photos: Takahashi Akio

Approaches to Countries/Regions and Activities by Overseas Offices

We formulate program policies in consideration of the government's diplomatic activities and changes in international affairs. We have 22 offices in 21 countries that run various programs designed to meet local situations and needs.



Work by Manabe Daito in "Seoul Square Media Canvas" organized as part of "The New Era: Japan-Korea Collaboration for the Future"

Fiscal 2010 Activity Summary by Country/Region

In fiscal 2010, we involved in a number of activities with a special focus, including a program for strategic and intensive dissemination of cultural information in Korea, the Japan-East Asia Network of Exchange for Students and Youth (JENESYS) Programme, which encourages cultural exchange in the Asia-Pacific region, and large-scale anniversary commemorative events, such as the "400th Anniversary of Japan-Mexico Relations," and "Japan Year 2010 in Turkey."

■ Strategic, Intensive Dissemination of Cultural Information Program in Major Cities

The objective of this program is to introduce the values and appeal of Japanese people and modern Japanese society by offering various events in major cities of diplomatic importance in collaboration with local culture and arts organizations, thereby improving and deepening the understanding of Japan. In fiscal 2010, we held a series of cultural events entitled "The New Era: Japan-Korea Collaboration for the Future" in Korea (see p. 15, p. 35).

■ Japan-East Asia Network of Exchange for Students and Youth (JENESYS) Programme

This program was launched in 2007 in an attempt to lay a firm foundation for Asian solidarity through large-scale youth exchange with East Asia Summit countries (Association of Southeast Asian Nations member countries, China, Korea, India, Australia, and New

Zealand) and other Asia-Pacific countries over a period of five years. The Japan Foundation is playing a role in this program. In fiscal 2010, we invited Japanese-language teachers and learners, as well as young intellectuals, practitioners, artists, designers and other talent to Japan with the aim of nurturing the region's future leaders in various fields.

■ Cooperation in Large-Scale Anniversary Commemorative Events

From 2009 to 2010, the "400th Anniversary of Japan-Mexico Relations" took place, and in 2010, "Japan Year 2010 in Turkey" was held. For these events, numerous cultural exchange activities were organized by the private and public sectors. The Japan Foundation was actively involved in these events in order to promote Japanese culture.

Asia | The Japan Foundation, Seoul

“The New Era: Japan-Korea Collaboration for the Future” in Korea

Working with the Embassy of Japan in Korea, the Japan Foundation, Seoul, hosted “The New Era: Japan-Korea Collaboration for the Future” as a series of cultural events consisting of exhibitions, performing arts programs, movies, youth education programs, and symposiums in Seoul and five other Korean cities in February and March 2011. The program aimed at establishing a new relationship between the two countries through cultural exchanges.

The focus of the program was collaboration among people and organizations in the two countries and mutual efforts to overcome common issues, such as the relationships between tradition and modernity, and cultural diversity and environmental conservation, and harmony between nature and science technology. Each event was held in cooperation with specialists and organizations from both countries. Conducting a number of events over a short period of time provided a great opportunity to work and communicate with local people.

■ We organized a wide range of exhibitions on visual art, such as “Manga Realities: Exploring the Art of Japanese Comics Today,” “WA: The Spirit of Harmony and Japanese Design Today,” and “Seoul Square Media Canvas J-K Collaboration.”



Concert by Ticobo, a group of performers playing percussion instruments made from waste

In the field of performing arts, we hosted the first joint program in Korea on traditional music, the “Japan-Korea Traditional Performing Arts Festival,” a stage performance of a play about a Korean family in Japan entitled *Yakiniku Dragon*, and a concert tour of Ticobo, a group of artists playing percussion instruments made from waste. The “Ware Ware! Korea Japan Film Festival” featuring various movies on Japan and Korea offered new perspectives on relations between the two countries.

Furthermore, we held events to show various aspects of culture. Through a new type of educational project called the Japan-Korea Blastbeat Project, college students from Japan and Korea worked together to host music events. In a publication exchange symposium, publications and translations of Japanese and Korean novels in the respective countries were discussed.

On March 11, 2011, Japan was hit by the Great East Japan Earthquake. Korean people extended their heartfelt sympathy and support to the victims of the disaster at these events. Their actions made us feel that we are moving closer towards our goal of strengthening mutual ties.

Europe | The Japan Cultural Institute in Paris
(Maison de la culture du Japon à Paris)

Taking Advantage of a Convenient Location and Hall Facilities in Conducting Activities to Introduce Japanese Culture

In addition to organizing exhibitions and lectures, we set up an exhibition booth at JAPAN EXPO, which welcomes 160,000 visitors every year.

■ In the fall of 2010, we held a major exhibition titled “Les Arts Décoratifs Japonais Face à la Modernité 1900-1930” (Contemporary Japanese Crafts 1900-1930: A Struggle Between Tradition and Renovation). Seventy-four pieces of fine works produced between 1900 and 1930, including ceramics, textiles, lacquer ware, and metalwork, were displayed. The exhibition was valuable in that a large number of artworks from the Meiji, Taisho, and Showa periods were displayed overseas. As part of the Angoulême International Comics Festival, we invited the author of *The Rose of Versailles*, Ikeda Riyoko, for a talk session. Many young people turned up to her talk.

In the main hall of the institute, the Japanese contemporary dance company Noism performed *Nina*. All shows were sold out, and enthusiastic audiences gave them a curtain call after each performance. We also organized concerts by the unique duo of Shamisen player Agatsuma Hiromitsu and pianist Shionoya Satoru, as well as contemporary dance performances by Umeda Hiroaki.



“Les Arts Décoratifs Japonais Face à la Modernité 1900-1930” held at the Japan Cultural Institute in Paris Photo: C.O. Meylan

Fiscal 2010 was a year that we actively set up film projects, and of the eight screenings we organized, films by Oguri Kohei and Shimazu Yasujiro, featured for the first time in France, were especially well-received. Moreover, we hosted a lecture on *The Tale of Genji* by Imanishi Yuichiro, director of the National Institute of Japanese Literature, a lecture by a winner of the Shibusawa-Claudel Prize, and a talk session by Yumemakura Baku, the author of bestselling novel *Onmyoji*.

■ Our activities go beyond the institute. We set up a booth at the 11th JAPAN EXPO, an annual convention on Japanese popular culture attended by more than 160,000 visitors each year. We endeavor to promote Japanese-language learning, mainly by introducing the Japanese-language learning website launched by the Japan Foundation.

■ We held a unique symposium entitled “If Shinkansen and TGV Do Not Exist.” Representatives of the Japan Railway Company and Société Nationale des Chemins de Fer (French National Railway Company) discussed the commonalities and differences in railway technology development between the two countries.

Introducing Japanese Culture from Multiple Perspectives



Lecture by Sejima Kazuyo

We held high-profile events to introduce the ever-changing continuity of Japanese culture from various perspectives.

Amid the popularity of Japanese traditional performing arts, a lecture by Kabuki actor Nakamura Shibajaku attracted a large audience. An evening talk by Sejima Kazuyo, the first female director of the Architecture Biennale in Venice in 2010, captivated the full attention of a packed audience. Other events to add colors were a live concert by Shamisen and piano duo AGA-SHIO, a performance by jazz ensemble Salle Gaveau, a retrospective on Japanese film director Masumura Yasuzo, and an exhibition titled "Japan: Kingdom of Characters," among others.

For Japanese-language learners, we opened a morning introductory course and short-term courses to learn the language and culture based on certain themes. In addition, we held some ten sessions of "Wai-wai Shaberiamo," free-talk meetings for Italians to practice Japanese with Japanese volunteers. The Japanese Language Proficiency Test saw a new venue added in Venice, and 711 examinees nationwide took the newly revised test.

Introducing Japanese Book Design in the Center of Publishing, Leipzig



Visitors looking at books of excellent design

Among the many activities and events we organized in fiscal 2010, the "Contemporary Japanese Book Design Exhibition" in Leipzig enjoyed a particularly good reputation.

The city is the great center of publishing and known as the seat of international book fairs. The Japanese Bunkobon (paperback) format is said to have originated from the Reclam paperback library in Leipzig. Held at the Museum of the Printing Arts, the exhibition consisted of more than 100 books in eight fields, including Literature, Guides, and Manga/Pop Culture. Despite the rain, 200 guests visited the museum for the opening ceremony. Although book design tend to be avoided as a design exhibition theme in foreign countries because of the language barrier, Japan's sophisticated book design and fine printing techniques were highly admired at the exhibition. A calligraphy demonstration and letterpress printing workshop attracted a great deal of attention. The exhibition drew many visitors who were not simply Japanophiles. We will continue to introduce Japanese culture from new perspectives to give people with only a passing interest in Japan a better chance to appreciate the culture.

Holding Various Events in Multiple Locations including Shanghai Expo



Performance by JAY'ED at J-Pop in China 2011

We carried out many events not only in Beijing and Shanghai, but also in local cities.

In Shanghai we held two exhibitions—one on anime characters and the other on architecture—and organized a Japanese traditional music performance and documentary film screenings. In Beijing and Qingdao we had Katayama Kyoichi, the author of *Socrates in Love*, give lectures, and a joint concert by Japanese musicians amin, Kawaguchi Kyogo, and Kizuki Minami took place in Nanjing. In response to the relaxation of Japan's visa rules for individual Chinese tourists in July 2010, we presented a series of lectures on prefectures in Japan to promote the understanding of distinctive local cultures. People enjoyed lectures and demonstrations by representatives steeped in the local charms of own prefecture.

In China more than 280,000 people applied for the Japanese Language Proficiency Test that was renewed in July 2010. Intensive training courses for Japanese-language teachers in high schools and universities were offered in Beijing, Shanghai, and Guiyang, and more than 330 educators participated in the courses.

Appreciating the Significance of Cultural Exchange through Dramatic Readings



Indonesian actors reading plays by Japanese playwrights

In hopes of helping to find solutions for issues in Indonesian society, we provided an opportunity to review the power and significance of culture through the dramatic readings by Japanese and Indonesian playwrights.

