

**Come with us
Beyond borders
Beyond races
Beyond cultural differences
To the point where people
understand each other**

The 21st century shows how far our world has progressed in the remarkable development of science and technology. It also reveals threats to peace through warfare, terrorism, hunger, and environmental destruction. At the most basic level, such threats stem from deficient communications among nations, races, and individuals.

As an independent administrative institution, the Japan Foundation believes in the power of culture to resolve communications problems and promote mutual understanding. We strive to realize world peace and welfare, based on our conviction that culture is a precious global asset.



Kazuo Ogoura, President
The Japan Foundation
March 2006

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Get to know about Japan

Get to know about Japanese society

Get to know about Japanese culture

Are you interested in Japan? Do you want to know more? You may be able to learn something useful and beneficial. Let's communicate, and you will have more chances for new encounters and further interaction with people from all over the world.

Mutual understanding can bring peace to the world.

The Japan Foundation was established in 1972 as a special public institution under the Ministry of Foreign Affairs, and later became an official independent administrative institution in October 2003. Currently, we are working globally through four domestic offices and 19 international offices in 18 countries, providing opportunities for cultural exchange.

Japan-Korea Friendship Year 2005

Commemorating the 40th anniversary of the normalization of diplomatic ties between Japan and Korea, the Japan Foundation sponsored many events to promote cultural exchange as part of "Japan-Korea Friendship Year 2005." The following activities were held through March 2005:

Japan-Korea Friendship Year 2005 Super Live in Seoul

Held on January 28, 2005, the show promoted friendship between Japanese and Koreans through pop music. Top artists from both countries performed numbers like the Japanese-Korean friendship song "Dance with Me" (Korean/Japanese version), sung in Japanese by Chemistry & Lena Park unit.



Korea-Japan Road Club Festival 2005

This all-night event in seven venues included Japanese and Korean DJs in friendly rivalry, an exhibition showcasing young artists and, of course, stage performances.

Celebrating 150 Years of Japanese-American Relations

The year 2004 was the 150th anniversary of the establishment of amicable Japanese-American relations. Over this period, Japan and the United States have overcome conflicts and reinforced political, economic, and cultural ties to achieve ongoing friendship. Focusing on this commemorative year, the Japan Foundation promoted many cultural events in 2004:

US-Japan 150th Anniversary Symposium (See page 27.)

Public Symposium: Japanese American Leadership Delegation "Asian American Diversity: Building Coalitions"

From March 27 to April 4, 2004, 13 noted Japanese-Americans met to discuss better understanding between Japanese and Japanese-Americans and help reinforce Japan-U.S. ties. The gathering included appreciation of *kabuki* and *orimono* (tapestry), and a round-table conference with specialists in politics, economics, and education.



Revival of *Pacific Overtures* Musical on Broadway (Directed by Amon Miyamoto) (See page 13.)



FY 2004 in Review

Expanding Cultural Exchanges with Nations in the Middle East

We realized important cultural exchanges with countries in the Middle East:

Specialists Dispatched to the Middle East

In September 2004, the Second Cultural Exchange and Dialogue Mission to the Middle East went to Jordan and Iran to take part in a symposium on “Tradition and Modernization.” Members also discussed amicable ways to resolve policy issues and set a priority agenda for intellectual exchange between Japan and the Middle East through programs like the Japan-Arab Dialogue Forum.

Middle Eastern Film Festival (See page 12.)

Teachers and Leading Artists Invited from Iraq

To foster greater understanding of Iraqi culture, the Japan Foundation organized a theater tour by the Al-Murwass Group from Baghdad for October, followed by a November-December concert series showcasing the *oud*, the traditional Arab lute. We also invited Iraqi middle- and high-school teachers to Japan to meet primary and junior high school students and teachers, as well as to attend lectures on Japanese education.

Lectures on the Middle East

Responding to recent interest in the Middle East and Islam, the Japan Foundation arranged a series of eight lectures related to understanding the region. The series, a sweeping survey of Middle Eastern culture, drew an audience of 472.

