

U.S.-Japan Conference on Cultural and Educational Interchange (CULCON)
in partnership with the Smithsonian's National Museum of Asian Art

**“Shaping the U.S.-Japan Partnership: Creative Industries, Information Access,
and Subnational Diplomacy”**

CULCON Symposium, February 18, 2025

Agenda

Welcome Remarks

09:00-09:10 am

- **Dr. Chase F. Robinson**, Director of the National Museum of Asian Art
- **Mr. Charles D. Lake II**, U.S. CULCON Chair

Keynote: Advancing Mutual Understanding Through the Creative Industries

09:10-10:50 am

Japan and the United States share a common appreciation for the value of film, media, and the arts as “soft power.” In its “Action Plan for New Capitalism 2024,” the Government of Japan (GOJ) seeks to clarify the important role it plays in supporting creators and the content industry, which – if effective – can spark imaginations, foster curiosity, and promote understanding between people. Two prominent speakers from Japan, honored guests Mr. Shunichi Tokura and Mr. Hiroyasu Matsuoka will provide public and private-sector perspectives on Japan's efforts to promote the creative industries (the “contents industry” in Japan). U.S. CULCON Vice Chair Dr. William Tsutsui will moderate the fireside discussion to follow using his research on Godzilla (now an Academy Award Winner) to guide thoughts on how creators can – and do – generate interest and bring people closer together through effective communication of cultural ideas and assets.

Speaker Introductions (5 min.)

- **Mr. Charles D. Lake II**, U.S. CULCON Chair

Keynote Speakers

- **Mr. Shunichi Tokura**, Commissioner, Agency for Cultural Affairs, Government of Japan (20 min.)
- **Mr. Hiroyasu Matsuoka**, President & CEO, TOHO CO., LTD. (20 min.)

Moderated Panel Discussion and Q&A (45-55 min.)

- **Moderator: Dr. William Tsutsui**, U.S. CULCON Vice Chair; Chancellor, Ottawa University
- **Mr. Shunichi Tokura**
- **Mr. Hiroyasu Matsuoka**

Panel: The Impacts of Digitization and A.I. on Information Access

10:55-11:45 am

This panel takes on the topic of the impact of digitization and A.I. on the spread of reliable information in the US-Japan binational community. What responsibilities do experts in higher education, in mass media industries, and in information-science technology have in shaping the current information landscape? How does one go about providing and sharing reliable information? How does the availability or lack thereof of digital resources change the study of Japan and the study of the United States? What does this portend for the binational partnership moving forward? Mr. Trevor Dawes will provide introductory comments, including background on the various discussions of the CULCON Information Access and Sharing Working Group on encouraging responsible digital transformation and resource sharing. Three expert panelists will then discuss methods and ethics for expanding reliable information access for students, scholars, and leaders in the U.S.-Japan partnership.

Introductory Remarks/Moderator (10 min.)

- **Mr. Trevor A. Dawes**, U.S. CULCON Panelist and Information Access and Sharing U.S. WG Chair; Vice Provost for Libraries and Museums and May Morris University Librarian, University of Delaware

Moderated Panel Discussion and Q&A (40 min.)

- **Ms. Aiko Doden**, Distinguished Senior Fellow, The Edwin O. Reischauer Center for East Asian Studies, Johns Hopkins University-SAIS
- **Ms. Emily Singley**, Vice President, North American Library Relations, Elsevier
- **Dr. Yuko Takahashi**, Japan CULCON Panelist and Information Access and Sharing Japan WG Chair; President, Tsuda University

Roundtable: Driving Forces of U.S.-Japan Subnational Diplomacy

11:50-12:50 pm

CULCON actively organizes and engages in discussions on the role of subnational diplomacy and its impact on the U.S.-Japan partnership through data-backed evidence. This roundtable will highlight the importance of people-to-people exchanges in the U.S.-Japan alliance. Featured are Dr. Mary Alice Haddad, who will speak on her ongoing research collecting case studies and other data points of successful regional initiatives to foster deeper U.S.-Japan ties; Lori Duggan Gold, who will offer insight into the history and approach of the National Museum of Asian Art to subnational engagement; Jessyca Livingston, who will speak to the human resource potential of JET alumni for US-Japan relations, and Shin Koyamada who will spotlight the successes and future potential of U.S.-Japan Sister Cities. This panel will be moderated by esteemed expert on foreign relations and former Chair of U.S. CULCON, Dr. Sheila A. Smith.

Introductory Remarks/Moderator (10 min.)

- **Dr. Sheila A. Smith**, former Chair of U.S. CULCON; John E. Merow senior fellow for Asia-Pacific studies at the Council on Foreign Relations

Moderated discussion (50 min.)

- **Dr. Mary Alice Haddad**, CULCON Subnational Diplomacy U.S. WG member; Professor of Government, Wesleyan University

- **Ms. Lori Duggan Gold**, Deputy Director for Operations and External Affairs, National Museum of Asian Art
- **Mr. Shin Koyamada**, CULCON Subnational Diplomacy Japan WG member; Founder and Chair of the Japan United States Sister City Association (JUSSCA)
- **Ms. Jessyca Livingston**, CULCON Subnational Diplomacy U.S. WG member; Executive Director, US JET Program Alumni Association (USJETAA)

Closing Remarks	12:50-12:55pm
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- **Amb. Kenichiro Sasae**, Japan CULCON Chair

Lunchtime Programming	13:00-14:00 pm
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***lunches provided for lunchtime participants (not public)**

- **Room One (Library)**
 - Program: Dr. Chase Robinson, NMAA Director, will lead a high-level discussion on policy and art with select CULCON members and guests.
- **Room Two (Flex Space)**
 - Program: Dr. Frank Feltens, NMAA Curator of Japanese Art, leads a group discussion on art and technology with a focus on NMAA's efforts in shared stewardship of NMAA's collections through digital technology.
- **Room Three (Conference Room)**
 - Program: Mr. Tom Vick, NMAA Curator of Film, to lead discussion on America's unique love affair with Japan's films and pop culture, beginning with the post-WWII occupation until today and Asian cinema.

Site Visit 1: NMAA	2:00-2:30 pm
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[Behind-the-scenes tour for our members, the Freer Gallery or other NMAA archives]

Site Visit 2: U.S. National Archive	3:00-4:30 pm
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***Charter Bus provide for travel**

[Site visit to the U.S. National Archives for CULCON delegation]

Free Time/Rest	5:00-6:00 pm
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Reception Hosted by Embassy of Japan	6:30-8:00 pm
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[Select invitation list, guests hosted by the Ambassador of Japan at his residence]