In November 2010, the "Indonesia Dramatic Reading Festival" was held at the Japan Foundation Jakarta Hall under the theme of reexamining Indonesian realism plays. Joned Suryatmoko participated in the "Asia Playwrights Conference" in December 2009 and was deeply impressed by the role and function of the conference. He took charge of the 2010 festival in Jakarta and Yogyakarta, and called for leading Indonesian playwrights to take part. Two works by Japanese playwrights, namely *the Attic* by Sakate Yoji and *Heart of Almond Jelly* by Chong Wishing, *Doctor Resurrection* by Filipino writer Layeta Prizon Bucoy, and three other works were read in Indonesian for the first time. Three new and classic Indonesian plays were also performed. Sakate Yoji was invited to a public discussion with Indonesians involved in the theater industry.

Asia | The Japan Foundation, Bangkok

Film Festival Audience Reaches 5,000 and Other Cultural Events in Neighboring Countries



Discussion on the "Kurosawa Centennial Film Festival"

We organized a variety of cultural and art events and activities.

- The "Akira Kurosawa Centennial Retrospective" event screened 25 films from the work of director Kurosawa Akira, drawing an audience of 5,000 people and widespread media attention. Through other events such as the "Contemporary Japanese Crafts Exhibition," contemporary theater performances, and the Bangkok International Typography Symposium, we tried to convey the stylish, cutting-edge image of Japan. We also engaged in activities in regions where exchanges had previously scarce, holding a series of performances that featured traditional Japanese musical instruments, screenings of Japanese films, and Origami events in the northeastern and southern regions of Thailand. Furthermore, the art of Ikebana was introduced in the neighboring countries of Laos and Cambodia, and in Myanmar we staged a pantomime which drew laughter from over 1,500 spectators.
- We developed and published a new series of textbooks on Japanese language for middle and high school students entitled *Koharu to Issho ni Hiragana Wa-i* (Let's learn Hiragana with Koharu).
- At the fourth annual conference of the Japanese Studies Network of Thailand, manuscript submissions, presentations, and attendees all reached a record high. We also held a seminar on "JIMOTOGAKU," the study of local communities.

Asia | The Japan Foundation, Kuala Lumpur

Enlisting the Cooperation of Japanese Expatriates in Language Programs



Seminar on Japanese language instruction

It has been over 20 years since our center in Malaysia was established. We continue promoting cultural exchange and encouraging the interest and understanding of Japan.

- Covering a wide range of activities from traditional to contemporary culture and lifestyles, we organized events not only in city center, but also the country areas. The Wadaiko (Japanese drum) performance attracted over 2,800 people, far exceeding the seating capacity. The Shamisen concert by the Yoshida Brothers sold out and attracted much media attention. Young creators participated in our invitation program in Japan, and their works were also exhibited in Malaysia for the general public.
- The recent increase of Japanese retirees living in Malaysia prompted us to launch a course for expatriates on teaching Japanese, encouraging communication and enlarging the circle of Japanese language education specialists. Furthermore, we established support programs and strengthened our language courses to augment the increase in Japanese-language education in middle schools.
- We sought to reinforce networks among researchers, and seminars on economic cooperation in Northeast Asia and its impact on ASEAN were held with a Japanese expert at three venues with over 500 participants.

Asia | The Japan Foundation, Manila

Innovative enTree Educational Material for Japanese Language in High Schools



Japanese language education event: 2011 NIHONGO FIESTA

We began a program to promote Japanese language education following the introduction of foreign language education in high schools by the Philippine Department of Education in 2009.

- Our Japanese language educational material, *enTree—Halina! Be a NIHONGOJIN!* has been designed to motivate interest in different languages and cultures, and to improve the communication and problem-solving skills of high school students. Through the study of Japanese, Filipino students can communicate with fellow Japanese language students in other parts of the world, encouraging the understanding of other cultures and enabling them to rediscover the splendid qualities of the Philippine culture through a comparison of similarities and differences with other countries. Edward Tan, a teacher at F. Torres High School in Manila, commented that children could learn acceptance of cultural differences through this educational aid, and that he would use and adapt this material to meet his classroom needs. We hope the study of Japanese will spread to high schools throughout the Philippines in the near future.

Asia | The Japan Foundation, New Delhi

Stimulating Interest in Japanese Culture through Contemporary Arts



Performance by dancer Tanaka Min

With the popularity of dance in India, we began a dance exchange program. Although the latest trends from Europe and the Americas are readily available, there have been few opportunities to learn about contemporary Japanese culture, thus the project was a great success.

- In January 2011, a performance by pianist Takahashi Aki and dancer Tanaka Min was held in collaboration with the National School of Drama (NSD). With Tanaka having danced for the NSD in the past, over 200 eager students and fans crowded into the hall seating only 100 people. People told us it was an unparalleled performance and expressed their newfound interest in contemporary dance. A later stage performance at the Japan Foundation, New Delhi also attracted a wide audience that included devotees of the performing arts and foreign residents in New Delhi. Many people learned of the Japan Foundation and became interested in contemporary Japanese dance. We were gratified that the event promoted public awareness of Japanese culture.

The Fourteenth Japanese Film Festival Draws a Record Audience of 14,000



Panel discussion at the Japanese Film Festival

This year, the Japan Foundation, Sydney continued to expand cross-cultural programs encompassing a diverse range of interests and audiences.

■ The 14th annual Japanese Film Festival was held in six cities (Sydney, Melbourne, Canberra, Perth, Brisbane, and Hobart) and drew record audiences of 14,000. In Sydney and Melbourne alone, 36 films were screened with a total audience of 12,000. Among the noteworthy films shown in Sydney, *About Her Brother* and *Confessions* were highlights. The festival featured special guests Sato Tadao, a film critic, Japan Foundation Award winner, and president of the Japan Academy of Moving Images, Abe Tsutomu, director of *Kyoto Story*, and Shiotani Naoyoshi, director of *Tokyo Marble Chocolate*. Furthermore, various programs were held to complement the festival, including a student forum and anime event. The event's popularity has grown immediately over time, as has the number of collaborating sponsors and groups, 25 in total this year. Besides our popular Japanese Film Festival, we were also involved in the major Australian anime events "SMASH!" and "ANIMANIA," to where several thousands of young Australian anime fans flocked too. The rise in new subscribers to our newsletter after these events is an indication that our appeal to younger generations has been successful.

Diverse Programs on Traditional Culture, the Arts, and Food...



Cinema Kabuki shown at a Vancouver movie theater

Our activities covered a wide range of cultural topics of public interest.

■ We subsidized local film festivals in Vancouver and other cities and organized many events that included the screenings of Japanese films in 11 cities, Cinema Kabuki's Vancouver premiere, a five-city tour by a classical music ensemble, contemporary Japanese photography and Tenugui (traditional washcloths) exhibitions, and a series of talks on literature by prominent Japanese and Canadian authors. We also introduced Japanese traditional and pop culture through our library.

■ Our language activities included support for the Canadian Association for Japanese Language Education and speech contests in Japanese, and administering the Japanese Language Proficiency Test in three cities. We also collaborated with a Japanese-language specialist dispatched to Alberta Education to conduct training programs for teachers and to disseminate information, research, and to promote Japanese-language programs.

■ In Japanese Studies and Intellectual Exchange, our support included the Japan Studies Association of Canada, the Canada-Japan-Korea Social Policy Research Symposium, a symposium on conditions in Japan immediately after the earthquake disaster, and the launch of the Japan Futures Initiative at the University of Waterloo.

Anime Fans and Cosplayers from Japan and Vietnam Come Together



Japanese and Vietnamese cosplayers at Active Expo 2010

More than half the population of Vietnam is under 30 years of age. With this special circumstance in mind, we engaged in a wide range of activities with an emphasis on the introduction of pop culture.

■ We invited YuRi, the World Cosplay Summit champion, to Vietnam's anime and manga event "Active Expo 2010" to become the first Japanese to judge their cosplay contest, and YuRi entertained fans with an authentic Japanese-style cosplay performance. Japanese and Vietnamese cosplayers also danced together in perfect synchronization despite the lack of rehearsal time. It was a great success with a crowd of more than 2,000. At the "Japanese Animation Film Festival," for which over 1,000 people lined up for tickets on the first day, eight films were shown, including *Colorful* by Hara Keiichi and *Spirited Away* by Miyazaki Hayao. As a link-in event we held a talk and mini live show by popular voice actress Saiga Mitsuki, who is also well-known overseas. Her show featured songs and a talk on the rewards of being a voice actress.

Promoting the Understanding of Japanese Culture and Fostering Bilateral Ties



Nara Yoshitomo Exhibition, Asia Society Museum Photo: Elsa Ruiz

We provided financial support, organized training programs, and dispatched personnel for programs intended to further the understanding of Japan's rich and diverse culture and to strengthen relations between Japan and the United States.

■ At the Japan-NYC event (organized by Carnegie Hall) we supported the Nara Yoshitomo art exhibition and a film festival featuring Japanese actresses. We supported an exhibition at the Museum of the City of New York saluting the 150th anniversary of the first official Japanese delegation to visit the United States in 1860. We also organized a program in which Japanese artists based in the United States visited cities in Middle and South America, sending four groups to a total of 13 cities in nine countries.

■ Besides giving grants to U.S.-Japan collaborative projects dealing with global issues, such as climate change and immigration issues, we held a program which enabled the next generation of Japan specialists to travel to Japan, and a program for graduate schools in international affairs and journalism to participate in a study tour of Japan. We also supported grassroots projects to promote a more nuanced and balanced understanding of Japan.

The Americas | The Japan Foundation, Los Angeles

Organizing Joint Programs with the Japanese Business Community



Lecture by Rick Wartzman of the Drucker Institute

We engaged in a diverse range of projects, including nationwide Japanese language education programs, and organized many joint activities with the Japan Business Association of Southern California (JBA).

In a joint event commemorating JBA's 50th year, a recital by composer and pianist Kako Takashi was held. The theme of the event—communicating our feelings of gratitude to the local community—was perfectly expressed through his beautiful melodies.

The report of our Survey of Philanthropic Activities by Japanese Companies in the United States of America, conducted in eight cities over a period of two years, was issued in May 2010. A gathering to mark its publication was held in November in Los Angeles. Rick Wartzman, executive director of the Drucker Institute of Claremont Graduate University, delivered a lecture which stressed the importance of philanthropic activities as a business management strategy. The writings of Peter F. Drucker have attracted recent interest in Japan through a best-selling book, thus the lecture was of great interest to the businessmen who attended.