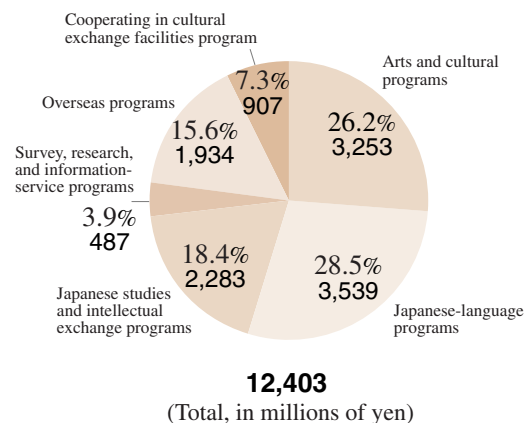
Supporting Overseas Interest in Japanese Language and Culture

Results of 2003 Survey on Overseas Japanese-Language Education

This survey revealed that in 2003 about 2.3 million people were studying Japanese at schools and other institutions in 127 countries—a 12% jump in five years. The increased number of young learners starting Japanese study may be attributed in many countries to the growing popularity of Japanese pop culture.

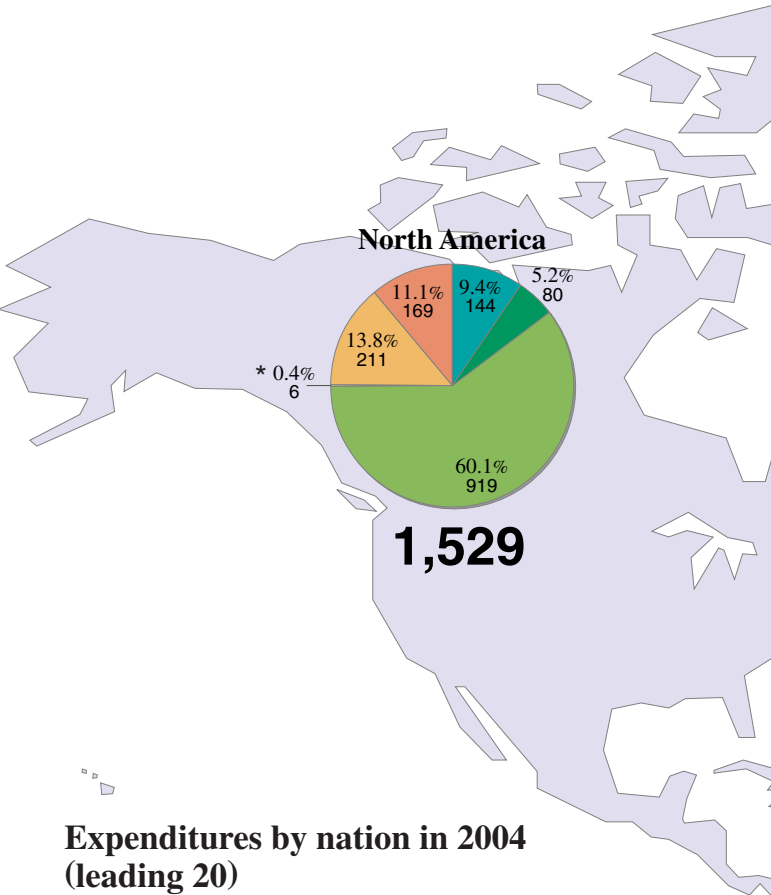


Breakdown of 2004 program expenditures (by field)



Global Network Expenditures

Unit: millions of yen



Expenditures by nation in 2004 (leading 20)

	Millions of yen	%
U.S.A.	1,354	10.9
France	558	4.5
China	529	4.3
Korea	511	4.1
Australia	453	3.6
Indonesia	347	2.8
Germany	299	2.4
Thailand	256	2.1
Brazil	235	1.9
Russia	219	1.8
Malaysia	218	1.8
Italy	213	1.7
U.K.	196	1.6
India	193	1.6
Canada	160	1.3
Philippines	156	1.3
Egypt	150	1.2
Vietnam	97	0.8
Greece	70	0.6
Hungary	68	0.5

