

On the Occasion of the Japan Foundation's 40th Anniversary



October 2 marks the birthday of the Japan Foundation as it turns forty years old in 2012. Since its establishment in 1972, the Foundation has won a certain degree of appreciation for its roles and activities both in Japan and abroad. This recognition rests on the dedicated support and efforts of those people actively involved in international cultural exchange as well as on the shoulders of our predecessors, and I would like to express my profound gratitude for their commitment. In this 40th anniversary year, as the president of a foundation with a long and distinguished history, I will continue to challenge whatever awaits us with a fresh perspective.

In terms of economy, Japan remains a major economic power, though its relative presence in the world tends to decline in recent years. Be that as it may, the cultural power of Japan, and the way we Japanese live, were highly appraised once again in the wake of the Great East Japan Earthquake. We

consider it important for Japan, and for its future, to have many more people abroad appreciate its virtues and charms, and to deepen their understanding of our country. After the Great East Japan Earthquake, we at the Japan Foundation showed other countries, in various ways, the efforts of people working to recover in the region ravaged by disaster. By stepping up our activities, we will continue to introduce a valuable Japan prospering together with other countries of the world.

At the same time as we introduce Japan, it is important to deepen the connections and bonds that Japan maintains with other countries in a variety of ways. For this purpose it is also essential to implement projects that we conceive and undertake together with people abroad. These are collaborative projects to create culture, to interact and become familiar with each other through actual contact, and to contribute to culture in other countries.

At a time when the country's fiscal conditions are becoming increasingly strained, and the administrative and financial reforms of the government are progressing steadily, it is requisite for the Japan Foundation to operate its activities with greater efficiency, however fewer its resources may be. We will strive further in our efforts to coordinate and cooperate with government as well as with private organizations in and outside the country, and proceed as national initiatives.

The world today is facing an array of serious challenges. With the broad understanding of people across the nation of Japan, the Japan Foundation will continue to move forward with you all.

October 2012

Hiroyasu Ando

President
The Japan Foundation