The Americas | The Japan Foundation, Sao Paulo

Kyoto Cuisine Inspiring Wonder and Delight



Demonstration on the preparation of Kyoto cuisine

Brazil has many Japanese restaurants with sushi and other Japanese cuisine having gained popularity in recent years. Capitalizing on this popularity, events featuring Japanese food were organized in fiscal 2010.

We invited two chefs from famous established restaurants in Kyoto to participate in events on genuine Kyoto cuisine in Brasilia and Sao Paulo. In Brasilia, dishes were prepared using Brazilian food ingredients and sampled by Brazilian government officials, food critics, and writers. They were impressed not only by the taste, but also by the way each dish was created as a work of art, and agreed that it was completely different from the Japanese cuisine of their own experience.

In Sao Paulo, lectures and demonstrations were conducted for the general public on how to prepare vegetables for Japanese dishes and the importance of Dashi (fish stock) as a flavoring in Japanese cooking. The audience was greatly impressed by the way the season, temperature, and condition of the food ingredients are considered in preparing each dish, and enjoyed the spirit of Japanese hospitality firsthand.

The Americas | The Japan Foundation, Mexico

Kabuki Performances Commemorate 400 Years of Relations



Kabuki performance *Sagimusume*

To commemorate the 400th anniversary of bilateral relations, we held Kabuki stage events in Monterrey and Mexico City.

The Kabuki performance was the first ever to be held in Monterrey and the first in 22 years in Mexico City. The 19 member troupe included Nagauta (Shamisen music) singers, Shamisen and other musical instruments (Narimono) players, in addition to actors Nakamura Kyozo, Nakamura Matanosuke, and Ichikawa Kinosuke. They performed the plays *Sagimusume* (Heron Maiden) and *Shakkyo* (Stone Bridge), and the audience enjoyed the essence of Kabuki which at times was serene and elegant, and at others, passionate and vigorous. For those in the audience with no knowledge of Kabuki, humorous explanations and demonstrations were given on its history, music, stylized gestures of the Onnagata (a male actor who plays a female role), and the costumes and makeup of the prominent players. The lecture included situations in which the audience was invited to cry together with Onnagata Nakamura Kyozo and to "Mie wo Kiru" (cut a pose) with Nakamura Matanosuke, creating a surely unforgettable experience for the audience.

Europe | The Japan Foundation, London

In-depth Activities Befitting the Stronghold of Dramatic Art



Drama reading of a Japanese play with actors from the U.K.

We engaged in joint activities with partner institutions in the U.K., in addition to self-organized events, towards our goal to promote Japanese culture.

Our arts and cultural events are always presenting us with challenges. We cover a wide range of subjects, such as art, theater and film, and try to strike a balance between traditional and contemporary arts and culture and the individuality of the artists so that our programs can appeal to the U.K. public, with its diverse cultural background. With the U.K.'s rich dramatic tradition, many drama aficionados are knowledgeable about Japanese theater, and the lecture on contemporary theater introducing Japanese playwrights and plays from the 1980s and later by prominent critic Senda Akihiko was a great success. We also invited Sakate Yoji and Nagatsuka Keishi, both playwrights and directors, to present a talk show and drama readings with a U.K. cast. The different styles of the playwrights sparked a lively discussion. We also subsidized events such as a puppet play tour of the folk tale *Urashima Taro* and an exhibition of 65 atomic bomb survivors' portraits.

Our First Year Marked by Energetic Bilateral Exchanges



Kongo Hisanori in the Noh play *Show*
Photo: Paco Manzano

The Japan Foundation, Madrid, was established in April of 2010 based on the agreement with the city of Madrid. As a core institution for cultural exchanges between Japan and Spain, we initiated programs in arts and culture and held lectures on Japanese studies.

■ As a major project commemorating our first year, we organized performances of Noh plays of the Kongo School in Madrid, Barcelona, and Lisbon. We also invited Leonard Eto Blendrums (a project combining Wadaiko, tap dancing, and saxophone) to perform at the White Night Festival in Madrid and the Asia Festival in Barcelona. They introduced a new type of music that combines traditional Japanese musical instruments and contemporary music. The events strengthened our relationship with Madrid, Barcelona, and other municipalities, as well as with Casa Asia. We also cooperated with Madrid and Casa Asia in the "Thousand Origami Cranes for Japan" event to support areas affected by the earthquake disaster.

■ In September 2010, we launched training programs by experts in Japanese language instruction and educational counseling, and opened a library with books on Japanese language, manga, and anime.

Poets and Children Match Skills in Haiku and Art



Drawings submitted to the children's drawing contest

Now in our third year, our activities have gained momentum. We organized two highly successful contests, one for Haiku and the other for children's drawings.

■ Russia is a country with a love of poetry, and it is not unusual for people to compose poems as birthday presents. Accordingly, there is widespread interest in Haiku, with many self-styled Haiku poets. The Haiku contest received a total of 3,100 outstanding poems, not only from Russia but from countries of the former Soviet Union, Europe, the Americas, Taiwan, and Japan. Our children's drawing contest, a joint event with the magazine *Fairytale*, also succeeded beyond our expectations. We received a total of 3,366 entries, and again there were many entries from overseas, including Israel, Ukraine, and Belarus. Each drawing expressed warm feelings for Japan and all entries were posted on our website. The event also attracted so much interest among educators that there were many group entries from school and children's art classes. The contest served to showcase the skills of the children and their instructors.

Japan Pop Culture Events Captivate Younger Hungarians



Japan: Kingdom of Characters Exhibition

With a history of friendly relations with Japan, traditional Japanese culture is relatively well-known and popular with the general public in Hungary. In light of this, and with a goal to enhance interest in Japan among the younger generation, we organized events and projects that emphasized the contemporary and pop aspects of Japanese culture.

■ An exhibition that garnered particular interest was the "Japan: Kingdom of Characters," held in cooperation with the Hungary Museum of Trade and Tourism. The multi-media exhibit introduced numerous characters that were popular with the Japanese public from the 1950-60's to the present. It drew crowds of visitors and generated media coverage that exceeded our expectations. In line with the contemporary theme, we invited a journalist to speak about "street fashion" and trends of youth in Tokyo, a topic that captured the interest of fashion-conscious adolescents in Budapest. A unique lecture and slide show on subculture of Japan by photographer and art editor Tsuzuki Kyoichi was co-organized with the Hungarian House of Photography.

Opposing Nuclear Armament and War through Films on Hiroshima



Interview of Tanabe Masaaki by local media

In fiscal year 2010, our film festival "Hiroshima" focused on the city devastated by the atomic bomb. Films served as a medium for many exchange activities.

■ Six films were shown—*Barefoot Gen*, *Children of the Atomic Bomb*, *Yunagi City Sakura Country*, *The Face of Jizo*, *Black Rain* and *Women in the Mirror*. We also invited Tanabe Masaaki, who is an atomic bomb survivor and also filmmaker, for a lecture and film screening, which used CG technology to recreate Hiroshima prior to the dropping of the atomic bomb. The festival was an opportunity to acquaint people with the historical context of the bombing and to describe how it affected the lives of its victims. We believe the festival helped to promote and gain sympathy for Japan's commitment to denuclearization and peace activities.

We also organized the joint music event "Sound Migration" with members from Japan and Turkey, and staged the "Unit Asia Jazz Performance" with members from Japan, Thailand, and Malaysia, which actively introduced creative expressions through collaborations with other Asian countries.



Appendix



Appendix

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Summary of Arts and Cultural Exchange Programs

1—Cultural Presentations Abroad

Projects: 28 (106 cities in 60 countries) Grants: 56 (86 cities in 41 countries)

In fiscal 2010, the Japan Foundation sent specialists in 13 fields of Japanese culture, such as cuisine, robots, anime, Ukiyo-e (woodblock printing), and architecture, around the world to hold lectures, demonstrations, and workshops. The specialists included Shibata Takanori, inventor of the therapeutic robot “PARO” (see p.15), anime critic Hikawa Ryusuke, animated film director Yoshiura Yasuhiro, Kawamura Koji, head chef of the traditional Japanese restaurant Tsubajin in Kanazawa (see p.15), Rakugo storyteller Sanshotei Charaku, paper-cutting performer Hayashiya Imamaru, and architect Nishizawa Ryue.

2—Invitation Program for Cultural Leaders

26 people invited from 22 countries

Distinguished overseas cultural figures were invited to Japan to engage in research and participate in discussions with their Japanese counterparts. Those invited included Dominican musician Chichi Peralta, Mongolian actress and director of the State Academic Drama Theatre Suvd Namsrai, Iraqi photographer Fuad Shaker, and managing director of the Thai Public Broadcasting Service Thepchai Yong.

3—Cultural Cooperation

Dispatches: 8 (13 cities in 8 countries) Invitations: 1 (1 country) Grants: 12 (17 cities in 13 countries)

We dispatched and invited specialists in many different fields to support cultural activities abroad by taking advantage of Japan’s knowledge and expertise. Cooperation included helping Russia preserve historical buildings constructed by Japan when it administered South Sakhalin; sending Yamashita Yasuhiro and Inoue Kosei, both Olympic gold medalists, to coach Israeli and Palestinian judo athletes; and providing Polish curators with training programs on traditional Japanese crafts.

4—Cultural Exchange at the Grassroots Level

Projects: 7 Grants: 48 (28 countries)

- We held workshops in three U.S. cities and one Mexican city where we introduced Furoshiki, a reusable Japanese wrapping cloth, from the perspective of environmental education and let the participants try using it.
- To promote a better understanding of Japan among young people abroad, we invited 63 middle and high school teachers from 12 countries in Asia, the Middle East, Africa, and other regions. They visited schools and cultural facilities, and met people involved in education.
- We organized the Japan-Korea Blastbeat Project, an international social education program in which Japanese and Korean university students set up a mock music company to organize a music event from scratch and donate its proceeds to NPOs and other groups of their choice.
- As part of the Japan-East Asia Network of Exchange for Students and Youths (JENESYS) Programme, we invited future leaders mainly

from ASEAN countries. In the following programs, they held lively discussions on major common issues in East Asia and learned how Japan was dealing with them.