- Arts and cultural programs
- Japanese-language programs
- Japanese studies and intellectual exchange programs
- * Survey, research, and information-service programs
- Overseas programs
- Cooperating in cultural exchange facilities

Fostering Cross-Cultural Understanding

The Japan Foundation seeks to emphasize the needs and goals of each international program, and sets objectives for operations in each target country and region. To ensure enhanced performance, we have appointed executive vice presidents on a regional basis.

Asia and Oceania



Sohei Yoshino
Executive Vice President

The year was marked by many ambitious projects that broke new ground. We sponsored the “Have We Met?” art exhibition, organized by a new generation of curators; brought Tokyo audiences contemporary drama by directors from five South Asian countries, a selection that brilliantly used multimedia; and sent a company of actors to East Timor refugee camps to entertain children affected by recent strife. In a move aptly summarizing this year of reform, applications for the head of the Foundation’s Beijing office were accepted from the public, and the position was filled by an individual from a corporate background.

The Americas



Hideya Taida, CBE
Executive Vice President

2004 marked the 150th anniversary of the first friendship treaty between Japan and the United States, and to honor that occasion we organized a wide range of symposiums looking back on the history of our relations. In terms of new frontiers, we hosted a symposium that explored relations between Japanese-Americans and Asian-Americans, their diversity and solidarity. After staging a revival of the 1976 musical *Pacific Overtures* on Broadway, we then set to work organizing a network of Japanese research fellows in Central and South America. As Japan and Mexico have successfully concluded negotiations on a free trade agreement, we look forward to seeing our cultural exchange programs continue to flourish and grow in the coming years.