① “Education for Sustainable Development (ESD)” program with 24 participants from 15 countries

② “Community Design” program with 25 participants from 15 countries

5—International Exhibitions

We represented Japan at the 12th International Architecture Exhibition, Venice Biennale (commissioner of the Japanese pavilion: Kitayama Koh; architects: Tsukamoto Yoshiharu, Nishizawa Ryue), and at the 14th Asian Art Biennale Bangladesh 2010 (commissioner: Hayashi Sumi; artist: Nawa Kohei). We also sent an artist (Chim ↑ Pom) and a curator (Hasegawa Yuko) to the 29th Sao Paulo Art Biennale.

6—Exhibitions Abroad

Exhibitions: 9 original exhibitions (13 cities in 8 countries) 93 traveling exhibitions (90 cities in 48 countries)

Grants: 59 exhibitions abroad (34 countries) 7 artistic exchanges at the grassroots level (6 countries)

We held a number of exhibitions in cooperation with museums abroad:

- “Manga Realities: Exploring the Art of Japanese Comics Today” (Korea) (see p.12); “Les arts décoratifs japonais face à la modernité 1900-1930” (France) (see p.12); Yamaguchi Akira Solo Exhibition “Singa-planet” (Singapore); “Voyage: Views of the World by Japanese Photographers” (Portugal and Mexico); and “WA: The Spirit of Harmony and Japanese Design Today” (France and Korea)
- Japan Foundation traveling exhibitions [21 themes, 93 exhibitions (90 cities in 48 countries)]

Working with host museums, we organized Japan Foundation traveling exhibitions around the world showcasing a wide range of Japanese culture, including traditional crafts, Japanese dolls, mascot characters, product designs, photographs, and contemporary art. The exhibitions included “JAPAN: Kingdom of Characters,” “Struggling Cities: From Japanese Urban Projects in the 1960s,” “Handcrafted Form: Traditions and Techniques,” “The Spirit of *Budo*: The History of Japan’s Martial Arts,” “Gazing at the Contemporary World: Japanese Photography from the 1970s to the Present,” and “Winter Garden: The Exploration of the Micropop Imagination in Contemporary Japanese Art.”

7—Information Exchange in Visual Arts

Projects to facilitate interaction: 5 (16 countries)

- The 6th Asian Museum Curators’ Conference, held in India to build a network of museums in Asia.
- Invitation of Middle Eastern and American curators to Japan (see p.12).
- Assistance for The Museum of Modern Art in publishing a sourcebook on postwar Japanese art.
- As projects related to the Japan-China-Korea Cultural Exchange Forum, we organized the international symposium “The Mission of Biennials/Triennials: An East Asian Perspective” and an exhibition of contemporary art works by Xijing Men, a team of three artists from



Left: The 12th Venice Biennale International Architecture Exhibition catalog

Middle: “Manga Realities” exhibition catalog

Right: “Singa-planet” Yamaguchi Akira Solo Exhibition catalog

Japan, China, and Korea, at the Aichi Triennale 2010.

Invitation of young people engaged in creative fields: 19 people (13 countries)

Under the JENESYS Programme we invited artists, designers, and other individuals engaged in creative fields to produce artistic works, meet people, and develop networks.

8—Overseas Performances

Projects: 20 (68 cities in 36 countries)

We organized a variety of overseas performances:

- Noh and Kyogen performances in Spain and Portugal; "AGA-SHIO + Music & Rhythms" concerts in the Democratic Republic of the Congo and South Africa; "TRANS-CRIOLLA" concerts in Argentina, Uruguay, and Chile (see p. 13); J-POP concerts (Kato Kazuki) in Korea; jazz concerts (Unit Asia) in Egypt, Turkey, and India; Butoh performances (Dairakudakan Temputenshiki) in Brazil; Butoh performances in Russia and China (see p. 13); Japanese traditional music concerts in Cambodia, Laos, Vietnam, and Myanmar; and Tsugaru Shamisen and Japanese traditional folk song concerts in the Russian Far East.

Grants (for Japanese groups and individuals): 124

Through the Grant Program for Overseas Performances, we provided grants for Japanese performing artists to perform overseas.

Performing Arts Japan (PAJ): 23 (North America: 13; Europe: 10)

Through PAJ, a grant program for American and European arts and cultural groups that introduce outstanding Japanese performing arts to local audiences, we supported 23 performances and coproduction projects.

9—International Performing Arts Coproduction

Projects: 3 (4 cities in 5 countries)

We organized three international performing arts coproduction projects, including *Japan-Turkey Contemporary Music Collaboration: Sound Migration*, and *Yakiniku Dragon*, a Japan-Korea contemporary play coproduction.

10—Information Exchange in Performing Arts

Projects: 10

We worked continuously to facilitate information exchange among performing arts groups, presenters, festival organizers, and theaters. Key initiatives included co-hosting Performing Arts Meeting in Yokohama 2011 and operating the bilingual Japanese-English website *Performing Arts Network Japan* (<http://www.performingarts.jp/>).

11—Support Program for Translations and Publications on Japan

Grants: 57 (25 countries)

Through our grant program we supported 57 publications of translated Japanese language texts on subjects relating to the humanities, social sciences, and arts as well as books on Japanese culture written in foreign languages.

12—Book Fair Support Program

Participation in international book fairs abroad: 14 (14 cities in 14 countries)

To introduce Japanese publications and promote a better

understanding of Japan, we, together with the Publishers Association for Cultural Exchange, Japan, participated in various book fairs:

- The 21st Abu Dhabi International Book Fair
- The 12th Moscow International Fair of Intellectual Literature non/fiction

13—Promotion of TV Broadcasting Abroad

Provision of Japanese TV programs: 26 (23 countries)

We provided support to overseas television stations to facilitate the broadcast of Japanese television programs, including *Yattemiyou Nandemo Jikken* (Let's Try Science Experiments) and *Umizaru*, which were aired by the Sri Lanka Rupavahini Corporation.

14—Support Program for Audiovisual Production

Grants for film and visual media production: 9 (7 countries)

To facilitate a better understanding of Japan overseas, we provided financial support for the production of films and television programs featuring Japan, including a Croatian documentary film depicting the everyday life of a Croatian who loved writing Haiku.

15—Film Festivals Abroad

Projects for film festivals/screenings: 84 (55 countries)

Grants for screening of Japanese films: 46 (25 countries)

In cooperation with Japanese embassies and consulates, local cultural organizations, and other partners, we screened Japanese films and co-sponsored film festivals around the world. They included:

- "The 100th Anniversary Film Festival of Akira Kurosawa's Birth" in Korea, the Philippines, Indonesia, Thailand, and Malaysia
- "Hiroshima: Japanese Film Festival 2010" in Egypt, featuring films related to the atomic bombing

We also provided grants for projects organized by other groups to facilitate the screening of Japanese films abroad.

16—Information Exchange in Film, TV and Publication

We issued a quarterly newsletter entitled *Japanese Book News* (No. 64-67) for overseas publishers and translators, and a catalog called *New Cinema from Japan*. The latter was published in cooperation with UNI JAPAN.

17—Support for the International MANGA Award and the Anime Ambassador Project

Grants: 76 (24 countries)

We invited to Japan four gold and silver prize winners of the international MANGA Award (organized by the International MANGA Award Executive Committee), which honors artists who contribute to promoting manga overseas. We also cooperated in overseas screening events for Japanese DVDs subtitled in local languages that were held as part of the Anime Ambassador Doraemon project (46 screenings in 18 cities in 15 countries).

18—China Center

In fiscal 2010, we invited 38 Chinese high school students under the Long-Term Program for Chinese High School Students. We also opened new Centers for Face-to-Face Exchanges in Chongqing and Guangzhou (Guangdong Province). Also, the *Heart to Heart Community Site* promotes cultural exchanges between Japanese and Chinese youth.

Left: *Performing Arts Network Japan* website
Middle: *Japanese Book News* newsletter
Right: *New Cinema from Japan* catalog



Summary of Japanese-Language Education Overseas Programs

1—Building and Strengthening a Network of Overseas Japanese-Language Institutions

① Survey on Japanese-Language Education Overseas

In fiscal 2010, we analyzed and reported on the following survey:

○ 2009 Survey of Organizations Involved in Overseas Japanese-Language Education/Information on Japanese-Language Education by Country/Region

② Provision of Information on the Current Status of Japanese-Language Education

We issued the following periodical publications regarding Japanese-language education, both in print and online. The print versions were donated to libraries.

Nihongo Kyoiku Tsushin (website)

Kokusai Koryu Kikin Nihongo Kyoiku Kiyo (The Japan Foundation Japanese Language Education Bulletin), Vol. 7 (book/website)

③ International Speech Contest in Japanese

We held the 51st International Speech Contest in Japanese in Niigata.

④ JF Nihongo Network “Sakura Network”

The JF Nihongo Network “the Sakura Network” aims to expand its core membership to 100 organizations within the three years from fiscal 2008. We selected 102 organizations as core members and helped them to organize seminars, to provide training and to develop education materials.

⑤ Dispatch of Japanese-Language Specialists

We dispatched specialists in Japanese-language education to core Japanese-language institutions overseas. We also provided preparatory training covering technical knowledge and skills for the fiscal 2011 program participants:

- Japanese-Language Senior Specialists: 51 projects in 30 countries
- Japanese-Language Specialists: 38 projects in 23 countries
- Japanese-Language Assistants: 12 projects in 10 countries
- Pre-dispatch training for Japanese-language specialists: 1 project

⑥ Commissioned Programs for the JENESYS Programme

We were commissioned to dispatch young Japanese-language teachers who had majored in Japanese-language education at university to East Asian countries under the Japan-East Asian Network of Exchange for Students and Youths (JENESYS) Programme:

- 60 young Japanese-language teachers dispatched to 13 countries

⑦ Supporting Japanese-Language Institutions and Projects

We provided grants to core overseas Japanese-language institutions:

- Grant Program for Japanese-Language Education Activities: 150 grants in 63 countries

⑧ Japanese-Language Support through Domestic Collaboration

With the collaboration of Japanese universities and graduate schools, we dispatched students abroad as Japanese-language interns. We also provided grants for projects of the Society for Teaching Japanese as a Foreign Language to promote Japanese and Japanese-language education overseas:

- Dispatch of student interns to 26 countries in 286 projects
- 2 grants for the Society for Teaching Japanese as a Foreign Language

2—Japanese-Language Proficiency Test (JLPT)(see p.21)

A revised version of the Japanese-Language Proficiency Test (JLPT) was launched in 2010. The new JLPT was administered abroad twice in July and December, and in total about 420,000 excluding Taiwan people took the test.

3—Training Programs at the Japanese-Language Institute, Urawa

① Invitation of Overseas Japanese-Language Teachers

We provided the following training programs for overseas Japanese-language teachers.

- Long-Term Training Program for Teachers of the Japanese Language: 53 teachers from 33 countries
 - Short-Term Training Program for Teachers of the Japanese Language: 103 teachers from 38 countries
 - Intensive Training Program for Secondary School Teachers of the Japanese-Language from the Republic of Korea: 55 teachers
 - Intensive Training Program for University Teachers and Secondary School Teachers of the Japanese-Language from the People's Republic of China: 60 teachers
 - Intensive Training Program for Secondary School Teachers of the Japanese Language from Indonesia: 20 teachers
 - Intensive Training Program for Japanese Teachers Association of Thailand: 21 teachers
 - Intensive Training Program for Secondary School Teachers of the Japanese-Language from Malaysia: 7 teachers
 - Training Program for Teachers of Japanese in the U.S.: 20 teachers
 - Graduate Program on Japanese-Language and Culture (Master's Course: new entrants): 6 students from 6 countries
 - Graduate Program on Japanese-Language and Culture (Master's Course: existing students): 8 students from 6 countries
 - Graduate Program on Japanese-Language and Culture (Doctoral Course: new entrants): 1 student
 - Graduate Program on Japanese-Language and Culture (Doctoral Course: existing students): 6 students from 5 countries
 - Advanced Training Program for Teachers of the Japanese-Language: 8 teachers from 5 countries
- ### ② Initiatives Commissioned by the JENESYS Programme
- Special Invitation Programme for Japanese-Language Teachers in East Asia: 34 teachers from 9 countries
 - Invitation Program for Japanese-Language Teachers in South Asia: 18 teachers from 5 countries

③ Other Commissioned Training Programs

- Training for young Russian Japanese-language teachers: 7 teachers
- Short-Term Training for Teachers of the Japanese-Language from Taiwan: 2 teachers

4—Supporting the Development and Promotion of Japanese-Language Education Materials

① Production and Promotion of Japanese-Language Educational Materials

○ “*Erin's Challenge! I can speak Japanese.*” (broadcast/website)

In fiscal 2010, this program was rescreened on NHK Educational



Left: The 3rd volume of the *Nihongo Kyojuho Series "Moji/Goi wo Oshieru"*
Middle: Japan Foundation Japanese-language teaching material for Thai students
Right: *The Japan Foundation Basic Japanese-Arabic Dictionary*

Channel, and also broadcast in Brazil, Sri Lanka, Korea, Finland, Indonesia, the United States (Hawaii and Southern California), Vietnam, and Laos with appropriate subtitling or dubbing. The WEB version was made available in Spanish, Portuguese, Chinese, and Korean in addition to Japanese and English. (see p.23)

○*The Nihongo Kyojuho Series* (publications) (see p.23)

○*Minna no Kyozaï* (website)

The community-building function and site management function of *Minna no Kyozaï* were enhanced, and new teaching materials were added. Total traffic to the site amounted to 4.91 million hits.

○*Nihongo de Care-navi* (website)

A function that allows users to search Japanese example sentences by word was added. Total traffic to the site amounted to 740,000 hits.

○*Japanese in Anime and Manga* (website) (see p.23)

○Portal for Learning Japanese: *NIHONGO e Na* (website)

We launched a portal site in April 2010 where you can find various websites and online tools useful for Japanese-language learning. In March 2011, some of the contents were made available in Chinese and Korean, too. Total traffic to the site amounted to 770,000 hits.

○JF Standard for Japanese-Language Education (see p. 24)

○The pilot edition of *Marugoto: Japanese language and culture A1 (Starter)* was developed. (see p.23)

○*The Japan Foundation Basic Japanese-Arabic Dictionary* was published in July 2010.

② Activities to Promote the “JF Standard for Japanese-Language Education”

○We supported two Japanese Global Articulation Project (J-GAP) meetings where the “JF Standard for Japanese-Language Education” was publicized as a tool contributing to consistency in Japanese-language education.

○We organized 20 seminars and workshops at home and abroad.

③ The Library of Japanese-Language Institute, Urawa

With its 45,851 books and audiovisuals and 709 journals and periodicals, this special library provides access to information and reference materials in the field of Japanese-language education.

5—Programs at the Japanese-Language Institute, Kansai

① Japanese-Language Programs

The Japan Foundation Japanese-Language Institute, Kansai, provided Japanese-language programs, the likes of which, due to their highly technical content, cannot be produced by any other organization, and Japanese-language programs to encourage overseas Japanese-language learners.

○Japanese-Language Programs for specialists: (foreign service officers) 32 people from 30 countries; (public officials) 8 people from 8 countries; (specialists in cultural and academic fields) 49 people from 18 countries

○Japanese-Language Programs for Overseas Students: (for university students) 49 people from 29 countries; (for outstanding students) 56 people from 56 countries; (for high school students) 29 people from 11 countries; (Lee Soo-Hyun Youth Exchange Program) 30 people

○Asian Youth Fellowship Japanese-Language Program: 18 people from 11 countries

○Japanese-Language Program for Overseas Students (Partner University Students): 90 people from 20 countries

○Japanese-Language Training Program for Queensland Teachers: 5 people

○Japanese-Language Follow-up Program for Indonesian Candidates for Nursing Care Workers: 36 people

○Japanese-Language Program for JET Participants in Osaka: 13 people from 4 countries

② Commissioned Programs for the JENESYS Programme

○Japanese-Language Program for University Students in East Asia (College-In-Japan): 40 people from 4 countries

○Training Program for University Students Studying Japanese: (spring) 20 people from 5 countries; (summer) 24 people from 7 countries; (fall) 25 people from 7 countries

○Invitation Program for Japanese Language Learners: 39 people from 6 countries

③ Other Commissioned Programs

○Intensive Japanese-Language Training Program for New Zealand Teachers: 6 people

○Japanese-Language Program for Students from the Chinese University of Hong Kong: 10 people

○In-Country Training Program for Teachers of Japanese in South Australia: 10 people

○Japanese-Language Program for University Students from Indonesia: 2 people

○Japanese-Language Training Program for Japanese-Language Teachers from Gyeong Sang Nam-do, Korea: 20 people

○Japanese-Language Program for Korea Foundation Officials: 1 person

○Canon Vietnam Japanese-Language Program: 1 person

○The Japanese-Language Program for High School Students from the State of Victoria, Australia: 20 people

○University of Naples “L’Orientale” Japanese-Language Training: 24 people

④ Outsourced Program

We implemented a training program for foreign diplomats in Japan (25 people from 18 countries), entrusting the task to the Association for Japanese-Language Teaching, in accordance with Article 14 of the Act on Reform of Public Services by Introduction of Competitive Bidding (Act No. 51 of 2006).

⑤ The Library of Japanese-Language Institute, Kansai

With its 48,092 books and audiovisual materials and 280 journals, the library provides access to information and reference materials on Japanese culture and society.

6—Japanese-Language Education for Nurses/Certified Care Worker Candidates under EPAs

We provided a commissioned program of preparatory Japanese-language education to 104 Indonesian and 131 Philippine candidates for nurses and nursing care workers.

Left: *Japanese in Anime and Manga* in Chinese
<http://www.anime-manga.jp/chinese/>

Middle: *NIHONGO e Na* in Korean

<http://nihongo-e-na.com/kor/kor/>

Right: Japanese-Language Institute, Kansai's renewed website <http://www.jfkc.jp/>



Summary of Japanese Studies and Intellectual Exchange Programs

1—Support for Japanese Studies Organizations

We supported a number of programs for leading Japanese studies institutions worldwide to improve their research capabilities and develop high-caliber academic talent. Since fiscal 2007, we have provided more comprehensive, cross-functional support tailored to the needs of recipients. This includes supporting visiting professors, providing grants for research and conferences, funding increases in teaching staff, and supporting libraries.

① Support Recipients in the Americas [15 institutions]

United States: University of Colorado; University of Virginia; University of Hawaii; the Great Lakes Colleges Association; Massachusetts Institute of Technology, among others.
Central and South America: El Colegio de México; University of São Paulo

② Support Recipients in the Asia Pacific [28 institutions]

East Asia: Seoul National University; Korea University; Nankai University; Fudan University, among others.
Southeast Asia: Universitas Indonesia; Chulalongkorn University; Tammasat University; University of the Philippines; University of Malaya; Hanoi VNU, among others.
South Asia: Jawaharlal Nehru University; University of Delhi
Australia: Australian National University

③ Support Recipients in Europe, the Middle East, and Africa [27 institutions]

Europe: University of Venice; School of Oriental and African Studies, University of London; University of Bonn; Fondation Nationale des Sciences Politiques; Université Catholique de Louvain; Institute of Oriental Studies, Far Eastern National University; University of Zagreb; Vytautas Magnus University, among others.
Middle East: Faculty of Economics and Political Science, Cairo University; University of Baghdad; Faculty of World Studies, University of Tehran, among others.

④ Beijing Center for Japanese Studies

We supported a program run by the Beijing Center for Japanese Studies at the Beijing Foreign Studies University, sending a teaching staff of 15 (including Japanese professors), inviting 22 graduate students to Japan, and providing grants for research and publishing projects. We also supported Peking University by sending 11 Japanese professors to its Center for Japanese Studies and by inviting 23 graduate students and staff to Japan.