Europe, Middle East, and Africa

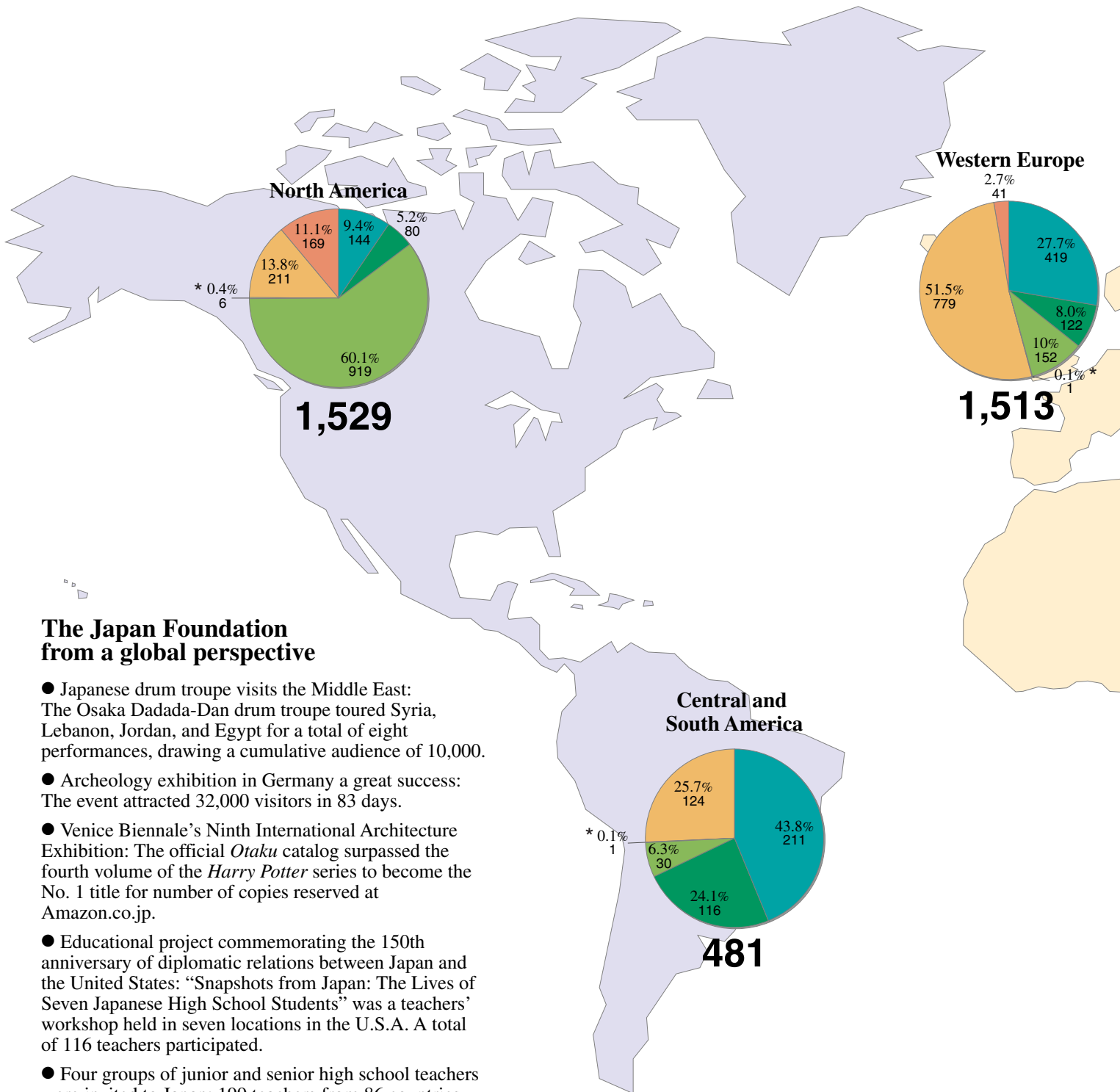


Toru Kodaki
Executive Vice President

The Japanese pavilion at the Venice Biennale’s Ninth International Architecture Exhibition focused on the theme of “Otaku,” and it generated great excitement in the European art world with its unique vision of urban life. The display proved a big hit in Tokyo, too, upon its return home. Meanwhile, at the Foundation’s invitation, a contemporary company of actors from Iraq visited Japan in a three-city tour, and a group of players on the *oud*, the traditional Arab lute, led by Naseer Shamma of Iraq, performed in Hiroshima, Nagasaki, and Tokyo. The Middle East, the Foundation believes, is one of the regions where Japan most needs to engage in cultural exchange and enhanced mutual understanding. We therefore sent a cultural mission there for the second time, this year to Jordan and Iran.