2—Japanese Studies Fellowships

Long-term fellowships: 68 scholars/researchers (28 countries) and 74 Ph.D. candidates (26 countries)

Short-term fellowships: 49 researchers (19 countries)

The Japan Foundation has been inviting scholars and researchers engaged in Japanese studies to Japan since its establishment. Through this fellowship program, more than 4,500 academics have visited Japan to advance their studies on Japan and to develop networks with Japanese specialists. In fiscal 2010, we provided long-term fellowships to 68 scholars and researchers from 28 countries and 74 Ph.D. candidates from 26 countries as well as short-term fellowships to 49 researchers from 19 countries to support their research projects in Japan.

We also organized Fellow Seminars at our headquarters and Kyoto office for these fellows to present their academic achievements to the public.

3—Strengthening Japanese Studies Networks

We implemented the following support projects to promote the development of cooperative and collaborative international and interdisciplinary networks for Japanese studies.

① Support for Japanese Studies Associations and Surveys on Japanese Studies Researchers and Organizations

We supported international academic societies by, among others, organizing sessions on Japanese studies at the East Asia Forum for Japanese Studies and the Association for Asian Studies. We also conducted surveys on Japanese studies researchers and organizations in the United States, Australia, China, and Korea.

4—Intellectual Exchange Conferences and Programs

International conferences/intellectual forums: 25 events

Grants: 84

We organized international conferences and intellectual forums to address global and regional issues and provided funding for external events.

① Invitation of Group of Chinese Researchers and Intellectuals

This program aims to develop a forward-looking intellectual network connecting China and Japan. A delegate of four Chinese public academics with limited association with Japan visited Japan to meet and exchange views with Japanese researchers, visit organizations, and travel to regional cities.

② Japan-Korea Symposium on Social Entrepreneurs

In Seoul, we organized a public symposium and meetings on social entrepreneurship. The events provided a meaningful opportunity for Japanese and Korean social entrepreneurs who had started their own organizations and researchers engaged in the study of social enterprises to meet and exchange views.

③ International Symposium on Museology

The Japan Foundation and the Sainsbury Institute for the Study of Japanese Arts and Cultures co-hosted the symposium “New Museology: Drawing synergies between cultural heritage and contemporary cultures” in Tokyo in September 2010, where we reported on the British Museum’s exhibition “The Power of Dogu: Ceramic figures from ancient Japan” that effectively used manga to show cultural heritage, and on the Aomori Museum of Art’s effort to revitalize the local communities by making use of cultural heritage. The participants held discussions on innovative ways of display at museums, the fusion of cultural heritage and contemporary cultures, social responsibilities of museums, and a new direction of museology.

④ Seminar on Universal Fashion

We organized the open seminar “Japan’s Quest for Harmonious Society: Making Fashion Universal” in Tashkent, Uzbekistan, and Moscow, Russia, in October 2010, where we gave presentations on how designs were utilized in Japan to respond to the needs of those vulnerable in society, such as the disabled and elderly, and how the characteristics of Japanese culture and craftsmanship were reflected in creating designs. The seminar really impressed the participants.

⑤ The 2nd Japan-Argentina Exchange Symposium (March 29, 2011)

In January 2010, the 1st Japan-Argentina Exchange Symposium was held in Tokyo; in fiscal 2010, working with the foreign affairs ministries of Japan and Argentina and the Embassy of Japan in Argentina, a 2nd symposium aimed at examining and discussing the relations of the two countries from academic and cultural points of view was held in Buenos Aires. With the subjects this time including people’s views on nature, and trends in contemporary art and its public perception in the two countries, the symposium offered concrete ideas about the future development of cultural exchanges between the two countries.

⑥ Invitation of Young Muslim Intellectuals from Southeast Asia (November 2010)

Eight young university lecturers specializing in Islamic studies,

NGO activists, or representatives of society in Indonesia, Malaysia, the Philippines, Thailand, and Singapore were invited to Japan to promote their understanding of Japan. Lectures were given by Japanese researchers on “social modernization,” using Japan as an example, as well as on “harmony in Islam.” They also exchanged views about these issues. In March 2011, we held a seminar as a follow-up program at the State Islamic University in Jakarta, Indonesia, for researchers and students to share what the program participants had experienced in Japan.

5—Intellectual Exchange Fellowships

Fellowships: 21

We supported young researchers in the humanities and social sciences from East Europe, the Middle East, and Africa who are striving to respond to the common global issues faced by contemporary societies by providing them with opportunities to conduct research in Japan and to build networks with Japanese specialists for future intellectual exchange.

6—Intellectual Leaders’ Exchange

Under the Asia Leadership Fellow Program, seven intellectuals invited from various countries in Asia, including Japan, spent two months together in Tokyo. The participants engaged in intensive discussions on global challenges with opinion leaders in many different fields and developed networks with individuals and organizations in Japan and among themselves. Through a wide variety of programs, they were also able to obtain a better understanding of Japanese society and culture.

7—Southeast Asian Studies Regional Exchange Program

We sponsored the Southeast Asian Studies Regional Exchange Program, a program organized by the SEASREP Foundation with the aim of promoting Southeast Asian studies in the region. In the program, scholars from Southeast Asian countries and Japan conduct joint research on today’s Chinese immigrants in Southeast Asia.

8—Center for Global Partnership (CGP)

Programs organized and co-organized by CGP: 15

① Abe Fellowship

A total of 12 researchers became fellows in fiscal 2010. The purpose of this fellowship program is to encourage research on pressing global issues that need international, government-level response, and to develop and foster a collaborative relationship and network of Japanese and American experts in this field. We also granted four journalists under the Abe Fellowship for Journalists, which was created in fiscal 2008 with the aim of supporting media reporting that contributes to promoting mutual understanding between Japan and the United States.

② Japan Outreach Initiative (JOI)

Four Japanese coordinators were sent to the United States under the JOI program, which aims to develop a deeper understanding of

Japan and promote a grassroots level of cultural exchange in U.S. cities where there are relatively few opportunities to participate in Japan-related activities or to interact with Japanese individuals and organizations.

③ “U.S.-Japan Network for the Future” Program (throughout 2010)

This is a new program initiated in fiscal 2009 by CGP and The Maureen and Mike Mansfield Foundation. Targeting promising American Japan specialists (scholars and policy professionals) in their early and mid-career stages, the two-year program including a Japan study trip is aimed at providing them with a variety of opportunities to gain a better understanding of a wide range of issues concerning Japan-U.S. relations and to build a strong network of Japan specialists. In fiscal 2010, the participants stayed in Washington, D.C. and Montana to receive intensive training.

④ Other Programs

We have conducted many other programs that include the Japan Travel Program for U.S. Future Leaders, the US-Japan Journalism Postgraduate Fellowship, and an NPO Fellow seminar.

Grant Programs

① Grant Programs

Under the CGP’s grants program, 16 grants were provided to joint projects by Japanese and U.S. organizations in three areas: traditional and non-traditional approaches to security and diplomacy, global and regional economic issues, and the role of civil society. In the United States, 41 small scale grants were offered consisting of 12 grants for intellectual exchange, 4 grants for grassroots exchange, and 25 educational outreach grants. In addition, 50 grants were provided under the participatory grants program.

② Initiatives to Strengthen Japan-U.S. Exchanges

During his visit to the United States in November 2007, then prime minister Fukuda Yasuo announced initiatives to strengthen Japan-U.S. exchanges in the three major areas of intellectual exchange, grassroots exchange, and Japanese language education. As part of these initiatives, the CGP provides grants to five leading think tanks in the U.S. (Center for Strategic and International Studies, American Enterprise Institute for Public Policy Research, Brookings Institution, Council on Foreign Relations, and RAND Corporation), supports Japan-America Societies based in the United States, and operates an invitation program to promote exchange with Japanese-Americans living in the U.S.

9—CULCON

The US-Japan Conference on Cultural and Educational Interchange (CULCON), whose U.S. secretariat is the Japan-U.S. Friendship Commission, convened for CULCON XXIV in Washington, D.C. in June 2010. In a joint statement, the CULCON panelists agreed to focus on investment in the future through education in the broadest sense of the term as their first priority.

Left: Report on “Japan-Europe Cooperation on Social Firms”
Middle: Report on the “International Conference on Empowering Women”
Right: JENESYS East Asia Future Leaders Programme Report



Financial Cooperation from the Private Sector

The Japan Foundation is able to engage in international cultural exchange programs thanks to generous financial contributions from the private sector, including businesses, organizations, and individuals. The following outlines the system for donations to the Japan Foundation as of fiscal 2010. Also shown are the corporate organizations and individuals who provided financial contributions through this system and examples of programs implemented with donated funds.

1. Categories of Donation

[1] General Donations

These donations are allocated to expenses for the Foundation's international cultural exchange programs.

A. General Donations System

These donations are received from corporations and individuals, and their timing and amount are at the donor's discretion.

Donors (corporations and individuals) and examples of programs implemented with donations in fiscal 2010 are shown on the following page under "Donors for Program Expenses," "Private Endowment Providers," and "Program Support by Private Endowments."

(a) Donations for program expenses

These donations are allocated to expenses for the Foundation's programs during the same fiscal year in which the donation was received. According to the donor's wishes, the donation can be allocated to expenses for a particular project during the fiscal year.

(b) Donations to operational funds (private endowments)

These donations are deposited in the foundation's funds, and the accrued interest is allocated in perpetuity for program expenses.

B. Membership System

Fixed donations are received from corporations and organizations in the form of membership dues and are allocated to a variety of programs implemented during the fiscal year in which the donation was made. The members comprise General Members, whose donation is at least 100,000 yen, and Special Members, whose donation is at least 500,000 yen annually, and they can enjoy privileges such as receiving the Foundation's annual reports. As for the members for fiscal 2010, please refer to "Corporate Members" on the following page.

[2] Designated Donations

Under this program, donations from domestic individual and corporation to support international cultural exchange programs at home and abroad are received by the foundation, which is a designated public benefit organization, with the understanding that they will be used to subsidize organizations that implement specific cultural exchange projects. By utilizing this system, such donations to support the programs are treated as donations to the Foundation, and the donors are eligible to receive taxation benefits for their donations.

Eligible programs include personnel exchanges, overseas Japanese studies and Japanese language education programs, and performances, exhibitions, seminars, etc., related to international cultural exchange. Receipt of designated donations is subject to decision by a deliberative council of external experts. See the following page for a list of designated donations programs for fiscal 2010.