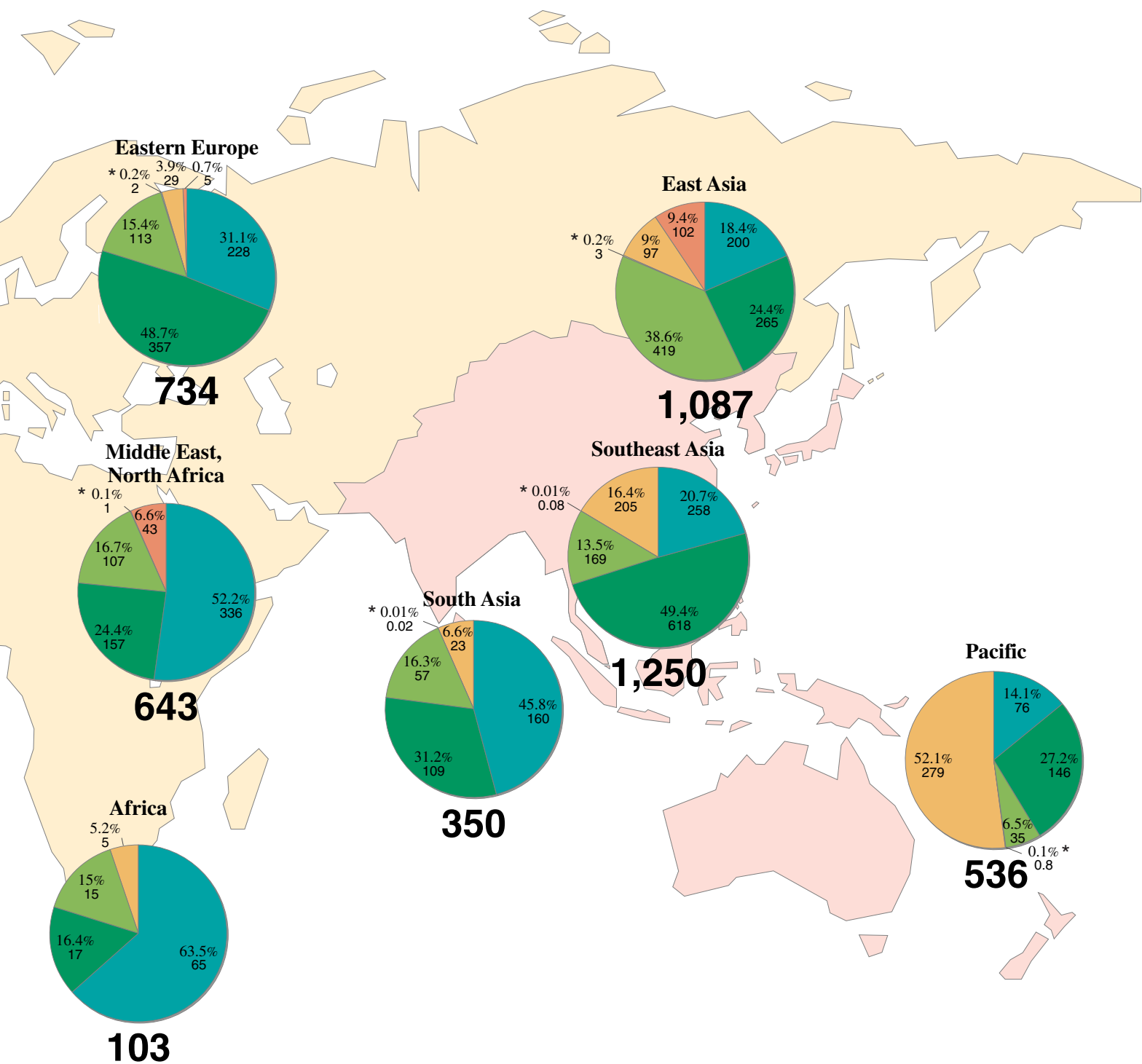
Global Network Expenditures

Unit: millions of yen



The Japan Foundation from a global perspective

- Japanese drum troupe visits the Middle East: The Osaka Dadada-Dan drum troupe toured Syria, Lebanon, Jordan, and Egypt for a total of eight performances, drawing a cumulative audience of 10,000.
- Archeology exhibition in Germany a great success: The event attracted 32,000 visitors in 83 days.
- Venice Biennale's Ninth International Architecture Exhibition: The official *Otaku* catalog surpassed the fourth volume of the *Harry Potter* series to become the No. 1 title for number of copies reserved at Amazon.co.jp.
- Educational project commemorating the 150th anniversary of diplomatic relations between Japan and the United States: "Snapshots from Japan: The Lives of Seven Japanese High School Students" was a teachers' workshop held in seven locations in the U.S.A. A total of 116 teachers participated.
- Four groups of junior and senior high school teachers were invited to Japan: 199 teachers from 86 countries took part in these visits.
- Overseas candidates taking the Japanese-Language Proficiency Test on December 5: approx. 302,000.
- Japanese language learners across the globe: 2.3 million in 127 countries and regions.
- Visitors to the library of the Japan Cultural Centre, Sydney:
Before it moved: Average of 30 persons a day.
After it moved: Average of 80 persons a day.