2. Taxation Benefits

The Japan Foundation is a "Designated Public Benefit Organization" in accordance with Article 77 of the Corporate Tax Enforcement Order and Article 217 of the Income Tax Enforcement Order. Therefore, donations to the foundation are subject to the following taxation benefits.

(1) Corporations

Separate from normal donations, either the total amount of donation to Designated Public Benefit Organizations or the maximum deductible amount of donation to Designated Public Benefit Organizations, whichever is smaller, is treated as a loss.

● Normal donations

(Amount of capital x Number of months for the period/12 x 2.5/1,000 + Amount of income x 2.5/100) x 1/2

● Donation to Designated Public Benefit Organizations

(Amount of capital x Number of months for the period/12 x 2.5/1,000 + Amount of income x 5/100) x 1/2

(2) Individuals

An amount equal to the donation minus 2,000 yen (up to 40% of the gross income) is tax deductible. Donations of inherited assets are also eligible for beneficial taxation treatment.

3. Donations Received in Fiscal 2010

	Number of Donations	Amount (yen)
General Donations	55	20,966,000
Corporate Membership	45	8,700,000
Donations for Program Expenses	7	5,846,000
Private Endowments	3	6,420,000
Designated Donations	49	380,895,505 (Note: 1)

Note 1: From the designated donations received, 357,891,505 yen and the amount 41,860,000 yen brought forward from fiscal 2009 were granted as subsidies to 30 programs (see "Designated Donations Programs" on the following page). The remaining 23,004,000 yen of the designated donations will be provided as subsidies to six programs in fiscal 2011.

Note 2: On an accumulated basis from the establishment of the Foundation in 1972 up to the end of fiscal 2010, general donations and designated donations received by the fund amounted to 2,460.94 million yen and 65,709.42 million yen, respectively.

List of Donors and Programs Implemented with Donations in Fiscal 2010

Corporate Members As of the end of fiscal 2010; listed in Japanese alphabetical order

[1] Special Members

Shochiku Co., Ltd. / Electric Power Development Co., Ltd. / Mizuho Bank, Ltd. / Bank of Tokyo-Mitsubishi UFJ, Ltd.

[2] General Members

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Donors for Program Expenses Listed in order of donations received

Donations for the 12th International Architecture Exhibition, Venice Biennale program	Daiko Electric Co., Ltd. / Tajima Roofing Inc.
Donations for overseas Japanese language education programs	Doi Matsuo
General donations	One individual
Donations for the AGA-SHIO + Music & Rhythms concerts in the Democratic Republic of the Congo program	Overseas Market Development Operations, Yamaha Motor Co., Ltd.
Donations for Maison de la culture du Japon à Paris program	Nomura Center for Lifelong Integrated Education
Donations for Japanese language education programs at the Japan-Hungary Cooperation Forum	Sumitomo Chemical Co., Ltd.

Private Endowment Providers Listed in order of donations received

Mitsuhashi Hiroaki / Japan Association for Cultural Exchange / One individual

Program Support by Private Endowments Examples of "Special Benefaction," under which a benefactor who so desires may establish a special program with a name of the benefactor's choosing.

Name of Special Benefaction Program	Donor and Content of the Program
Uchida Fellowship	The benefactor is the late Mr. Uchida Genko. Young musicians are invited to Japan from the United States, Europe, and other regions, and given the chance to work with renowned Japanese musicians and others active in the field of music, including participation in joint performances or collaboration on joint works. One fellow was invited from the U.S. in fiscal 2010.
Japanese Studies Fellowship Program offered by Takasago Thermal Engineering Co., Ltd.	The benefactor is Takasago Thermal Engineering Co., Ltd. In order to promote Japanese studies in Southeast Asia, this scholarship provides funds to allow young Southeast Asian researchers in the field of Japanese studies to visit Japan for research purposes. One fellow was invited from Vietnam in fiscal 2010.
Ken Watanabe Memorial Fund: Contribution of Books	The benefactor is Mr. Watanabe Yukinobu (father of Mr. Watanabe Ken, a Ministry of Foreign Affairs official who died in a traffic accident during training in the United States). Donation of Japanese studies books to the Tianjin Academy of Social Sciences, China. In fiscal 2010, a total of 192 books were donated.

Designated Donations Programs Countries in parentheses represent the locations of the program implemented

Development for the Rotary Ambassadorial Scholarship and other Rotary Foundation Educational Programs (U.S. and Japan)	Project-Fund for Sprachzentrum für Japanisch e.V. (Germany)
US-Japan Bridging Foundation Scholarship Program (U.S.)	Comprehensive Japanese-German Dictionary (Germany)
Capital Increase of the "WMU Friends in Japan Endowment Funds" (WMU FJEF) for Michitoshi Soga Japan Center at Western Michigan University (WMU) (U.S.)	Exchanging Packaging Design of Japanese/Korean Students (Korea and Japan)
Fund Raising Project for Helping to Establish the "Ishikawa Memorial Fund for Comparative Japanese Law" (U.S.)	Conference of Japanese and Chinese Journalists (China and Japan)
Intellectual Exchange between Columbia Law School and the Japanese Legal Profession (U.S.)	16th World Congress of the International Society for Criminology (Japan)
Nagashima Ohno and Tsunematsu Scholarship Fund, Columbia Law School (U.S.)	Shitennoji Wasso (Japan)
Nagashima Ohno and Tsunematsu Program for Japanese Law and Culture at Duke Law School (U.S.)	Japan-Korea Exchange Festival Matsuri 2010 (Japan)
US-Japan Research Institute (U.S.)	Public Events and Conferences Commemorating the 20th Anniversary of the JACE (Japan Association for Cultural Economics) (Japan)
Japanese Legal Studies Program at University of Michigan Law School (U.S.)	17th Honolulu Festival (U.S.)
Establishment of Fund for the University of Michigan Law School Japanese Legal Studies Program (U.S.)	Music from Japan 35th Anniversary Festival (U.S.)
LSH Asia Scholarship (Japan)	Music from Japan Festival 2011 (U.S.)
Japan Return Programme Nihongo Summit 2009: School for Discovering Japan (Japan)	New International Edition "Madama Butterfly" World Premiere (Italy)
Japan Return Programme Nihongo Summit 2010 (Japan)	Violin Festa Tokyo in Paris (France)
	Japan Year in Turkey (Turkey)
	Radio Program Introducing J-pop Music to Chinese Young People (China)
	Asian University for Women (Bangladesh)
	Restoration of the Japanese Garden at Japan-British Exhibition 1910 (U.K.)

Financial Statements

Budgets and Results / Balance Sheet / Profit and Loss Statement / Statement of Loss Appropriation

Budgets and Results [April 1, 2010 to March 31, 2011]

[Unit: yen]

Item	Budget	Result
Revenues		
Government subsidies	12,850,693,000	12,850,693,000
Investment revenue	1,303,743,000	1,854,523,715
Donation revenue	863,810,000	395,441,505
Income from commissioned projects	824,046,000	643,991,692
Other revenue	1,026,126,000	816,048,019
Total	16,868,418,000	16,560,697,931

Expenditures	Operating expenses	14,353,529,000	13,128,014,551
	Arts and Cultural Exchange programs	2,300,551,000	2,275,350,060
	Japanese-Language Education programs	4,527,663,000	4,262,693,286
	Japanese Studies and Intellectual Exchange programs	2,601,925,000	2,354,708,876
	Survey, Research, and Information Service programs	590,664,000	507,352,746
	Other programs	4,332,726,000	3,727,909,583
	General and administrative expenses	2,514,889,000	2,465,569,562
	Salaries and wages	1,728,620,000	1,680,269,845
	Supplies	786,269,000	785,299,717
Total		16,868,418,000	15,593,584,113

Note: In the Budgets and Results, salaries and wages for executives and regular employees of the Japan Foundation employed in Japan are all included under general and administrative expenses. In the Profit and Loss Statement, salaries and wages for executives and regular employees employed in Japan are included as expenses in the relevant area of operation, according to the nature of each position.

Balance Sheet [as of March 31, 2011]

[Unit: yen]

Assets	I. Current assets	Cash and deposits		10,150,081,416		
		Marketable securities		9,557,923,045		
		Prepaid expenses		22,538,938		
		Accrued income		205,477,629		
		Accounts receivable		342,133,260		
		Other current assets		26,588,586		
		Total current assets			20,304,742,874	
	II. Fixed assets	1. Tangible fixed assets	Buildings	13,007,086,625		
			Accumulated depreciation	△ 3,739,210,134	9,267,876,491	
			Structures	318,519,361		
			Accumulated depreciation	△ 169,708,742	148,810,619	
			Machinery and equipment	9,134,105		
			Accumulated depreciation	△ 7,512,746	1,621,359	
			Vehicles and transport equipment	126,617,824		
			Accumulated depreciation	△ 94,996,786	31,621,038	
			Tools, equipment and fixtures	1,162,170,262		
			Accumulated depreciation	△ 821,341,636	340,828,626	
		Art objects		462,170,874		
		Land		195,318,000		
		Construction in progress		80,262,000		
		Total tangible fixed assets			10,528,509,007	
		2. Intangible fixed assets	Land lease rights		10,598,000	
			Software		108,180,986	
			Telephone subscription rights		441,000	
			Software in progress		26,893,125	
			Total intangible fixed assets			146,113,111
		3. Investments and other assets	Investment securities		46,112,120,508	
			Long-term time deposits		1,700,000,000	
			Deposits and bonds		786,432,760	
			Total investments and other assets			48,598,553,268
			Total fixed assets			59,273,175,386
		Total assets				79,577,918,260
		Liabilities	I. Current liabilities	Liabilities from government subsidies		3,349,830,999
				Donations received		34,064,154
	Amount in arrears				1,272,191,136	
	Accrued expenses				1,427,892	
	Consumption tax payable				696,600	
	Advances received				1,062,524,319	
	Deposits payable				7,021,480	
	Lease liabilities				13,126,008	
	Allowances					
	Allowances for bonuses			13,152,238	13,152,238	
	Total current liabilities					5,754,034,826
	II. Fixed liabilities			Asset counterpart liabilities		
				Government operational expense subsidies related to asset counterpart	982,575,500	
			Donations related to asset counterpart	2,807,022		
			Government operational expense subsidies related to construction in progress counterpart	80,262,000		
Government operational expense subsidies related to software in progress counterpart			26,893,125	1,092,537,647		
Long-term lease liabilities				11,372,040		
Asset retirement obligations				51,874,771		
Total fixed liabilities					1,155,784,458	
Total liabilities					6,909,819,284	
Net assets			I. Capital stock	Government investment		77,969,741,003
				Total capital stock		77,969,741,003
			II. Capital surplus	Capital surplus		417,337,984
				Accumulated depreciation not included in the profit and loss statement (△)	△ 4,195,269,875	
				Accumulated impairment losses not included in the profit and loss statement(△)	△ 126,000	
				Accumulated interest expense not included in the profit and loss statement(△)	△ 11,815,723	
				Endowments from private sector		906,922,787
	Total capital surplus					△ 2,882,950,827
	III. Net loss carried forward		Unappropriated loss for the term		△ 2,435,671,211	
		(of which: Gross loss for the term)		△ 1,054,425,082)		
		Total net loss carried forward		△ 2,435,671,211		
	IV. Valuation and translation adjustments	Deferred gains or losses on hedges		16,980,011		
		Total valuation and translation adjustments			16,980,011	
	Total net assets				72,668,098,976	
Total liabilities and net assets				79,577,918,260		

Profit and Loss Statement [April 1, 2010 to March 31, 2011]

[Unit: yen]

Ordinary expenses	Arts and cultural exchange programs		2,528,187,982	
	Japanese-language education programs		4,480,296,932	
	Japanese studies and intellectual exchange programs		2,565,294,402	
	Survey, research, and information service programs		589,738,156	
	Other programs	Overseas programs	3,470,069,722	
		Cooperation in cultural exchange facilities programs	406,642,406	3,876,712,128
	General and administrative expenses		1,406,394,697	
	Financial expenses		921,293	
	Miscellaneous income deductions		911,201,529	
Total ordinary expenses			16,358,747,119	
Ordinary income	Income from government subsidies		11,550,193,297	
	Income from investments		1,681,057,004	
	Income from commissioned projects		826,588,390	
	Income from donations	Income from donations	24,668,564	
		Income from designated donations	399,751,505	424,420,069
	Refund of counterpart liabilities	Refund of government operational expense subsidies related to asset counterpart	150,024,931	
		Refund of donations related to asset counterpart	1,284,691	151,309,622
		Interest received	1,407,979	1,407,979
	Financial income	Interest received	1,407,979	1,407,979
	Sundry income	Income from the Japanese-Language Proficiency Test	479,771,184	
		Other sundry income	189,268,405	669,039,589
Total ordinary income			15,304,015,950	
Ordinary loss				1,054,731,169
Extraordinary losses	Retirement of fixed assets		4,663,201	4,663,201
	Refund of government operational expense subsidies related to asset counterpart		4,816,271	
Extraordinary profits	Profits on sales of fixed assets		153,017	4,969,288
	Net loss for the term			1,054,425,082
Gross loss for the term				1,054,425,082

Statement of Loss Appropriation (August 24, 2011)

[Unit: yen]

I. Unappropriated losses at the end of the term		2,435,671,211
Gross loss for the term		1,054,425,082
Deficit at the beginning of the term		1,381,246,129
II. Deficit carried over to the next term		2,435,671,211

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Committee members (listed in Japanese alphabetical order) are as follows:

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The Japan Foundation has 22 offices in 21 countries. In close collaboration and cooperation with Japan's diplomatic missions, cultural exchange organizations and Japanese-language institutions, the Japan Foundation operates its activities worldwide.

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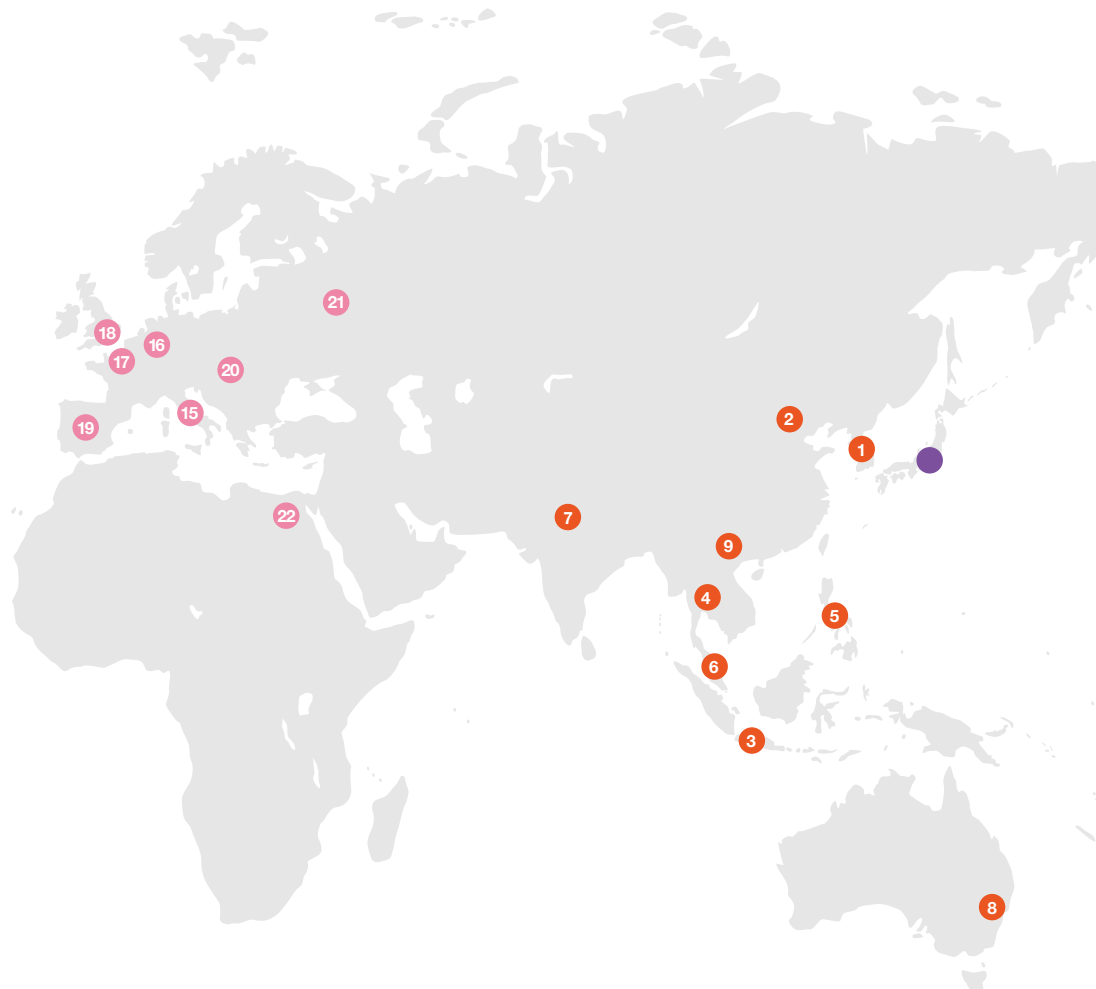
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21 Russia

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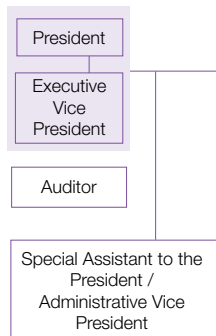
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As of October 1, 2011

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Japan Foundation Online Information Sources

Website, E-mail Magazine

The official website of the Japan Foundation contains a variety of useful information including the Japan Foundation programs, upcoming events, program guidelines, useful materials for Japanese-language teachers, reports from past research projects, and links to overseas offices.

- Japan Foundation Official Website
→ <http://www.jpf.go.jp/e/>
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Blog, Twitter

- Japan Foundation Official Blog *Open the Earth*
→ d.hatena.ne.jp/japanfoundation/
- Twitter
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Web-based Magazine

- *Wochi Kochi* Magazine
→ <http://www.wochikochi.jp/english/>

Websites on Specific Areas

- Artist-in-Residence programs in Japan *AIR_J*
→ <http://en.air-j.info/>
- *Performing Arts Network Japan*
→ <http://performingarts.jp/>
- *Japanese Book News*
→ Japan Foundation Official Website → Publications and Goods → Periodicals
- Japanese-Language Proficiency Test (JLPT)
→ <http://www.jlpt.jp/e/>
- *Japanese in Anime and Manga*
→ <http://www.anime-manga.jp/>
- *Minna no Kyozaï* (teaching materials)
→ <http://minnanokyozai.jp/kyozai/>
- *Nihongo de Care-navi*
→ <http://eng.nihongodecarenavi.jp/eng/>
- *Sushi Test* (an online Japanese-language test)
→ <https://momo.jpf.go.jp/sushi/>
- "*Erin's Challenge! I can speak Japanese.*" on the Web
→ <https://www.erin.ne.jp/en/>

About the photographs on the cover and section title pages

They were taken at the Japan Foundation Japanese Language Institute, Urawa, where Japanese language teachers from around the world attend training programs to learn teaching methodology and Japanese culture while living together for a maximum of 12 months. Each part of the facility must remind them of their days spent in Japan.



Front cover

A table and chairs in the foyer on the first floor



p. 9 Arts and Cultural Exchange

Passage at an all-purpose space in the dormitory



p. 17 Japanese Language Education Overseas

Laundry room in the dormitory



p. 25 Japanese Studies and Intellectual Exchange

Lobby



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Staircase in the dormitory

Photo: Masuda Tomoyasu

The Japan Foundation 2010 Annual Report

Published in March 2012

Written, edited and published by: The Japan Foundation Information Center

4-4-1 Yotsuya, Shinjuku-ku, Tokyo 160-0004, Japan

Tel: 81-3-5369-6075 Fax: 81-3-5369-6044

Editing: ita&co [Hasegawa Naoko]

English translation: NHK Global Media Services, Inc.

Design: Okamoto Tsuyoshi + [Okamoto Tsuyoshi / Abe Taichi]

Cover and section page photos: Masuda Tomoyasu

Printing: Tokyo Inshokan Printing Co., Ltd.



<http://www.jpff.go.jp/>