FY 2004 Regional Expenditures

The Americas	16.2%	2,010
Europe, Middle East, and Africa	24.4%	3,028
Asia and Oceania	26.5%	3,281
Other	32.9%	4,084

New structure for refined focus

In response to the current era of globalization, the Japan Foundation has reorganized our group and operating plans. This allows us to refine our focus on the cultural values that Japan can bring to building a better world. We have streamlined our institution for greater synergy and flexibility, creating three major programs — Arts and Cultural Exchange, Japanese-Language Education Overseas, and Japanese Studies and Intellectual Exchange — with an Information and Resource Center to coordinate these three program areas. The following is a list of events and activities in 2004:

Arts and Culture Group

■ Contemporary Brazilian art exhibition, “Brazil: Body Nostalgia” ■ “JIKI: Japanese Porcelain, East and West, 1610-1760,” an exhibition that toured Faenza’s International Museum of Ceramics, the Japan Cultural Institute in Paris, and Belgium’s Royal Museums of Art and History ■ Special screenings of *Godzilla* and monster movies at American Cinematheque ■ Jazz tour of Middle East by Satoru Shionoya Unit (Lebanon, Jordan, Greece) ■ Middle-East Tour by Osaka Dadada-Dan *Tenko* drum troupe (Syria, Lebanon, Jordan, Egypt) ■ Exhibition in Germany, “Time of Dawn: Japan’s Archaeology and History up to the First Emperors” (Mannheim, Berlin) ■ “Living Together is Easy” exhibition in Melbourne, Australia, featuring contemporary works by 12 Japanese and Australian artists ■ Participation in the 26th São Paulo Biennale ■ Exhibition at the 56th Frankfurt International Book Fair ■ *Bunraku-Gidayu* Music Concert Tour of Canada ■ Russian translation of *The Assassin’s Sword Eye of the Tiger: A Historical Novel of Contemporary Japan* (under Japanese Literature-in-Russian translation program) ■ Display of paintings by four Japanese artists at 11th India Triennale ■ Indonesia tour by a capella group INSPi

Japanese-Language Group

■ The intensive training program for the U.S./Canadian/the U.K. ■ Short-Term Training Program of foreign teachers of the Japanese language ■ The intensive training program for high-school teachers of the Japanese-Language from the Republic of Korea ■ Conference for the Association of Japanese-Language Teachers in Europe on the theme of “Accessibility in Japanese Language Education: Sharing Ideas, Theories, and Practices” ■ Launch of English-language version of the “Minna no Kyozaï” site ■ Administration of Japanese Language Proficiency Test worldwide ■ The Lee Soo-Hyun memorial program for extending invitation to Japan to young people from Korea (Japan-Korea Friendship Year 2005 program) ■ Conference of Japanese educational experts and young Japanese-language teachers returning from Chile, Indonesia, and India

Japanese Studies and Intellectual Exchange Group

■ Cultural Diversity and Globalization, the Arab-Japanese Experience: a Cross-Regional Dialogue ■ Future Leaders Forum 2004: Korea-China-Japan ■ Public seminar on the development of teaching materials for USA understanding — Guidelines for Japanese junior & senior high school students— ■ Second Cultural Exchange and Dialogue Mission to the Middle East ■ Host for the Media Forum 2004 in The Philippines ■ Conducted a project under the Asia Leadership Fellow Program ■ “Bhutan and Gross National Happiness (GNH): In Pursuit of a New Paradigm for Human Development” ■ Public forum “Towards Peace and Prosperity in the 21st Century: Rethinking Global Governance and United Nations Reform” ■ Japanese-American leadership Delegation, “Practicing Multicultural Coexistence: From Minorities Perspectives” ■ International forum held in Okinawa, “Asia Pacific Youth Forum, Okinawa”

Information and Resource Center

The most important responsibilities of the Japan Foundation include dissemination of international exchange information, coordination of three program areas, and promotion of effective communications for smooth, efficient operation of domestic programs. The Information and Resource Center, established in May 2004, serves as our communications nexus in publicizing our message on the Internet and in print, ensuring due recognition of distinguished achievements, and supporting international exchange programs at the grassroots level.